IBM Global Labeling Guide

Volume 3 - Shipping Labels

IBM Part Number 31L5040, EC Level L80800

Release: 5.4a

Current edition: May 23, 2008

Author:

Erich Guenter,
Global Labeling Program Mgr.
Global Logistics, Distribution Engineering Service Center

IBM Deutschland GmbH
Wilhelm-Fay-Strasse 30-34
D-65963 Frankfurt
Germany

☎ **:** ***(++49)-69-6645-6919***
Fax : ***(++49)-69-6645-6907***
✉ **:** ***eguenter@de.ibm.com***
Lotus Notes: ***Erich Guenter/Germany/IBM@IBMDE***

This document is the property of IBM. Use is authorized only for responding to a request for quotation or for the performance of work for IBM. All questions must be referred to the IBM purchasing department.

Table of Contents

Page

1.0 Introduction . . . 3
2.0 Definition . . . 3
3.0 Requirements . . . 3
3.1 IBM Specified Shipping Labels. . . . 3
3.1.1 General Label Layout . . . 4
3.1.2 Data Elements used on Shipping Labels . . . 5
3.1.3 Elements banned from a Shipping Label . . . 9
3.1.4 Example of a Shipping Label . . . 9
3.2 Carrier Specified Shipping Labels . . . 10
3.2.1 Definition and Scope . . . 10
3.2.2 Required Elements in 'Customer Section' of Carrier Specified Labels . . . 10
3.2.3 Examples of Carrier Specified Labels Containing Customer Use Data Elements . . . 11
4.0 Special Considerations on the Ship-to Address . . . 13
5.0 Label Placement . . . 13
A. Appendix A : Revision History. . . . 14

This document is the property of IBM. Use is authorized only for responding to a request for quotation or for the performance of work for IBM. All questions must be referred to the IBM purchasing department.

1.0 Introduction

This is volume 3 of a series of volumes which document what labels, packing lists and delivery notes / advice of delivery (AoD) should look like to conform to the needs of IBM, its business partners, and its customers. A list of all of the volumes in the Global Labeling series is shown in volume 1 “Overview and General Rules” (IBM part number 31L5038).

This document here defines the rules that apply to shipping labels. Its design and content is closely oriented on ‘ISO 15394 - Bar code and two-dimensional symbols for shipping, transport and receiving labels’.

Before reading this volume you should first read volume 1. It contains background information that pertains to all of the volumes in the Global Labeling series.

2.0 Definition

A shipping label is a label which is affixed to the shipping container. Its purpose is to provide all necessary information to all involved parties in the logistics chain in order for them to perform shipping, handling, and receiving of the product in a most efficient way.

A shipping label, even if it contains product information, never is a substitute for the Product Package label on the individual product package. See Global Labeling Guide Volume 2 “31L5039 Product Package Labels” for more information on product package labels.

3. Requirements

3.1 IBM Specified Shipping Labels

This section defines the general layout and content of IBM shipping labels. It may include information and data elements that are used by the carriers. If it is not feasible to include carrier required information on the IBM shipping label, carriers may add a small label containing their specific tracking information at the bottom / below the IBM shipping label. Only if this is not reasonably feasible, the carrier may apply their additional proprietary labels to the package or pallet for their use. The carrier label must not obstruct the IBM label.

This document is the property of IBM. Use is authorized only for responding to a request for quotation or for the performance of work for IBM. All questions must be referred to the IBM purchasing department.

3.1.1 General Label Layout

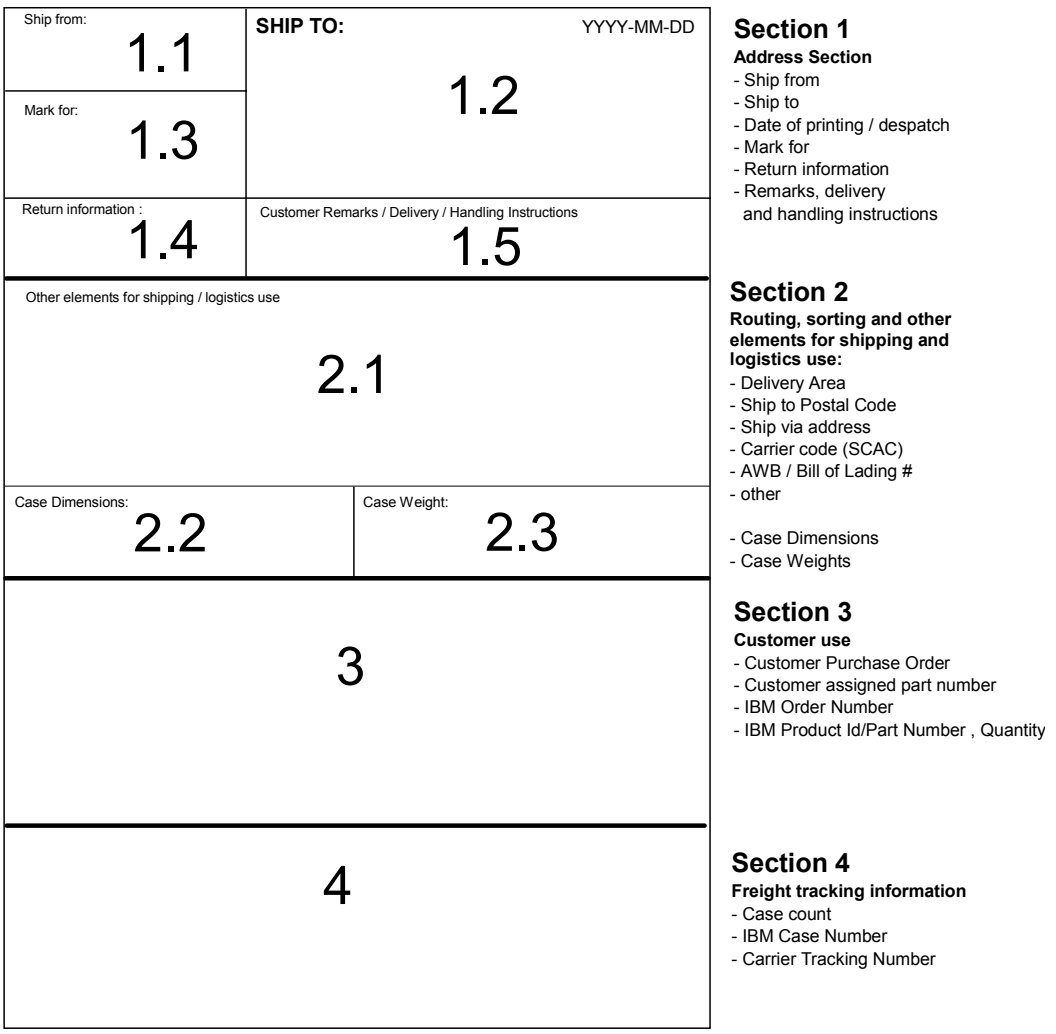

Figure 1 : *General layout of a Shipping Label*

Note: The label shown above is not to scale. In order to print all of the information that is required, a label with dimensions of at least 5 inches by 8.5 inches (127 mm by 216 mm) should be used.

This document is the property of IBM. Use is authorized only for responding to a request for quotation or for the performance of work for IBM. All questions must be referred to the IBM purchasing department.

3.1.2 Data Elements used on Shipping Labels

The following table shows the data elements that are used on a Shipping Label. This table shows the data elements, format, bar code data identifiers and description. Please refer to Global Labeling Guide Vol. 1 for details on fonts, bar code requirements and bar code titles.

Elements may be required, conditionally required or optional.
A required element must always be filled with value. In the table it is indicated by the attribute **'REQUIRED'**.
A conditionally required element is indicated by ' **REQUIRED IF**' and the condition is explained in detail.
An **OPTIONAL** element may be printed on the label based on local or other process requirements. If used, it shall be printed in the section identified in the table below.

If a bar code is required for an element in addition to the human readable value, this is indicated in the table below by an entry of the appropriate bar code data identifier in column 'DI'. The human readable interpretation which is required with any bar code may be used as the human readable element value so that duplication of information is avoided.

Data source owners must make provisions to make all required and conditionally required elements available for the label print application.

Section	Data element	Format *)	DI *)	Comments
1.1	Ship From Address	AN 6x35	N/A	**REQUIRED**. **Full** name and address of the physical location where the shipment originates. **Note:** Shipments from OEM or contract manufacturer locations should show IBM as the shipper's name with the OEM's / CM's address. The country name has to be fully spelled out.
1.2	Date of printing	YYYY-MM-DD	N/A	**REQUIRED**. This is the date the shipping label is created and / or the shipment is despatched.
1.2	Ship To Address	AN 7x35	N/A	**REQUIRED**. Specifies the **full** address where the shipment is to be delivered physically. Where legally allowed, this must be the address of the end customer who ordered the product. **Note:** some countries require the importer of record to be an IBM or IBM contracted entity. In those cases, the ship to address must be the IBM or IBM contracted entity who is consolidating shipments within that country, and the Mark for address must be the address of the end customer. Check the country's SPIs to determine if this applies. The address shall appear in bigger letters to distinguish it from the sending address. The city, state, postal code, and country should appear bolder than the rest of the Ship To address. Additionally the country name must be fully spelled out. **Note:** If for any reason (e.g. foreign trade legal) the "Ship To" address was not the end customer's address, but an IBM or IBM contracted entity, the shipping label must be replaced by this entity with a new one that shows the address of the final destination / customer.
1.2 or	Phone Number of the Customer	N	N/A	**REQUIRED** IF data content is available. Specifies a phone number of the customer that the carrier can call prior to

This document is the property of IBM. Use is authorized only for responding to a request for quotation or for the performance of work for IBM. All questions must be referred to the IBM purchasing department.

Section	Data element	Format *)	DI *)	Comments
1.5				delivery or if there are problems during delivery of a shipment. This phone number may be included within the “Ship To” address or the customer remarks.
1.3	Mark for	AN 6x35	N/A	**REQUIRED IF** data content is available. The ‘Mark for’ address is used when the ‘ship to’ address cannot be the end customer who is supposed to receive the shipment. In this instance the ‘mark for’ denotes the end customer or the final destination where the physical shipment will be delivered to if different than the ship to address, and the ship to address contains an IBM or IBM contracted local entity address, such as a consolidation center. When the shipment reaches the consolidation center, a new shipping label must be created and affixed with the address of the end customer specified in the "Ship To Address" field and the address of the Consolidation Center in the "Ship From” address field.
1.4	Return information		N/A	**REQUIRED**. If no dedicated return location (e.g. regional returns warehouse) defined or available, print a generic statement, like e.g. “Please contact your local IBM representative”.
1.5	Special Handling Instructions / Customer Order Remarks	AN 2x35	N/A	**REQUIRED IF** data content is available. Identifies any special delivery information or handling instructions that either the customer or IBM has imposed. This is also known as “Customer Order Remarks”.

This document is the property of IBM. Use is authorized only for responding to a request for quotation or for the performance of work for IBM. All questions must be referred to the IBM purchasing department.

Section	Data element	Format *)	DI *)	Comments
2.1	Misc. Elements for shipping and logistics use:			
	- Ship to Postal Code	AN 5..9	52L	**REQUIRED:** "Zip Code" in the U.S. For bar coded, no dashes or spaces must be encoded.
	- Delivery area	AN 5..9	N/A	**OPTIONAL:** mutually defined geographic area used by carriers / manufacturing for sorting
	- Ship via address	AN 6x35	N/A	**REQUIRED IF** ship to address contains the end customer address and the shipment is routed via a dedicated hub or Consolidation Center. Ship via must include the full address or just the name or location code of the dedicated hub or consolidation center.
	- SCAC code	A 4	4V	**OPTIONAL:** SCAC is the "Standard Carrier Alpha Code" and is a unique identifier controlled and assigned by the NMFTA (see http://www.nmfta.org/)
	- Bill of Lading, AWB or CMR Number	AN 7	2K	**OPTIONAL:** The bill of lading is a legal document for transportation. The BoL number logically ties cases together during transportation. It is the US and Canada equivalent to the European CMR. (CMR = Convention on the Contract for the International Carriage of Goods by Road) **Note:** do not confuse the BoL or CMR with a delivery (note) number
	- additional other elements			**OPTIONAL**. Additional data elements that are process dependant may be added in this section.
2.2	Dimensions of the shipping unit (Case)	N	N/A	**REQUIRED.** Include full length, width, and height measuring the largest dimension in each direction expressed in metric (centimeters). It should additionally be expressed in the British system (inches). Do not print leading zeros. Print one decimal. If rounding is required, apply following rules: round up if the decimal equals or is greater 5, otherwise round down. The decimal point can be either a period or comma.
2.3	Weight of the shipping unit (Case)	N	N/A	**REQUIRED**. Include the net and gross weight expressed in metric (kilograms). It should additionally be expressed in the British system (pounds). Do not print leading zeros. Print one decimal with kilograms and pounds. Apply following rules for rounding: round up if the decimal equals or is greater 5, otherwise round down. The decimal point can be either a period or comma.
3	Customer Purchase Order Number	AN 1..20	K	**REQUIRED IF** data content is available. This is the order number that the customer has assigned to the shipment. **Note 1:** if omitted at order entry time, the title "(K) Customer Purchase Order" should be printed on the label, but the bar code area should be left blank to ensure space is reserved on the label. **Note 2:** if there is more than one customer PO contained in the shipping unit, a reference to the 'Advice of Delivery' (or

This document is the property of IBM. Use is authorized only for responding to a request for quotation or for the performance of work for IBM. All questions must be referred to the IBM purchasing department.

Section	Data element	Format *)	DI *)	Comments
				delivery note) should be printed instead of all customer POs on the label. Example: 'Contains more than 1 PO, see AoD for details'.
3	Customer Assigned Part Number (aka "SKU" for "Stock Keeping Unit")	AN 1..22	P	**REQUIRED IF** data content is available. This is the product id assigned by the customer to the goods. If omitted at order entry, only the title "(P) Customer Assigned p/n" should be printed on the label, and the bar code area should be left blank to ensure space is reserved on the label.
3	IBM Sales Order number or IBM Plant Order Number	AN 6..12	9K 1K	**REQUIRED**. This is the IBM order number that was assigned at the time the customer's order was placed with IBM and that is returned to the customer with order confirmation. The order of preference is: 1) IBM Sales Order 2) IBM Plant Order **Note:** the bar code title should clearly identify the type of order (e.g. EOSE/COATS or SAP Order Number).
3	IBM Product Id / Part Number (and quantity)	AN 6..12 N ..3	1P N/A	**REQUIRED**. Shows the IBM product id or part number contained in homogeneous pallets or packages. Append the product quantity in human readable text only if the quantity is more than 1. If the package, unit load or pallet contains multiple different products, print "Multiple MT/MOD or PN - See Packing List".
4	Case Number or License Plate Number	AN 13 AN 18	3S, 9S, J, 1J or 2J	**REQUIRED**. This is IBM's tracking number for the shipping unit. The bar code and human readable text must appear in a font size of at least 13 mm (0.5 inch) height. Reference IBM Corporate Standard C-S 1-1121-015 under the appropriate data identifier (e.g. 9S) for the rules and format of this tracking number and the "License Plate Number" (e.g., 2J). **Note:** In the future, the case number will be replaced by the License Plate Number. If IT systems are reengineered or created, the case number field should be designed to accommodate License Plate numbers.
4	Case x of y	N 1..3 / N 1..3	N/A	**REQUIRED**. This case count identifies the case as part of a certain number of cases **within an order**. It permits the carrier as well as the customer to verify that all the pieces in an order are being moved / received. The case count is not supposed to index all cases of a shipment because there may be multiple orders in a shipment.
4	Carrier's Tracking Number	AN 1..25		**REQUIRED IF** data content is available and mandated by the carrier. Specifications vary from carrier to carrier. Carrier tracking numbers may be assigned by the IBM system or applied from a preprinted roll that may be provided by the carrier or self printed using a given range. Contact the carrier for direction how to proceed on this.

*) See also section 6.1 in the Global Labeling Guide Volume 1 (IBM part number 31L5038).

This document is the property of IBM. Use is authorized only for responding to a request for quotation or for the performance of work for IBM. All questions must be referred to the IBM purchasing department.

3.1.3 Elements banned from a Shipping Label

The following data elements are not supposed to be printed on shipping labels, as these may contain sensitive information or information not to be visible to anybody in the transportation process and / or to the customer.

- Pricing information and / or customs value - any purchase price or intercompany billing value shall not be shown on a shipping label. The only information customers should see is the sales price, which is provided via the customer invoice.
- Unannounced, sensitive product information

3.1.4 Example of a Shipping Label

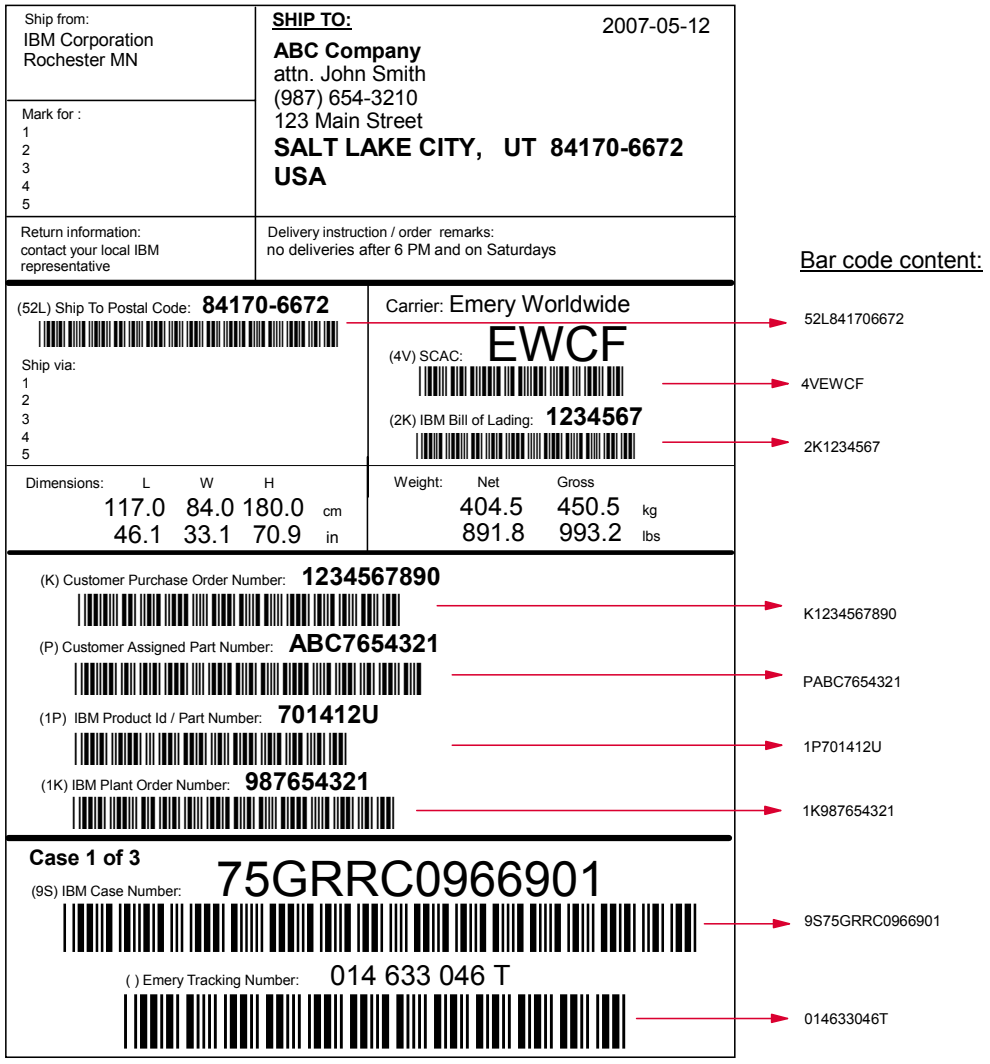

Figure 2 : *Example of a Shipping Label*

Note: The label shown above is not to scale. In order to print all of the information that is required, a label with dimensions of at least 5 inches by 8.5 inches (127 mm by 216 mm) should be used.

This document is the property of IBM. Use is authorized only for responding to a request for quotation or for the performance of work for IBM. All questions must be referred to the IBM purchasing department.

3.2 Carrier Specified Shipping Labels

3.2.1 Definition and Scope

Depending on the carrier used for transportation and delivery service and the type of freight (palletized, large and heavy weighted pieces of freight versus small parcel shipments), there may be situations where the carrier has very specific requirements which cannot be negotiated and that must be complied to. In these instances, the carrier may have defined very detailed and specific label layout and content, which most likely won't match the IBM specified label defined in section 3.1.

There are basically two options:

a) apply the IBM defined shipping label and let the carrier apply their specific label in addition

b) mimic the carrier specified shipping label or even use carrier labeling services, so that the freight can be handled efficiently.

Option b) may be the only choice if the packages are small and do not allow to accommodate both labels. If this option is pursued, all possible measures must be taken to get the data elements of the 'IBM customer use section' onto the carrier's label.

For this purpose, many carrier specific labels do provide an area with some space that can be populated with this kind of data.

3.2.2 Required Elements in 'Customer Section' of Carrier Specified Labels

The table below shows the data elements which need to be included in the carrier's label if this is the only shipping label that is used.

If labeling service of the carrier is chosen, the data elements need to be transmitted to the carrier via an EDI message.

Data element	Data Element Presentation		Comments
	H R T [1)]	Bar Code	
Customer Purchase Order Number	M	O	This is the most important element for customers. Preference must be given to this if space is limited. See table of section 3.1.2
Customer Assigned Part Number (aka "SKU" for "Stock Keeping Unit")	O	O	
IBM product id / part number and quantity	M	O	The IBM product id and quantity should be shown on the label, if the content of the transport unit is homogeneous. See table of section 3.1.2
IBM order number	M	O	IBM order number per table of section 3.1.2 The IBM order number is of equal importance to the customer purchase order and needs to be included on the label as well.
Customer Order Remarks	O	O	
IBM Case Number	O	O	

[1)] **H R T** = Human Readable Text **M** = mandatory **O** = optional

This document is the property of IBM. Use is authorized only for responding to a request for quotation or for the performance of work for IBM. All questions must be referred to the IBM purchasing department.

3.2.3 Examples of Carrier Specific Labels containing customer use data elements

Figures 3 and 4 show examples of carrier specified shipping labels that include a carrier segment as well as a shipper/receiver segment and related data elements

Note: the following examples are for reference only and do not reflect real examples of IBM freight using a carrier specific label.

Figure 3 : *DHL Example of a Shipping Label*

This document is the property of IBM. Use is authorized only for responding to a request for quotation or for the performance of work for IBM. All questions must be referred to the IBM purchasing department.

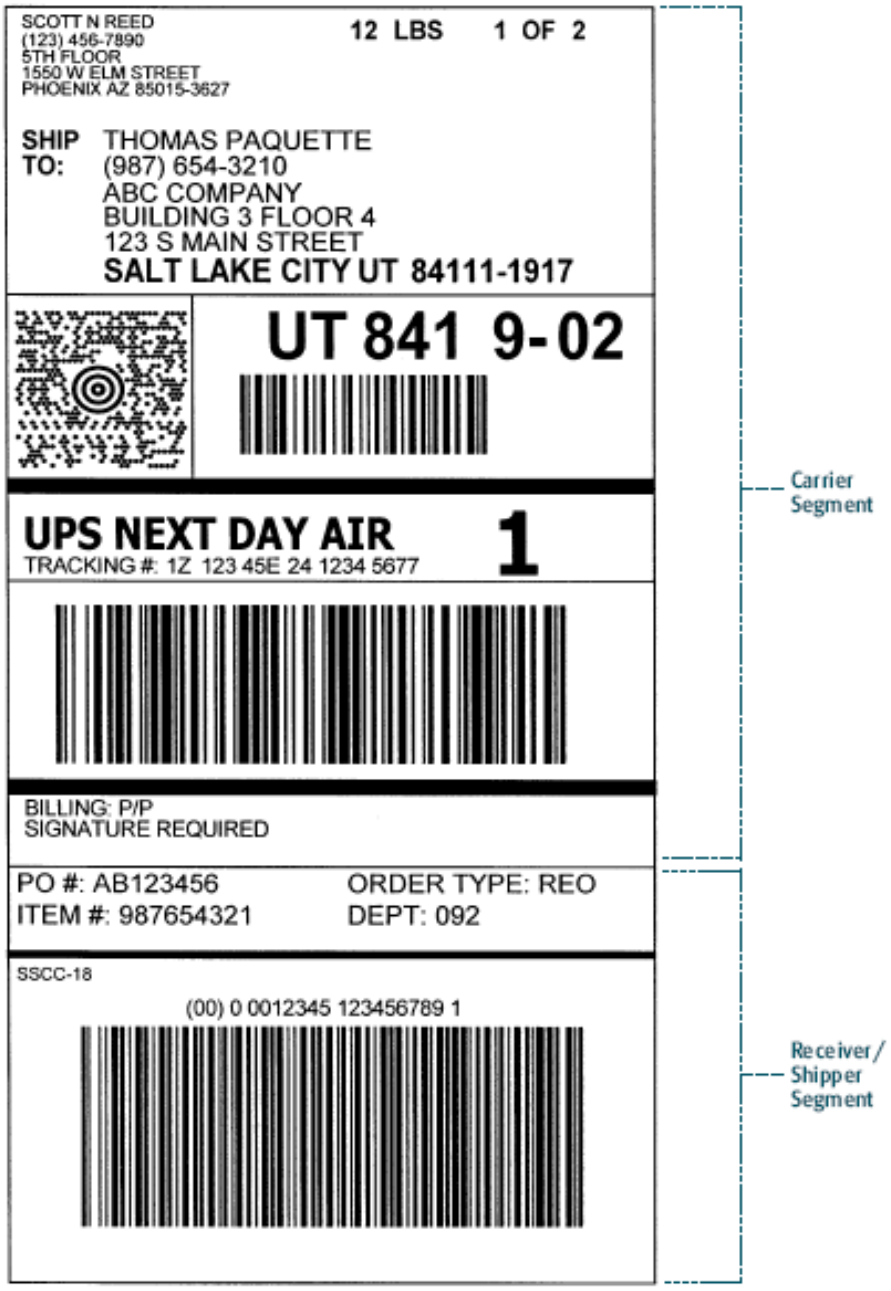

Figure 4 : *UPS Example of a Shipping Label*

This document is the property of IBM. Use is authorized only for responding to a request for quotation or for the performance of work for IBM. All questions must be referred to the IBM purchasing department.

4.0 Special Considerations for "Ship To" address

In a supply chain, "consolidation" means that products from several sources are collected at a "consolidation center" or hub before being shipped as one shipment to the end customer.

- In the United States the "Ship To" address is used to identify the consolidation center and the "Mark for" address is used to identify the end customer. The shipment is relabeled at the consolidation center to then show the "Ship to" address of the final customer.
- In some countries (e.g. China) it is a legal requirement to show the importing company as the "Ship to" address. This also means relabeling at the IBM platform / consolidation center.
- In Europe the "Ship To" address is used to identify the address of the end customer and the "Ship Via" address is used to identify the consolidation center or platform / hub. The carrier is directed to deliver the shipment to the "Ship Via" location. The contracted carriers know the full address of the consolidation center. The shipment is not relabeled at the consolidation center.

5.0 Label Placement, Label Format, and Label Material

Placement and copies of shipping labels shall be per the information provided in the Global Labeling Guide Volume 1 " Overview and General Rules" (P/N 31L0538).

This document is the property of IBM. Use is authorized only for responding to a request for quotation or for the performance of work for IBM. All questions must be referred to the IBM purchasing department.

Appendix A. Revision history

Date	EC Level	Changes
1999-11-12	F84029	Created as a separate volume. Previously it existed as a separate chapter in the Global Labeling Implementation Guide version 4.0, which existed as one document.
2000-6-4	F84029B	1. Permits data identifiers 9K and 16K to be used for order numbers in addition to 1K. 2. Enhanced the requirements for shipments handled by Emery. 3. Made modifications to the UPS label and requirements. 4. Added a section to identify where shipping labels are to be placed on a shipping container. 5. Moved “Shipping Container Contents” label to volume 7 where it becomes known as a “Case Contents” label.
2001-9-26	F84029E	1. Improved clarity of labels. 2. Identified contents of bar codes via an overlay white box. 3. Added detail to the UPS label specification (e.g. that tracking # bar code had to be in code 128). 4. Permit the shipping label to be affixed at a 90 degree angle if carton dimensions will not permit it to be affixed at normal orientation. 5. Change "Origin" to "Ship from". 6. Permit "Customer fax number" to be specified in the "Ship To Address". 7. Added information on where SCAC codes can be obtained. 8. Directs the reader to IBM corporate standard C-S 1-1121-015 for the format of the IBM tracking number. 9. Case number bar code is moved to bottom of shipping label in support of ISO 15394. 10. Added the section "Special Geography Considerations". 11. Added explanation for "Ship via". 12. References February 2001 edition of UPS Guide to Labeling. 13. Changed the order of the data elements in section 5.2 to mirror their order in the example in section 5.1. 14. Added a directive to apply a second shipping label unless the shipping container is small and light or a UPS shipment. 15. Removed the Airport Code, Container Code, and Routing Code from the "4.1 Data Fields for Airborne" section. They were already referenced in the "Special Handling Services" data element. 16. Added a note to the data elements table advising not to use a toll-free number for the shipper's phone number. 17. Added clarification of the Service Code in the "Data Elements for Emery" section. 18. Changed "check digit" to "check character" in the comments for the Carrier Tracking Number in the Data Elements for Emery section. 19. In the Data Elements section, emphasized that the Customer P.O. is an extremely vital data element.
2007-7-19	L05692	1. New document structure, including a table of contents 2. Removed pointer to carrier guidelines 3. Generic format of shipping label 4. Added date of printing or despatch 5. Redefined return information 6. Introduction of ‘Ship via’ section 7. Movement of weights and dimensions to the ‘Information for Carriers’ section 8. Reduction of optional data elements 9. Redefined IBM order numbers and preferences 10. Added IBM product id / part number 11. Moved case count to the case number bar code title 12. Moved carrier tracking number from the middle to the bottom to the IBM case number 13. Included option for carrier specific labeling 14. Defined IBM data elements that need to be on carriers labels

This document is the property of IBM. Use is authorized only for responding to a request for quotation or for the performance of work for IBM. All questions must be referred to the IBM purchasing department.

2008-05-23	L80800	1. More detailed information and explanation of data element status 'required', 'required if' and 'optional' 2. Clarified the rules for 'Return Information' 3. Changed the text to be shown with multiple different products/items in a case or pallet 4. Clarification on what to show if a bar coded element does not have content/value 5. Specified additional (optional) elements to be printed in section 2.1 of the label 6. Added a section that defines data which must **not** be shown on shipping labels 7. Various editorial improvements and fixes of grammatical and spelling errors

This document is the property of IBM. Use is authorized only for responding to a request for quotation or for the performance of work for IBM. All questions must be referred to the IBM purchasing department.