Selling on eBay?
You'll need GS1 numbers

If you want to list a product on eBay, for most categories, you'll be asked to add a product identifier – GTIN, UPC or EAN.

GTIN, UPC and EAN are all terms for GS1 barcode numbers. GTIN (Global Trade Item Number) is their correct name. The number you find beneath the barcode on every product.

What you need to do
Join now to start assigning your GS1 numbers and barcodes!

To start assigning barcode numbers to your products, you'll need to follow these three easy steps:

1. Join GS1 Australia online. www.gs1au.org/our-services/numbering-and-barcodes
2. Receive your own unique GS1 numbers
3. Start barcoding your products

Did you know?

These numbers help you to uniquely identify your product: something that eBay needs you to do so they can improve the quality of their product catalogue. By doing this correctly you can help to maintain the high-quality shopping experience buyers have come to expect from the eBay marketplace.
Why get your numbers and barcodes from GS1 Australia?

Here are some of the benefits of getting your barcode numbers from us:

1. **Authentic source**
   You'll receive an official GS1 confirmation, giving you the peace of mind that your numbers are uniquely yours. GS1 will provide you with a certificate of proof that the numbers allocated are unique to you.

2. **Get up and running in minutes**
   Sign up online and you'll be able to start assigning your barcode numbers in minutes.

3. **Training and education**
   Maximise your membership by accessing our webinars, online training resources and classroom sessions.

4. **Over 40 years’ experience**
   We've been helping companies identify their products since the very first barcode was used back in 1973.

5. **Use them on Alibaba, Amazon, eBay, Google and other marketplaces**
   Your GS1 barcode numbers are valid for all the major marketplaces.

6. **Free support by phone or online**
   Our support team is here to help you on your journey as your business grows.

7. **Allow you to trade globally**
   We're part of the global GS1 organisation that ensures our barcodes work everywhere, in every supply chain in every country.

8. **Working for your benefit**
   As a not-for-profit organisation, we work with our members to continually develop our standards – so they keep pace with the changing business landscape.

We are the only officially licensed organisation in Australia with authority to allocate GS1 numbers.
<table>
<thead>
<tr>
<th>Numbers from GS1</th>
<th>Numbers not from GS1</th>
</tr>
</thead>
<tbody>
<tr>
<td>$XWKHQWLFVRXUFH</td>
<td>✓</td>
</tr>
<tr>
<td>1RWIRUSURZW</td>
<td>✓</td>
</tr>
<tr>
<td>2RUNLQJRUKHLQGXVWU\4HEHQHZW</td>
<td>✓</td>
</tr>
<tr>
<td>Over 40 years experience</td>
<td>✓</td>
</tr>
<tr>
<td>0RUHKDQMXVWQXPEHUV</td>
<td>✓</td>
</tr>
<tr>
<td>7UDLQLQ\DQGHGXFDWLRQLQFOXGHG</td>
<td>✓</td>
</tr>
<tr>
<td>$FFHVWRO\6PHPEHUSRUWDO</td>
<td>✓</td>
</tr>
<tr>
<td>Guaranteed unique</td>
<td>✓</td>
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<td>For use in all major marketplaces</td>
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<tr>
<td>7UDGHJOREDOO\</td>
<td>✓</td>
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<tr>
<td>1RPHEHUVKLSIRUPV</td>
<td>✓</td>
</tr>
<tr>
<td>Quick start</td>
<td>✓</td>
</tr>
<tr>
<td>Free support</td>
<td>✓</td>
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</tbody>
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**How much does it cost?**

**Single barcodes**: $RVWIURP

**Packs of 10 barcodes**: $RVWIURP

Join now, ZZZ\VDFXRUJRXUVHUYLFHVQXPEHULQJ\DQGEDUFGRGHVSYUIRUP

1HHGSURGXFWSKRWRJUDSK" ZZZ\VDFXRUJRXUVHUYLFHVSKRWRJUDSK\ $GGPRUHQXPEHUVDIWHUMRLQLQJ FDOO%5$&Z'{

**Why go anywhere else?**

- Don't risk your business by using non-authentic numbers
- How much does it cost?
  - Single barcodes: $69*
  - Packs of 10 barcodes: $390*

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6:KLWQHWHK*65KRWRJUDSKHUZDVGVGLFDWGHG[HELHQGDSOHVDUXUHWZRZRUNZLWK,ZDYHYU\]

KDSZLKWKWHQDOUHVXOWVDQGLWZDVJUHDWYDOXHIRUPRQH|LOOFHUWDLQ0|EHJRLQ|EDFN7

Geoff Sherren=68