



**ANTHOLOGY**

## Understanding Bar Codes

Anthology allows you to use a bar code reader to enter data. Within the publishing industry, there are two types of bar codes commonly used: EAN-13, and UPC codes. A third type exists called CODE 39. Visual Anthology uses the CODE 39 bar code when labels are generated from within the Visual Anthology system. The reason for this is that CODE 39 supports both Alpha and Numeric characters. Since Visual Anthology does not restrict you from creating your own SKU to identify your products, it only makes sense to use CODE 39.

**NOTE:** When you look at the backside of a book it should have at least the EAN-13 (starts with 978) or UPC barcode (does not start with 978). When entering in new inventory or scanning existing titles it is best to use the EAN-13 barcode to identify the book title. On many mass market/paperback books however you may find only the UPC on the back cover. Be sure to check the inside front cover for the proper EAN-13 barcode to use.

### Code 39 (three of nine)

Code 39 is commonly used for bar coding labels in inventory and industrial applications. The symbolism of the Code 39 character set consists of bar code symbols representing characters 0-9, A-Z, the space character, and the following symbols: -, ., \$, /, +, %. All other symbols will be ignored by the code. Visual Anthology uses this type of code when generating or reading labels, which allows you to create SKUs that contain more than numbers.

Special Note: When creating SKUs, you should keep the total length to 13 characters or less. Bar codes greater in length have a tendency to run off the label, causing the code to be read improperly.

Sample Code



0 395 44296 6

### UPC Bar Code

Some mass market books are printed with UPC codes on their back covers. UPC codes do not encode an ISBN and therefore cannot be converted to ISBNs by Visual Anthology. Generally these books will have the EAN-13 codes inside the front cover. You can still use UPC codes with Anthology if you so choose. But you must scan the code into the **ISBN/SKU** field in the Inventory file record for that book before Visual Anthology will be able to recognize a scanned UPC code. This is a good candidate for the **Alternate SKU** field in inventory. This way either code scanned will be located.

Special Note: It is important to note here that publishers will not accept orders by UPC code. They require ISBN. This is typically the EAN-13 code.

For those books which do not come with an EAN-13 code, with no bar code at all, or even with no ISBN, you may want to print out bar codes through Visual Anthology. These labels will encode whatever number has been entered into the ISBN number field in the Inventory file record for the books received (See CODE 39 for limitations). You can paste these labels on your books so that they can be scanned at the register.

Sample Code



### **EAN-13 Bar Code**

EAN-13 codes can be found on most books being published today, either on the back cover or on the inside front cover. You can recognize EAN-13 codes by the 978 which will appear at the beginning of the number printed beneath the bar code. EAN-13 codes contain within them the ISBN numbers for the books on which they appear. Visual Anthology translates these codes into ISBNs automatically. You can use the bar code reader to enter ISBNs into inventory by scanning the code into the **ISBN/SKU** field. Because Visual Anthology automatically converts these numbers, you may simply scan the EAN-13 code on the book to locate the item in inventory during sales.

Sample Code

