



Videojet coding solutions

Meet Walmart® case and tray marking requirements

As a Walmart® supplier, you know the marking requirements for your products are often a challenge to decipher and achieve. 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** – to comply with Walmart® case and tray marking requirements.

The Videojet 9550 print and apply labeler is designed for on-demand labeling of cases and trays at speeds up to 150 packs per minute for a typical 4"x6" label.



- Keep your lines running longer with automatic set-up
- Perform no mechanical adjustments during day-to-day operation
- Minimize misapplied and snapped labels with on-demand Direct Apply using no plant air
- Virtually eliminate operator errors with built-in Code Assurance software features
- Minimize operator touches with on-board label database for accurate job selection
- Perform label and ribbon changes in less than 60 seconds
- Track performance and help achieve OEE improvements with onscreen diagnostics

The Videojet 2361 high resolution inkjet system prints alphanumeric codes, barcodes and graphics directly on corrugate cases and trays.



- Print barcodes at speeds of 0.3 - 66mpm (1.0 to 216ft/min.)* and alphanumeric text at speeds up to 132mpm (433ft/min.)
- Take advantage of the ink-based system for fast start-ups and durable codes
- Reduce operator intervention with the patented micro-purge process and unique return line filter that can be replaced in seconds
- Easily set message parameters and limit operators to pre-specified data ranges to help avoid errors
- Operate multiple printers from a single unit or control them remotely from a central location

** Speeds are density dependent*



Understanding Walmart® case and tray coding requirements*

Case-level coding

Codes are required on at least two sides of a case, one being the longest side

- 14-digit GTIN (ITF-14 UPC A/E format) barcode printed in black ink only**
 - Must follow ANSI/GS1 print standards to ensure scannability
 - Minimum code size: 3/4" (.75") H x 3" L
 - Print code or place label at least 3/4" (.75") from edge of the case side wall and 1.25" from the bottom of the case

Other data to include when applicable

- Brand/sub-brand and item description**
- Supplier stock number (supplier's internal item number)**
- Walmart® item number required for assortments, shoes, and apparel**
- Color, size, or style (if applicable)**
- Case pack quantity**
- Country of origin (COO) required on all unprocessed meat and produce**
- Department number for general merchandise private brands**

Additional requirement

- Lot code and best-if-used-by date (if applicable)**
 - Legible, large font; minimum .5"/48pt
 - Preferred date format: MM/DD/YYYY

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

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

Shrink pack tray coding

It is generally assumed that code requirements for trays match the requirements spelled out for case-level coding for most products. See the required contents in bold at left. Print directly on the tray when possible.

Use of labels instead of direct printing on trays

- Walmart® specifications say that **only** if the dimensions of the item limit the information that can be clearly printed on tray walls, a label may be used for certain information
 - Supplier stock number**
 - Temperature rhetoric**
 - Best if used by date**
 - Lot code**
- Label sizes
 - 4 x 6"
 - 3 x 4"
- Place labels on two opposite sides above the tray wall (on plastic wrap)

Store at temperatures above 32°F/0°C

ITEM: MB-VB-2831
LOT NO: 1288
BEST BY: 11/09/2025

Keep in mind that required markings are product-dependent.
Example contents of direct-to-case/tray markings and case labels:

MB-VB-2381

48 - 14 OZ (397g) CANS

MAMA M'S BEST SOUP
VEG BARLEY LOW SODIUM



0 00 14000 80697 4

*These requirements are Videojet's independent interpretation of those issued by Walmart®. They are not intended to be exhaustive and are subject to change. Videojet recommends that you refer to the latest case marking specifications provided directly to Walmart® suppliers by Walmart® to help ensure compliance.

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