



# DATA REQUIREMENTS

## alphanumeric characters

This category contains anything that you can read. Some examples could be a number, PIN code, name or position in a company. For this category, there are little to no restrictions, you just need to tell us what you want to print and we can do it for you!

## magnetic stripes

There are up to 3 tracks on a magnetic stripe, each with its own specific requirements. Percent signs "%", Semicolons ";", and Question Marks "?" cannot be used in the variable data for magnetic stripe encoding as these are used to define the start & end of the variable data for each track.

Here is what you are able to include for variable elements on each track:

**Track 1** - up to 76 variable alphanumeric characters

**Track 2** - up to 37 variable numeric characters

**Track 3** - up to 104 variable numeric characters

## barcodes

There is a large number of different types of barcodes out there. With each one having special requirements and applications, it can be a real headache trying to figure it all out. With that said, for application on cards, there are 6 main types of barcodes that we see used. Below is the list of these barcodes, their requirements, along with where they are generally used. When choosing a barcode, please refer to the back of this page for a live sample of each of these barcodes that you can test with your scanner. If you have existing cards but are not sure what type it is, just send us a high resolutions scan or picture and we can let you know!

### Code 128

**Use:** This is our most commonly used barcode as it has no limitations

**Restrictions:** None!

### UPC-A

**Use:** This is mostly used on loyalty and retail cards. This is because most barcodes in a store environment are a UPC-A format.

**Restrictions:** Can only use up to 12 Numbers [0-9] with the last number being an automatic check-digit

### Code 3 of 9

**Use:** There are some cases where 3 of 9 Barcodes are used on various cards. Generally this is only if you have an existing card that uses this type.

**Restrictions:** Can only use Numbers [0-9], Capital Letters [A-Z], Symbols [- . \$ / + %] and Spaces [ ].

### Interleaved 2 of 5 (ITF)

**Use:** Similar to a Code 3 of 9, this barcode is generally only ever used if you have an existing card that uses this type.

**Restrictions:** Can only use an even length of Numbers [0-9]

### Codabar

**Use:** We generally only ever see this used in library cards, but can be used with other applications

**Restrictions:** Can only use Numbers [0-9] and Symbols [- \$ : / . +]. Also, while they will not show when scanned, the first and last characters must match and be one of A,B,C or D.

### QR Code

**Use:** Generally these contain only static information with a website or promo code, in these situations the QR Code should be included in the card artwork. However, you are able to include variable information if you so desire.

**Restrictions:** None!

## contact us

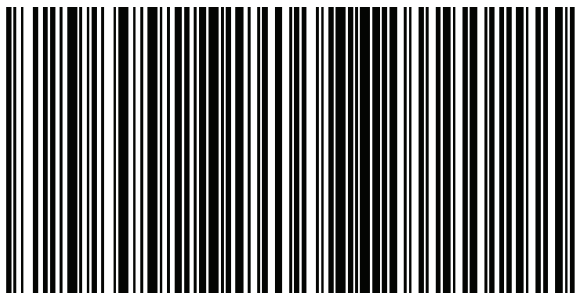
**call:** 1.866.610.3073      **fax:** 1.800.905.9929  
**web:** www.quickcards.ca      **e-mail:** cardsupport@quickcards.ca  
**mail:** 765 Boxwood Dr., Cambridge, ON N3E 1A4



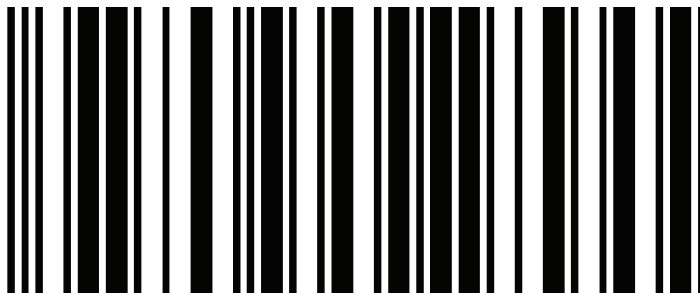
QUICKCARDS

## BARCODE SAMPLES

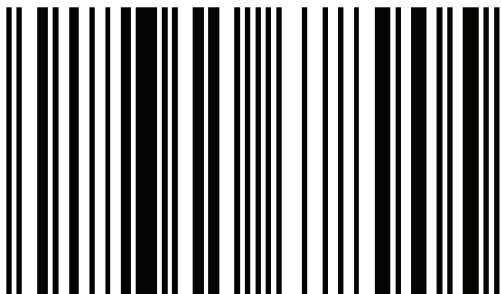
code128 - !test01234567890TEST!



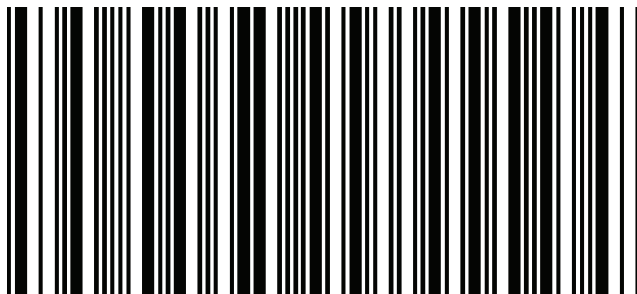
0123456789 - Interleaved2of5



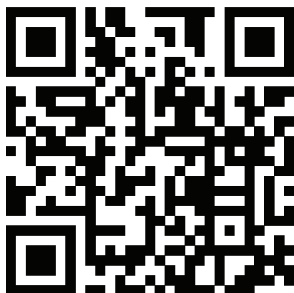
UPC-A - 012345678905



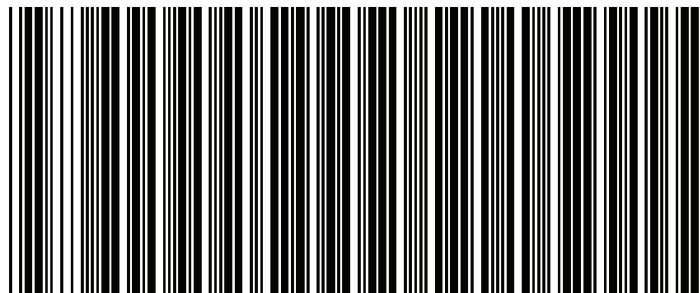
\$0123456789 - Codabar



QRCode - This is a Test of a \$00.00 QR Code!!



\$TEST0123456789 - Code3of9



### contact us

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