

DESIGN OF A COUPON

Coupons incorporated in printed matter.

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 cannot be construed as being an additional coupon.

Notes on sample coupon

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 can 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. Logo:

- State product(s) 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 or expiry date.
- The bar code should be printed wherever possible on white and depending on the print process, at the size of 100%, should be 3.63mm on the left-hand side and 2.31mm on the right hand side. 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 face value of the coupon should be the same as that encoded in the bar code.
- The bar code, including its surrounding light margin, should be located at least 10mm from the base and right hand edge of the coupon.

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 clearinghouse 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 must clearly show a fixed value i.e. **€ 1.49 or up to a value of €1.49**, which will be the amount redeemable irrespective of the Retail Price charged by the trader.