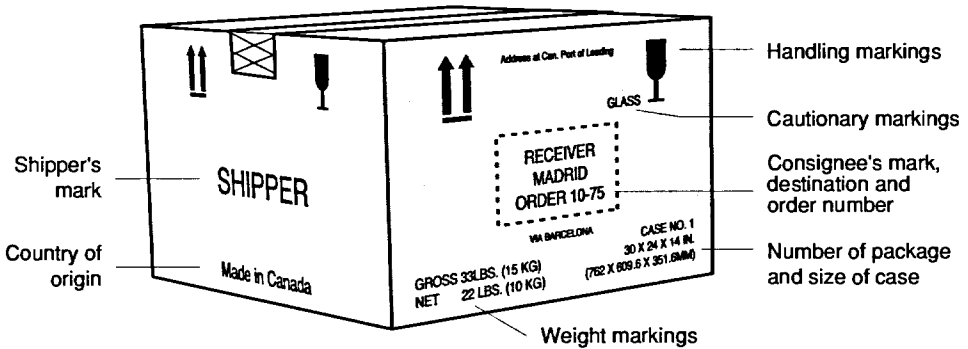


HOW TO LABEL YOUR PACKAGE

The primary purpose of marking is the identification of the shipment, enabling the carrier to forward it to the ultimate consignee. Old marks, advertising and other extraneous information only serve to confuse this primary function for shipment handlers and carriers. All markings should be large, clear and in waterproof ink. Stencils should be used if possible.

Example of Labelled Box



It is recommended that packages should have markings on at least three sides.

1. Unless local regulations prohibit their use, employ coded marks relative to contents. This is particularly important if goods are valuable, and thus subject to pilferage. Change these marks periodically and avoid trade names.
2. Consignee and (air) port marks showing destination and transfer points should be applied on three faces of the package. This is preferably side and/or ends or top.
3. When using the shipping carton for point of sale, one face should contain the customer data, while the other three should contain shipping and handling information. If regular corrugated boxes are being used, then point of sale graphics should be kept simple and bold in limited colours to avoid printing problems.
4. If using Canada Post the above instructions do not apply. Only provide consignee address and shipper address, preferably on at least 2 sides of the carton.