

Coupon Guidelines

& Recommended Best Practice Guide



Jointly produced and endorsed by:

EAN Ireland

FDF - The Food and Drink Federation

IISPC - The Irish Institute of Sales Promotion Consultants

IDMA - The Irish Direct Marketing Association

IAPI - The Institute of Advertising Practitioners in Ireland

PHS (Ireland) Ltd

Endorsed by:

The Office of the Director of Consumer Affairs

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EAN IRELAND 

Introduction

When a coupon is issued it is handled by many agents including must be well designed and laid out to provide clear and concise information through the supply chain. Anyone responsible for the design and trade should refer to these notes for guidance. This will ensure that

These revised guidelines also incorporate the new requirements for the issue and design. For more detailed information on Euro Coupon bar codes please contact the EAN Ireland

Design of a Coupon

- Where coupons are incorporated in other print matter (e.g. magazines/leaflets), the coupon must be easy to detach.
- A clear indication around the border of the coupon itself should appear as dotted or "cut" lines.
- Check that the coupon is not printed on the reverse of another coupon, or on the reverse of any other bar code.
- Care should be taken to ensure that any copy in the printed matter that refers to the coupon can in no way be construed as an additional coupon.

Notes on Sample Coupon Shown

1. Size and shape

- Rectangular
- Minimum size: 4cm x 8cm
- Maximum size: 7cm x 12cm

2. Value

- The cash value should appear once as a bold figure on the front face.
- For a double-sided coupon, the value should only appear once on each face and in such a manner that the coupon cannot be divided or tendered into two pieces.

3. Coupon Identification

- The word "Coupon" or "Voucher" should appear next to or near the stated value.
- The words "OFF NEXT PURCHASE", where applicable, should appear in one bold typeface.

4. Brand

- State product name and size clearly and conspicuously.

5. Closing Dates

- Where an offer closing date is applied, this should be clearly and predominantly marked using the words "Valid until.....".
- Promoters should redeem coupons from retailers up to AT LEAST SIX MONTHS beyond any stated consumer closing date, but a retailer closing date should NOT appear on the coupon.

6. Bar Code

- All coupons that are intended for general redemption should carry an EAN 13 digit bar code.
- Each different coupon promotion requires a different bar code symbol to encode its value.
- The face value of the coupon should be the same as that encoded in the bar code.
- The bar code should be printed wherever possible on white and depending on the print process, at a size of 100%, (26.26mm x 37.29mm). This includes the light margin surrounding the bar code, which at 100% should be 3.63mm on the left and 2.31mm on the right. It is not advisable to print any keylines near the bar code as this may cause difficulties when the bar code is scanned by retailers and handling houses.
- The bar code, including its surrounding light margin, should be located at least 10mm from the base and right hand edge of the coupon.

Coupon Issuer Numbers are only available to organisations which are full members of EAN Ireland and an annual charge for issue is made. Each Coupon Issuer Number allows an issuer to number up to 100 promotions. For further information on Coupon Issuer Numbers please contact the EAN Ireland Helpdesk on 01 - 605 1539.

7. To the Consumer

Give clear consumer instructions.

8. To the Retailer

Clearly state both the promoters name and redemption address.

distribution media, members of the public, retailers and clearinghouses. Therefore it is important to ensure that the coupon moves swiftly and easily through the retail or wholesale trade. All coupons intended to be redeemed through the retail or wholesale trade should adhere to the basic requirements of good coupon design.

of Euro coupons. As of 01/01/2002 all coupons will be issued in Euro with a new bar code prefix. Helpdesk on 01 - 605 1539.

9. Manufacturer or Handling House Code (Optional)

This code should appear in small, discreet print so as not to intrude on consumer/retailer information on the coupon.

Scope of these Guidelines

- These notes cover the accepted basic requirements for a coupon which gives "money off" a nominated product and which is designed to be redeemed through the retail or wholesale trade. They outline its design, size, redemption and handling requirements.
- These notes have been prepared jointly by EAN Ireland, the Food and Drink Federation, the Irish Institute of Sales Promotion Consultants, the Irish Direct Marketing Association, the Institute of Advertising Practitioners in Ireland, PHS (Ireland) Ltd and have been endorsed by the Office of the Director of Consumer Affairs.



Materials

Coupons should be printed on durable material of a weight and texture which is easy to handle throughout the redemption process. Adhesive backed coupons and some plastics which are subject to static should be avoided. Materials such as polythene or cellophane are feasible although special care will be needed to ensure that the bar code will scan. The use of unusual materials for coupons should be discussed with both trade customers and the clearing house prior to production.

Free Product Coupons

Where there is an intention to provide consumers with a coupon for the entire price of a product, special care is needed. Promoters wishing to issue "free" product coupons are advised to consult their trade customers before issue. The coupon bar code should show a value of €000 for these promotions and the procedure for redemption should be agreed directly between the supplier and the retailer.

Trade Notification

- Promoters should notify their trade customers in advance of their intention to issue on-pack coupons. It is also advisable to notify the trade in advance of major off-pack campaigns.
- Outer cases containing coupon packs should be readily identifiable as such.
- During a "cross-couponsing" or "off next purchase" campaign, particularly if the coupon is against another brand, promoters should, wherever possible, make the brand available in regular packs to their trade customers and inform them of the availability of these packs.

Handling Allowances

- Where promotional schemes take the form of coupons redeemable through the trade, an agreed allowance should be given by the issuer to the retailer to cover sorting, counting, collection and administration.
- The handling allowance may be agreed by IBEC and EAN Ireland for coupons which comply with these guidelines.

Additional Considerations for on-pack Coupons

- Care should be taken to ensure that the coupon bar code is not visible at the time of purchase. This is to avoid potential confusion at the checkout.
- Promoters should ensure that coupons that are attached to labels or directly to packages are properly secured to prevent loss, yet remain detachable.
- Coupons should be situated so as not to become soiled or stained by either direct contact with, or use of, the product.
- Where coupons are embodied as part of a special pack and are to be redeemed against the next purchase, the words "off next purchase" should appear in one bold typeface, size and colour.
- Careful consideration should be given as to the desirability of a closing date, especially where the product carries an extended "minimum durability" date.
- When on-pack coupons coincide with any other kind of special on-pack price, or "money-off" marking applied, by the promoter, then one should be clearly differentiated from the other.

Non Retailer Redemptions

Coupons offering a cash refund or free product to consumers, where the consumer must send the coupon directly back to the handling house, should clearly state the following information:

- Please allow 28 days from receipt of application for delivery.
- Only one application per household (if applicable).
- No responsibility will be accepted for product/cashback lost, delayed or damaged in the post.
- Proof of posting will not be accepted as proof of delivery.

Design of Alternative Coupon Offers/Multi-Bag Coupons

Money off Joint Purchase or Free Product Purchase coupons and all other type coupons must follow the general guidelines.

COUPON
€1
OFF NEXT PURCHASE

BRAND 35ML

VALID UNTIL 31.12.2002

9 821234 561003

1234567891011

TO THE CONSUMER
This coupon can be used in part payment against a packet of Brand.
Only one coupon may be used per pack purchased. This coupon
may not be used to gain a saving on any other item.

TO THE RETAILER
Egan Ltd. will redeem this coupon at its face value provided that it
has been taken in part payment for a pack of Brand only.
Egan Ltd. reserves the right to refuse payment against unredemmed
coupons. Please submit coupons to: Egan Ltd., Dept. 123, Town,
Republic of Ireland.

€0.05
COUPON
OFF NEXT PURCHASE

BRAND 35ML

VALID UNTIL 31.12.2002

9 821234 560051

1234567891011

TO THE CONSUMER
This coupon can be used in part payment against a packet of Brand.
Only one coupon may be used per pack purchased. This coupon
may not be used to gain a saving on any other item.

TO THE RETAILER
Egan Ltd. will redeem this coupon at its face value provided that it
has been taken in part payment for a pack of Brand only.
Egan Ltd. reserves the right to refuse payment against unredemmed
coupons. Please submit coupons to: Egan Ltd., Dept. 123, Town,
Republic of Ireland.

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Helpdesk 01 - 6051539 Fax: 01 - 6381539
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