Assigning a non-retail GTIN for North America

Fact Sheet

There are two available options for generating a GTIN (Global Trade Item Number) for a non-retail trade item. If the non-retail trade item contains identical retail trade items, both **Option 1** and **Option 2** are available. If the non-retail trade item contains a mixture (more than one different type) of retail trade items, only **Option 2** assigning a GTIN-12 (with two filler zeros when generating an ITF-14, GS1 DataBar (*) or GS1-128 barcode) can be used.

Please note, the options below assume a GTIN-12 is being used to identify the trade item. This does not mean that a GTIN-12 is necessary to trade with countries in North America. For options

Option 1: GTIN-14

This option is only available for homogenous groupings of standard trade items, where all units contained in the group are identical. It involves using an Indicator with the GTIN and recalculating the Check Digit.

The indicator can be any number from **one to eight** for trade items with a fixed measure. When the non-retail trade item is a variable measure indicator **nine** needs to be used. Indicators are used to create up to eight unique GTIN-14s to distinguish between different packaging levels or pack quantities of the same trade item. They are chosen at the discretion of the company assigning the number.

Retail Trade Item carries a GTIN-12

Choose the GTIN-12 on the retail unit that is the lowest level of packaging within the non-retail trade item. To form the GTIN-14, put an Indicator followed by a filler zero in front of the first eleven digits of this GTIN-12 then recalculate the Check Digit. A Check Digit Calculator Program is available on our website – https://www.gs1au.org/services/tools/check-digit-calculator.

(*) In 2014 GS1 DataBar became an open symbology and all scanning environments must be able to read these symbols, however, please check the readiness and scan ability with your trading partner before using GS1 DataBar.

Retail Trade Item carries a zero-suppressed GTIN-12

Where the retail item contained within the non-retail unit carries a zero-suppressed GTIN-12 the number must first be expanded into its full twelve-digit form.

Choose the GTIN-12 on the retail unit that is the lowest level of packaging within the non-retail trade item. To form the GTIN-14, put an Indicator followed by a filler zero in front of the first eleven digits of this GTIN-12 then recalculate the Check Digit. A Check Digit Calculator Program is available on our website – https://www.gs1au.org/services/tools/check-digit-calculator.

Barcode

The GTIN-14 can be represented in either an ITF-14, GS1 DataBar (*) or a GS1-128 barcode. Refer to the *ITF-14 barcode Fact Sheet* and the *GS1-128 barcode Fact Sheet*. The ITF-14 symbology is better suited for printing onto corrugated fibreboard, but a GS1-128 barcode must be chosen if information in addition to the GTIN is being encoded.

Note: A GS1 DataBar barcode shall not be used to encode a GTIN-14 constructed from an ISBN.

Option 2: GTIN-12

The method used to assign a GTIN-12 to a non-retail trade item is the same as for assign a GTIN-12 to a retail trade item. See *Assigning a GTIN-12 Fact Sheet*. Ensure that a non-retail trade item is not assigned the same GTIN as a retail trade item; it should be a new and unique GTIN from your number allocation.

A GTIN-12 can be assigned to any non-retail trade item but there are two situations in which a GTIN-12 MUST be assigned:

1. **There is a possibility of the non-retail trade item being sold at retail Point-of-Sale (POS) and therefore scanned in both environments.**

   The GTIN-12 must be represented in an UPC-A barcode. Refer to *UPC-A barcode Fact Sheet* and note that the barcode dimensions must be those for General Distribution.

2. **The non-retail trade item is scanned in a General Distribution (warehouse) environment not sold at POS and contains a mixture (different types) of retail trade items.**

   The GTIN-12 should be encoded in a UPC-A barcode only if printing conditions permit successful printing.

   If the GTIN-12 is to be encoded in an ITF-14, GS1 DataBar (*) or GS1-128 barcode, two filler zeros must be added in front of the GTIN-12. Refer to the *ITF-14 barcode Fact Sheet* and *GS1-128 barcode Fact Sheet*. ITF-14 Symbology is better suited for printing onto corrugated fibreboard, but a GS1-128 barcode must be chosen if information in addition to the GTIN is being encoded.

Who assigns GTIN?

Allocation of a GTIN to a trade item is the responsibility of the party that warrants the trade item declarations, known as the GTIN allocator. For branded items, the brand owner is the GTIN allocator.