

# Criteria for the Assignment of a New Floral Universal Product Code (UPC)

Please read the criteria and attach the necessary documentation before you send your application to the Produce Electronic Identification Board (PEIB). Remember: application fees are nonrefundable. Be sure to check with the PEIB before applying for a new code to ensure there is not a similar code request pending.

Please allow sufficient time for the PEIB to assign new numbers. You should allow 4 - 6 weeks. If you anticipate needing a new UPC number, do not wait until you are ready to print labels.

## Criteria for Number Assignments

VERY IMPORTANT: No application will be considered unless the following criteria are met and the proper documentation is attached. If any of these criteria are not relevant to the application, please indicate this on the application.

1. Commodity: Product must be a fresh floral item sold through retail stores. Product must be sold in a fixed count that carries the name and address of the shipper or packer.
2. Type: Distinguishes category of floral item. Choose from bedding plant, flowering plant, foliage plant, fresh flower or fruits and vegetables.
3. Variety/Color: Product must be of a variety that is widely recognized (such as Rose, Sweetheart) as being distinct from another variety of the same commodity (such as Rose, Long Stem).
4. Size: Product size must conform to standard practices widely used throughout the United States (e.g., pot diameter, stem count or pack count).
5. Package: Describes shipping container used to hold loose or packaged product (e.g., pot, hanging basket, bunch or flat).

## Fees

A fee of \$150.00 is required for each new number assigned by the PEIB. This fee will be used to defray administrative expenses incurred in processing the application.

A separate application will be made for each number required. In the event any one applicant requires multiple numbers and the applications are filed simultaneously, the maximum total fees payable will be \$1,500.00 for up to 25 numbers. (For applications requiring more than 25 numbers, please call the PEIB for fees.)

All application fees will be payable at the time of application by the filing organization. Fees will be payable to PMA. The PEIB assumes no responsibility for return of filing fees once made, nor will such fees be refunded if an application is denied.

Any and all applications will be made on forms available from the PEIB at its registered address. No other means of application will be accepted. While we will make every effort to review applications in a timely manner, the PEIB assumes no responsibility for any delay in reviewing an applicant's case.

New numbers can only be communicated by the PEIB in written form. Once a number is assigned, the PEIB will communicate it to the applicant.

### **Before you mail your application(s) to the PEIB, you should enclose:**

- Completed application form for each number (e.g., if you are applying for three different pot sizes of asters, three forms should be filled out).
- Payment by check or credit card. Checks should be made out to PMA.

## Canadian Grown Floral UPC Applications

For information on Canadian-specific bedding plant codes, contact

### **Canadian Produce Marketing Association (CPMA)**

**162 Cleopatra Drive**

**Ottawa, Ontario, Canada K2G 5X2**

**Phone (613) 226-4187 Fax (613) 226-2984**

**www.cpma.ca**

**Any questions?**

**Call the PEIB at (302) 738-7100,**

**or e-mail us at [peib@pma.com](mailto:peib@pma.com)**



# Floral UPC Application

Mail to: Produce Electronic Identification Board  
 P.O. Box 6036  
 Newark, DE 19714-6036  
 Phone: (302) 738-7100  
 Fax: (302) 731-2409  
 E.mail: peib@pma.com

The information requested below will be used to evaluate whether a new UPC item number should be assigned to the fresh floral product(s) detailed by you, the applicant. All information you provide will be considered by the PEIB in making its decision. By completing this form, and filing the requisite fees, you agree to adhere to the rules and procedures established by the PEIB and GS1-US (formerly the Uniform Code Council), which governs use of the Universal Product Code symbol (bar code).

## Please type or print the following information:

Date  /  /

Name

Title

Company

Street Address   
(Include full shipping address - street, city, state, ZIP. FedEx will not deliver to a P.O. box)

City  State/Province

Zip+4/Postal Code  Country

Phone  Fax

Individual E-mail

Please be sure you have read the attached **Criteria Document** before completing the following section. Call PEIB staff at (302) 738-7100 or email us at peib@pma.com with any questions. Remember to check with the PEIB before submitting any applications to ensure that the numbers being applied for have not already been assigned, or are not pending. **You must use a separate copy of this form for each individual number for which you are applying.**

Commodity:
Type (bedding plant, fresh flower, etc.):
Variety/Color:
Size (pot diameter, stem count, etc.):
Packaging:

### Have you:

- Filled out the UPC Application Form completely?
- Included a check for the application fee?

**Complete each section of this application. If a section is not applicable to your product, simply write N/A in the space provided. Remember, no incomplete applications will be accepted!**

## Payment Information:

Check enclosed (U.S funds drawn on U.S. banks only.)  
 Checks payable to PMA. Do not fax.

MasterCard®     VISA®     American Express®

Total Amount To Be Charged: \_\_\_\_\_

Account #

Expiration Date  /

Cardholder's Name \_\_\_\_\_  
(please print)

Cardholder's Signature \_\_\_\_\_

For PMA Use Only:    Date: \_\_\_\_\_    Order #: \_\_\_\_\_    Master ID:#: \_\_\_\_\_    Amt. Paid: \_\_\_\_\_  
 Rec'd. By: \_\_\_\_\_    Contact/ID#: \_\_\_\_\_    Proof: \_\_\_\_\_    Apr/Ck#: \_\_\_\_\_

**Mail:** Produce Marketing Association  
 P.O. Box 6036  
 Newark, DE 19714-6036 USA



**Fax:** +1 (302) 731-2409



**Call:** +1 (302) 738-7100