

Curas Ltd.

Bar-coding and REF

Information to suppliers and distributors

03 NOV 2006

Introduction

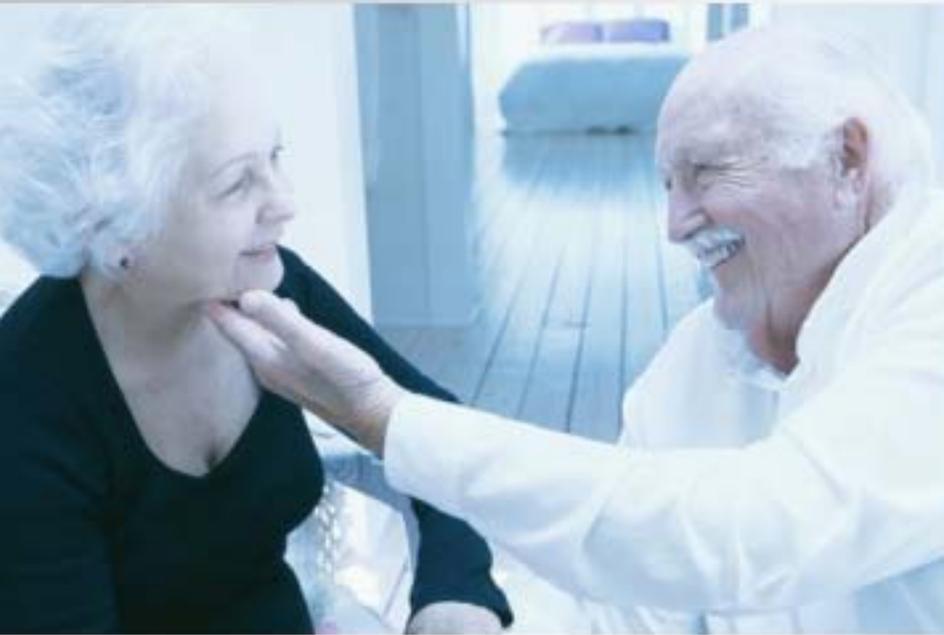
Objectives

Curas aims to implement a bar-coding & REF system that will be cost-effective, user-friendly and robustly implemented.

Curas requires uniformity on labelling of outer, inner and unit packaging in order to support the branding efforts.

Curas brand will take full advantage of the EAN128 system, to the benefit of all partners and associates.

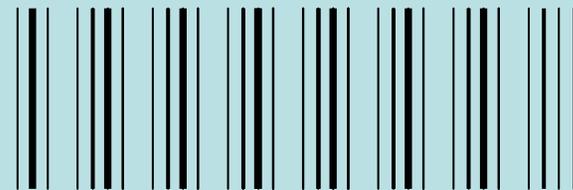




Basic bar-code information

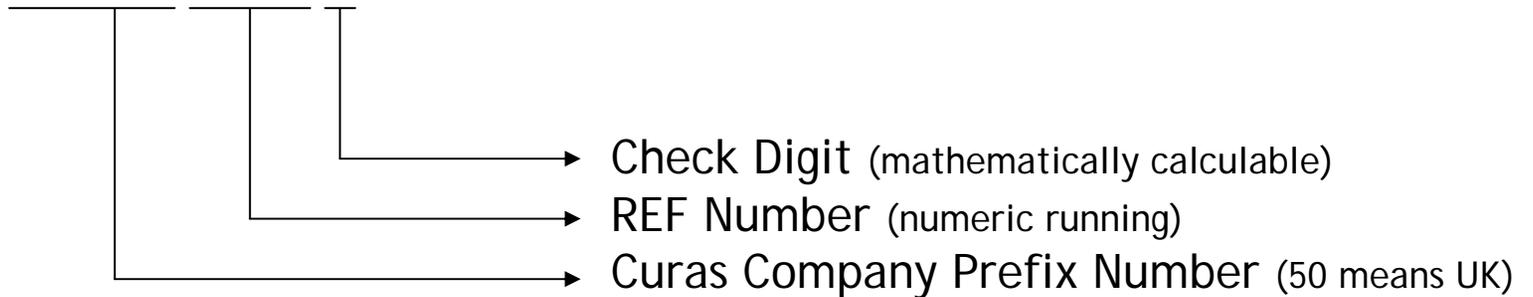
In co-operation with GS1 UK; Curas has successfully acquired the following EAN13 prefix:

Additional info: www.gs1uk.org



50 51400

Basic bar-code example



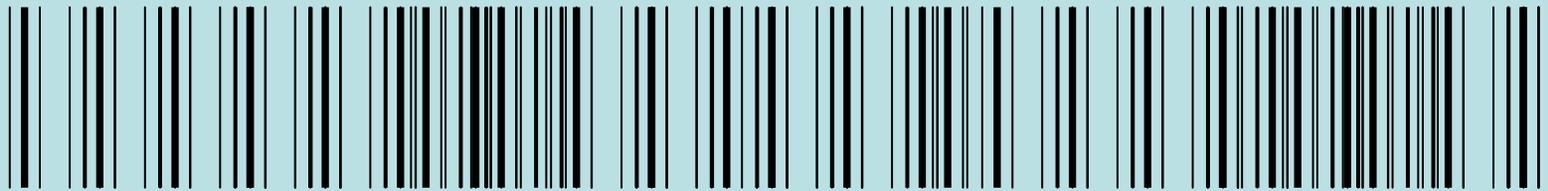


Outer packaging

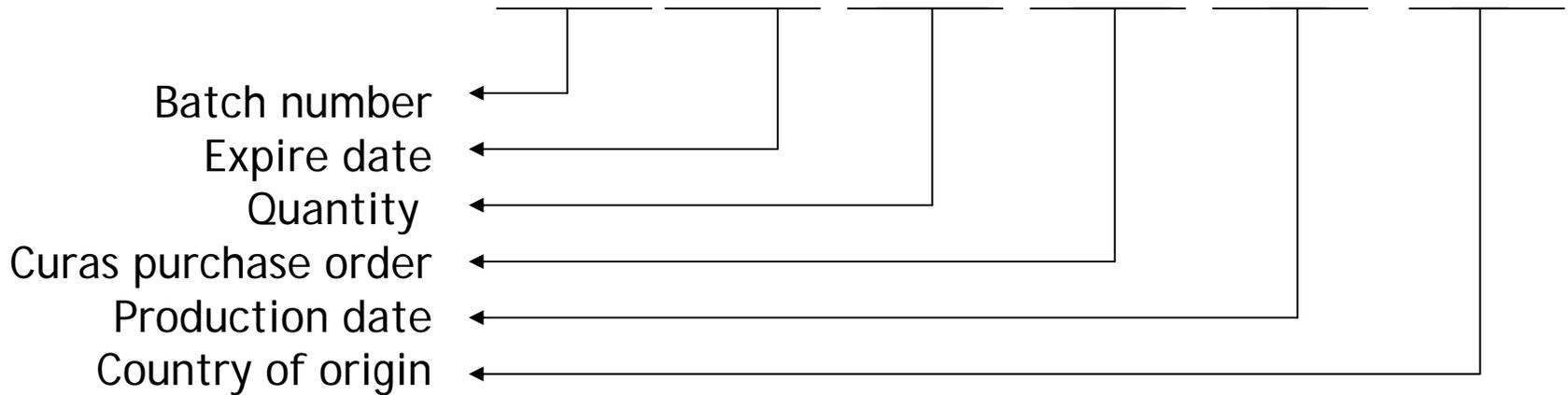
Curas aims to provide additional information on outer packaging (shipper boxes).

This is made possible by the large printing area of the outer label.

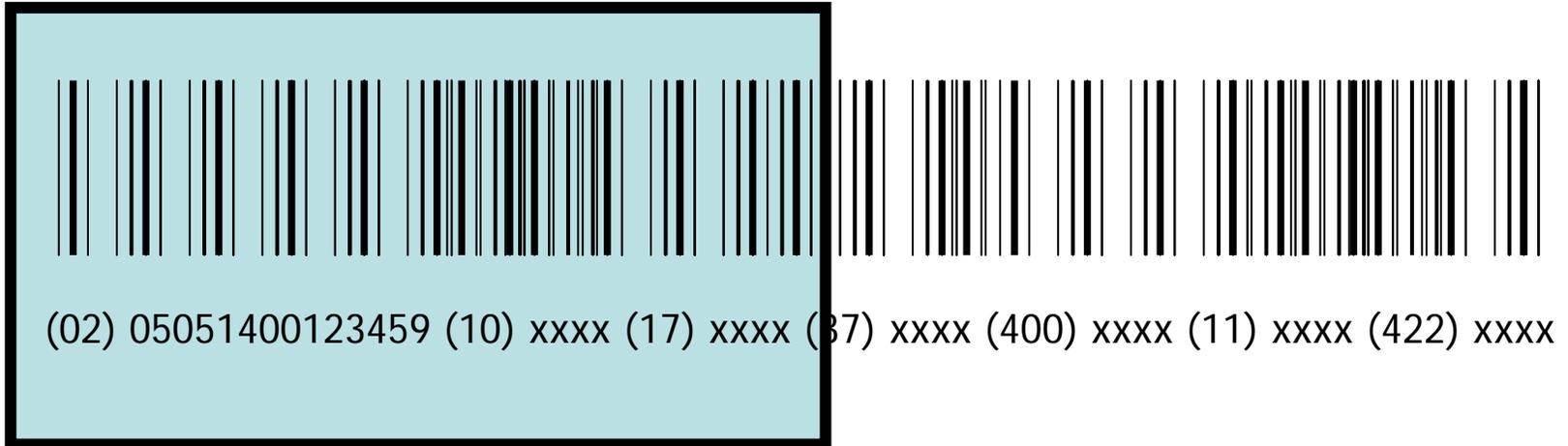
Outer Box example Maximum information level



(02) 05051400123459 (10) xxxx (17) xxxx (37) xxxx (400) xxxx (11) xxxx (422) xxxx



Inner and Unit packaging



Due to space limitations on inner and unit packaging; Curas will provide a reduced amount of information on these levels of information labels / printed areas.

The reduction in information will be based on individual products' packaging maximum dimensions.

Motivation

We have to take utmost care of our products. They represent big value.

Curas; its suppliers and distribution partners are working with fine margins.

There are no room for avoidable logistical errors.





Your support

You are Curas.

Our appointed
manufacturer.

Our exclusive
national partner.



Please contact us
if you have questions or comments
to our REF and bar-code guidelines