



Criteria for the Assignment of a New Floral Universal Product Code (UPC)

Please be sure you have thoroughly read through the criteria and have attached the necessary documentation before you send your application to Produce Marketing Association (PMA). Remember: application fees are non-refundable. Be sure to check with PMA before applying for a new code to ensure there is not a similar code request pending. Please allow sufficient time for PMA to assign new numbers. You should allow 2-3 weeks. If you anticipate needing a new UPC number, please do not wait until you are ready to print labels. Please contact PMA with any questions at (302) 738-7100 or email us at upc@pma.com

Criteria for Number Assignments

VERY IMPORTANT: No application will be considered unless the following criteria are met and the proper documentation is attached. If any of these criteria are not relevant to the application, please indicate this on the application.

1. Commodity: Product must be a fresh floral item sold through retail stores. Product must be sold in a fixed count that carries the name and address of the shipper or packer.
2. Type: Distinguishes category of floral item. Choose from the bedding plant, flowering plant, foliage plant, fresh flower or fruits and vegetables.
3. Variety/Color: Product must be the variety that is widely recognized (such as Rose, Sweetheart) as being distant from another variety of the same commodity (such as Rose, Long Stem).
4. Size: Product size must conform to standard practices widely used throughout the United States (e.g., pot, diameter, stem count or pack count).
5. Package: Describes shipping container used to hold loose or packaged product (e.g., pot, hanging basket, bunch or flat).

Fees

A fee of \$150.00 is required for each new number assigned by PMA. This fee will be used to defray administrative expenses incurred in processing the application.

A separate application will be made for each number required. In the event any one applicant requires multiple numbers and the applications are filed simultaneously, the maximum total fees payable will be \$1,500.00 for up to 25

numbers. (For applications requiring more than 25 numbers, please call PMA for fees.)

All fees will be payable at the time of application by the filing organization. Fees will be payable to PMA. PMA assumes no responsibility for return of filing fees once made, nor will such fees be refunded if an application is denied.

Any and all applications will be made on forms available from PMA at its registered address. No other means of applications will be accepted. While we will make every effort to review applications in a timely manner, PMA assumes no responsibility for any delay in reviewing an applicant's case.

New numbers can only be communicated by PMA in written form. Once a number is assigned, PMA will communicate it to the applicant.

Before you mail your application(s) to PMA, you should have enclosed:

Completed application form for each number (e.g. if you are applying for three different pot sizes of aster, three forms should be filled out).

Payment should be made by check or credit card. Checks should be made out to PMA.

Canadian Grown Floral UPC Applications

For information on Canadian-specific bedding plant codes, contact

Canadian Produce Marketing Association (CPMA)

162 Cleopatra Drive

Ottawa, Ontario, Canada K2G 5X2

Phone (613) 226-4187 Fax (613)226-2984

www.cpma.ca

Any questions?

Call PMA at (302) 738-7100,

or e-mail us at upc@pma.com



Floral UPC Application

Mail to: Produce Marketing Association
P.O. Box 6036
Newark, DE 19714-6036 USA
Fax: +1 (302) 731-2409 Phone: +1 (302) 738-7100
Email: upc@pma.com

The information requested below will be used to evaluate whether a new UPC item number should be assigned to the fresh floral product(s) detailed by you, the applicant. All information you provide will be considered by PMA in making its decision. By completing this form, and filing the requisite fees, you agree to adhere to the rules and procedure established by PMA and GS1 US.

Please type or print the following information:

Date: _____

Name: _____

Title: _____

Company: _____

Street Address: _____

(Include full shipping address - street, city, state, ZIP. FedEx will not deliver to a P.O. Box)

City: _____ State/Province: _____ Zip/Postal Code: _____

Country: _____

Phone: _____ Fax: _____ Email: _____

Please be sure you have read the attached **Criteria Document** before completing the following section. Call PMA staff at (302) 738-7100 or email us at upc@pma.com with any questions. Remember to check with PMA before submitting any applications to ensure that the numbers being applied for have not already been assigned, or are not pending. **You must use a separate copy of this form for each individual number for which you are applying.**

Commodity: _____

Type (bedding plant, fresh flower, etc.): _____

Variety/Color: _____

Size (pot diameter, stem count, etc.): _____

Packaging: _____

Have you:

- Filled out the UPC Application Form completely?
- Included a check for the application fee?

If a section is not applicable to your product, simply write N/A in the space provided. Remember, no incomplete applications will be accepted.

Payment Information:

Check enclosed (U.S funds drawn on U.S. banks only.) Checks payable to Produce Marketing Association. Do not fax.

MasterCard® VISA® American Express®

Total Amount To Be Charged: _____

Account # _____

Expiration Date _____

Cardholder's Name _____

Signature _____

PLEASE NOTE THAT PAYMENT IS NON-REFUNDABLE

Mail To: Produce Marketing Association (PMA)
P.O. Box 6036, Newark, DE 19714-6036

Phone: +1 (302) 738-7100
Fax: +1 (302) 731-2409
Email: upc@pma.com

For PMA Use Only: Date: _____ Order #: _____ Master ID#: _____ Amt. Paid: _____ Rec'd. By: _____ Contact/ID#: _____ Proof: _____ Apr/Ck#: _____