

23 January 2026

Important Update: Barcode Error on Black Hawk Original & Healthy Benefits Wet Dog Food Pouch Shelf-Ready Trays

Dear Valued Retail Partner,

We are writing to inform you of an issue identified with the recently launched Black Hawk Original & Healthy Benefits Wet Dog Food pouches.

The barcodes printed on our Shelf-Ready Trays (SRTs) are incorrect. They currently match the barcode of the individual pouches instead of having a unique tray barcode.

Unfortunately, some of this stock may have already been delivered to you without these corrective barcode stickers.

In the interim, there are 3 alternative solutions to sell these units:

1. Please contact us and we will send you a roll or sheet of stickers with the correct barcodes to apply to product for both positions on each box (see Appendix Part 2);
2. Download the barcode sticker file from this link: [[Bynder Brand Portal](#)], print these as stickers and apply to affected products;
3. We have attached below an appendix containing all the correct barcodes for each SKU. This can be printed and kept at registers for scanning, so there's no need to sticker the incorrect stock.

We are applying corrective barcode stickers to the current stock in our warehouses before dispatch, which should minimise all disruption to your future orders.

Please note, this issue does not affect individual pouches.

We sincerely apologise for this oversight and any inconvenience it may cause. Please rest assured that all future shipments will have the correct barcodes applied.

If you have any questions or require assistance, please contact us on 1300 651 111 or reach out to your Masterpet Territory Manager.

Thank you for your understanding and continued support.

Regards,



Ruth Butler
Head of Sales Australia

Appendix

Part 1: Correct Barcodes

Product Description	Individual Pouch Barcode	Correct SRT Barcode
BHC532: B/hwk Orig Adult Chicken 85g	9312239055890	9312239056170
BHC533: B/hwk Orig Adult Chicken 140g	9312239055906	9312239056187
BHC534: B/hwk Orig Adult Lamb 85g	9312239055913	9312239056194
BHC535: B/hwk Orig Adult Lamb 140g	9312239055920	9312239056200
BHC536: B/hwk Orig Adult Fish 85g	9312239055937	9312239056217
BHC537: B/hwk Orig Adult Fish 140g	9312239055944	9312239056224
BHC538: B/hwk Orig Mature Lamb 85g	9312239055951	9312239056231
BHC539: B/hwk HB Skin & Gut 85g	9312239055968	9312239056248

Part 2: Barcode Placement on SRT



BlackHawk

Adult Wet Food SRTs

SCAN SHEET



BHC532 - SRTV2
B/hwk Orig Adult Chicken
85g x 14 SRT



BHC533 - SRTV2
B/hwk Orig Adult Chicken
140g x 10 SRT



BHC534 - SRTV2
B/hwk Orig Adult Lamb
85g x 14 SRT



BHC535 - SRTV2
B/hwk Orig Adult Lamb
140g x 10 SRT



BHC536 - SRTV2
B/hwk Orig Adult Fish
85g x 14 SRT



BHC537 - SRTV2
B/hwk Orig Adult Fish
140g x 10 SRT



BHC538 - SRTV2
B/hwk Orig Mature Lamb
85g x 14 SRT



BHC539 - SRTV2
B/hwk HB Skin & Coat
85g x 14 SRT