GS1 US

## How to
# Build a GS1 Global Trade Item Number (GTIN) Into a GS1 DataBar Barcode for Produce

The GS1 DataBar® Stacked Omnidirectional barcode was developed for small, hard-to-mark consumer goods, like loose produce, to provide product information in less space than the U.P.C.* barcode can.



### Using a GTIN in a GS1 DataBar Barcode Benefits Your Business by:

- Improving your product quality management efforts
- Allowing more products to be automatically identified at point-of-sale
- Reducing packaging and improving inventory controls
- Facilitating self-checkout
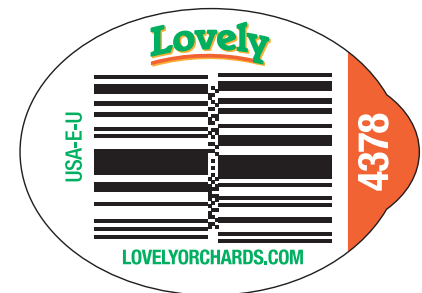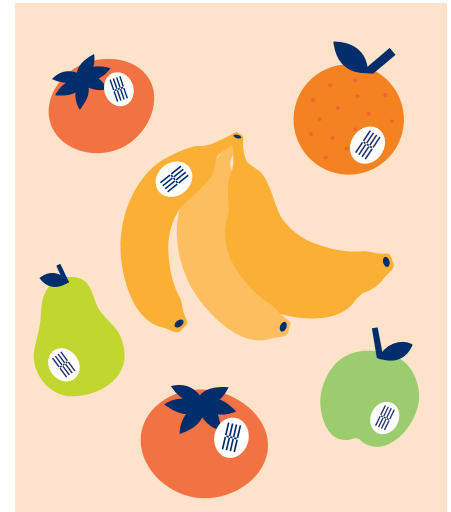- Supporting your traceability requirements

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**Example of a GS1 DataBar Stacked Omnidirectional Barcode Encoding a GTIN®**

**Note:** The GS1 DataBar Stacked Omnidirectional barcode and PLU Code will coexist on loose produce labels.

### Structure of GTIN-12

| 6 | 1 | 4 | 1 | 4 | 1 | 0 | 0 | 7 | 3 | 4 | 9 |
|---|---|---|---|---|---|---|---|---|---|---|---|

■ **U.P.C. Company Prefix**

■ **Item Reference**

■ **Check Digit**

* In this publication, the letters "U.P.C." are used solely as an abbreviation for the "Universal Product Code," which is a product identification system. They do not refer to the UPC, which is a federally registered certification mark of the International Association of Plumbing and Mechanical Officials (IAPMO) to certify compliance with a Uniform Plumbing Code as authorized by IAPMO.

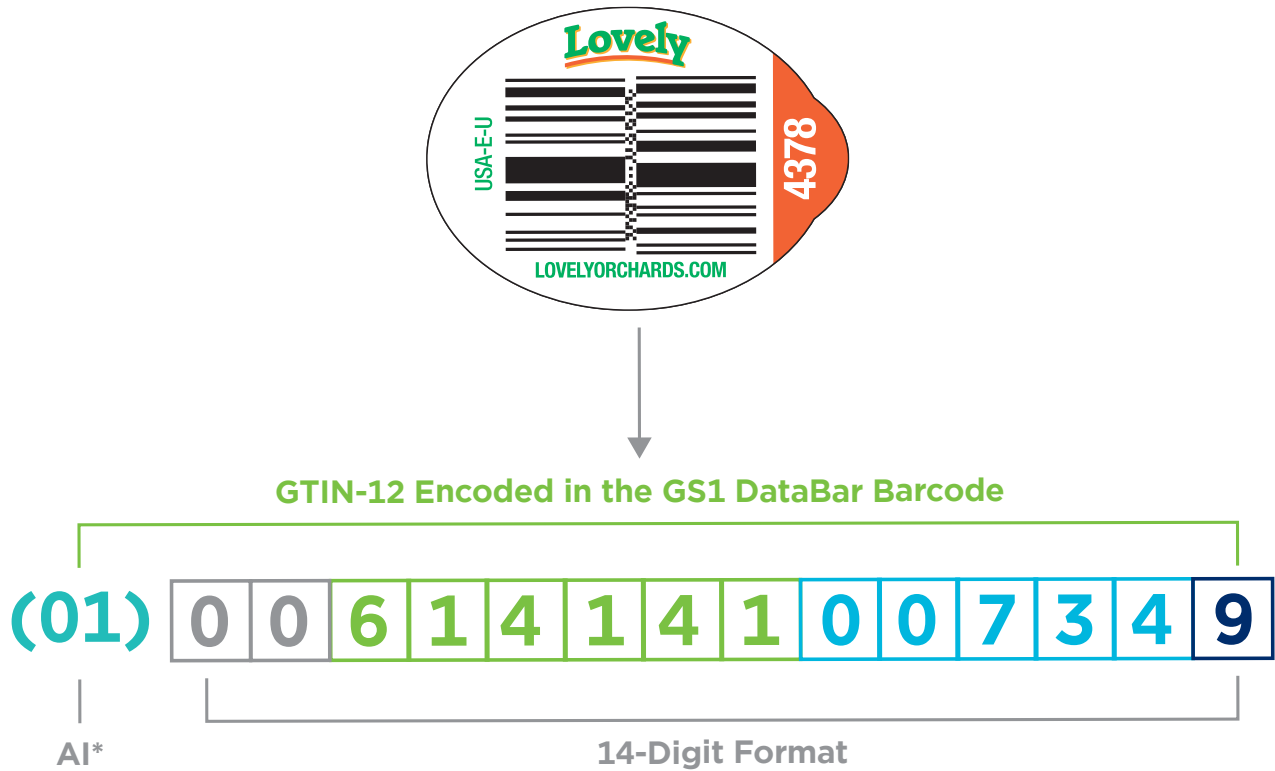# Creating Your GS1 DataBar Barcode

## 1. Add pad zeros to make it the required 14-digit format

In order to encode your GTIN into a GS1 DataBar barcode, you need to convert your GTIN into a 14-digit format. You can do this by adding pad zeros.

## 2. Print

That's it! You are now ready to print and use your GS1 DataBar barcode. There are many ways to print a GS1 DataBar barcode. For additional assistance, GS1 US recommends engaging a Solution Partner by visiting our list of Certified Solution Partners at www.gs1us.org/solutionpartners

## Anatomy of GS1 DataBar Stacked Omnidirectional Barcode



### GTIN-12 Encoded in the GS1 DataBar Barcode

(01) 0 0 6 1 4 1 4 1 0 0 7 3 4 9

**AI\***

**14-Digit Format**

*A GS1 Application Identifier (AI) is a field of two or more digits at the beginning of an element string that uniquely identifies the format and meaning within the GS1 System of Standards. The AI (01) indicates that the GS1 AI data field contains a GTIN. This AI is fixed in length and encodes 14 numeric digits.

**For more information, visit** An Introduction to the Global Trade Item Number (GTIN)

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