

Ensuring a distinct global identity

WHEN bringing a product to market, one of the first things a retailer or online marketplace will ask for is a barcode and the number, or GTIN (Global Trade Item Number), of that barcode. This is used as the reference for sales and distribution through their networks.

When looking to obtain a barcode for your products, GS1 is the only official provider of GS1 GTINs and EAN/UPC barcodes globally.

GS1 introduced the system to the world in 1973, providing unique and authentic barcodes described by the BBC as "one of the fifty things that made the modern economy".

In addition to the guarantee of global uniqueness, your company and product details will be entered in a global registry used by major retailers to verify the authenticity of the supplier. No other source offers this.

Having a unique number is critical. GS1 has received many calls over the years from brand owners and manufacturers who have had their product rejected by retailers because they had bought cheap barcodes, only to find that another business was already using it.

These businesses then incur significant costs in repackaging or relabelling all



of their stock. Buying cheap barcodes is a false economy.

GS1 provides ongoing support on how to generate your numbers, apply the barcodes to your products and share product information with

your trading partners. There are also member rates on a range of other services, all focused on getting your product onto the shelf or online and noticed by consumers to drive sales. 📦