Videojet coding solutions
Meet Walmart® case and tray marking requirements

As a Walmart® supplier, you are faced with many labeling requirements for outer cases and shipping pallets. Videojet can help by evaluating your current marking processes and equipping your operation with high-resolution printing technology – either print and apply labeling or large character inkjet – in an effort to help you comply with Walmart® case and tray marking requirements.

General case marking

Videojet 9560 print and apply labeler

Designed for on-demand labeling of cases at speeds up to 150 packs per minute for a typical 4"x6" label.

- Keep your lines running longer with automatic set-up
- Reduce operator errors with built-in Code Assurance software features

Videojet 2380 high resolution inkjet printer

Print large character text, barcodes and graphics directly on corrugate cases.

- Ink-based system allows fast start-ups and durable codes
- Ink used in the micro-purge printhead cleaning system is reclaimed and reused by the printer, reducing running costs
- Install two printers to increase line throughput; use leader/follower mode to seamlessly print identical codes on two sides of each case

Shipping pallet labeling

Videojet 9560 PL pallet labeler

Reliable pallet labeling with automated processes for data accuracy.

- Label up to three sides of a pallet
- Easy integrability to existing or new pallet line control systems
- SSCC-18 barcode compliant
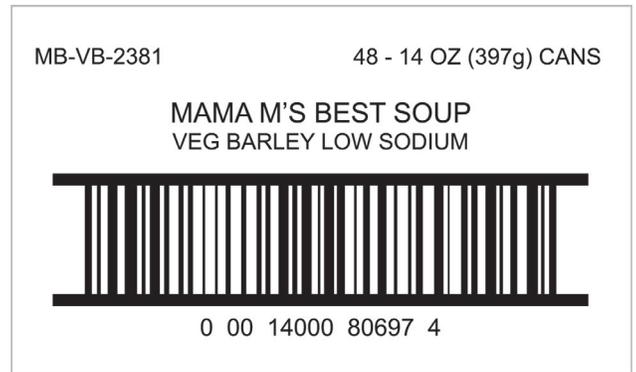- Simplified user interface for easy operation

Understanding Walmart® case and tray coding requirements*

Case marking with labels or direct inkjet printing

Scannable bar codes and other information are required on at least **two sides of a standard shipping case**, one being the longest side.

- 14-digit vendor pack (orderable) GTIN barcode: ITF-14 and/or GS1-128 (w/ appropriate application identifier) format. Printed in black ink only. Additional information is required.
- Barcodes to meet or exceed the ANSI standard grade B. Barcodes printed directly on corrugate to meet or exceed ANSI standard grade C.
- ITF-14 Orderable GTIN minimum code size: 3" L x .75" H
- GS1-128 minimum code size: 3" L x .75" H
- Label sizes: 4 x 6" and 3 x 4"

MB-VB-2381	48 - 14 OZ (397g) CANS

MAMA M'S BEST SOUP
VEG BARLEY LOW SODIUM

0 00 14000 80697 4

Example of direct-to-case/tray marking and case label

Actual minimum size of the required lot code and best-by date:

LOT NO: 1288
BEST BY: 11/09/2025

Shipping pallet labeling

Pallets must be labeled with SSCC-18 barcodes on at least **two adjacent sides of the pallet** in addition to the use of GTIN barcode at the case level.

- Walmart requirement: "Pallet labels are required on at least two adjacent sides of the pallet, preferred on the upper right corner. It is best practice to place the label between layers of stretch wrap."

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