

Selling on Amazon?

You'll need GS1 numbers



If you want to list a product on Amazon, 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!

Once you've joined, you'll be able to log into our MyGS1 member portal, which has tools and services to help you manage your account and grow your business.

Did you know?

These numbers help you to uniquely identify your product: something that Amazon 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 Amazon marketplace.

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/preform

2 Receive your own unique GS1 numbers

3 Start barcoding your products

Is an ASIN enough? Short answer, no.

- Amazon requires a GTIN for creating a listing to generate the ASIN
- The exception is the Brand registry where the GTIN is optional
- If a GTIN is not entered in the Brand registry, it can be used on a normal listing which allows other sellers to list against the listing (this is because it has not been assigned to your brand)
- Using a GTIN avoids having to relabel your products with ASINs
- for Amazon's warehouse, where a barcode label is mandatory
- The GTIN can be used across all marketplaces which helps list your product consistently across online channels

Why get your numbers and barcodes from GS1 Australia?

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

We are the only officially licensed organisation in Australia with authority to allocate GS1 numbers.

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



Why go anywhere else?

	Numbers from GS1	Numbers not from GS1
Authentic source	✓	X
Not-for-profit	✓	X
Working for the industry's benefit	✓	X
Over 40 years experience	✓	X
More than just numbers	✓	X
Training and education included	✓	X
Access to MyGS1 member portal	✓	X
Guaranteed unique	✓	?
For use in all major marketplaces	✓	?
Trade globally	✓	?
No membership forms	✓	✓
Quick start	✓	✓
Free support	✓	✓

Don't risk your business by using non-authentic numbers

How much does it cost?

Single barcodes Cost from \$75*

Packs of 10 barcodes Cost from \$460*

*for a full 12 month subscription +GST, applicable for companies with Turnover of less than \$1M

Join now, www.gs1au.org/our-services/numbering-and-barcodes/preform

Need product photography? www.gs1au.org/our-services/photography/

Add more numbers after joining, call 1300 BARCODE

"Whitney, the GS1 photographer, was dedicated, flexible and a pleasure to work with. I was very happy with the final results and it was great value for money. Will certainly be going back."

Geoff Sherren, ZAVU

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