

Top Ten Tips for Perfect Vouchers

Voucher Checklist

Check that:

- 1 The voucher wording is **legal, unambiguous and clear** for the consumer and retailer to understand.
- 2 The voucher clearly identifies the **cash value** and the **product**. The offer must be **clear and easily understandable** to the retailer to ensure acceptance at the till.
- 3 The **consumer redemption date** is clearly shown on the front of the voucher
- 4 All redemption periods meet the minimum industry requirements:

Min Consumer redemption period	28 days
Min Retail redemption period - additional	14 days
Min Wholesaler redemption period - additional	42 days
Total number of days after off sale	84 days

(To support reducing retailer shrink, wholesalers will credit late retailers voucher returns providing they are within the wholesaler's redemption period).
- 5 The voucher meets the minimum and maximum size requirements.
- 6 The **size of the bar code symbol** - both the magnification and the bar height - are correct.
- 7 There are **no 'key lines'** surrounding the bar code on the final voucher.
- 8 No other printing will obscure the bar code symbol on the finished voucher. All voucher bar codes must scan correctly first time, every time.
- 9 The **voucher number** is correctly compiled and is encoded within the EAN-13 symbol.
- 10 Any additional **PIN bar codes** have been correctly positioned and encode the correct information.

For full details of Voucher production and administration please refer to the JIG Voucher Best Practice Guidelines available on the the following websites:

www.anmw.co.uk

www.ppa.co.uk

PTO FOR VOUCHER SPECIFICATION DETAILS

Standard Voucher Specification

