

13 Digit ISBN Numbers

Contributed by
Thursday, 30 November 2006

Bowker would like to introduce you to their EAN Bar Code Service. Bar code scanning is a required step for many retailers in the sales transaction process for book publications and book-related items. As the U.S. ISBN Agency, they assign ISBN Publisher Prefixes to your publishing company.

Bowker would like to introduce you to our EAN Bar Code Service. Bar code scanning is a required step for many retailers in the sales transaction process for book publications and book-related items. As the U.S. ISBN Agency, we assign an ISBN Publisher Prefix to your publishing company. Publishers who wish to have their ISBNs translated into worldwide compatible bar codes can now make their request directly online at www.BowkerBarCode.com

Beginning January 1, 2007,

the book industry will be required to use 13 digit ISBNs to identify all books in the supply chain. Now is the time to market your new titles with the new EAN-13 bar codes. The Bowker bar code displays both the ISBN-13 and ISBN-10 above the bar code to satisfy the requirements for all bookstores, distributors, and others involved in marketing and selling your titles.

We hope that offering this service will save you time and enable you to meet all of your transaction partners' requirements. View our complete Bar Code service offerings at www.BowkerBarCode.com.

Use Bowker's Bar Code Service to:

- Save time and effort in acquiring bar codes with electronic "one stop shopping"

- Receive uniformly accepted bar code files of the highest quality

- Learn how and where to use your bar codes

Why a Bowker Bar Code? View our Frequently Asked Questions!

Ready to Order? Visit: www.BowkerBarCode.com