



Putting Your Prefix to Work With Data Driver®

Accurate U.P.C. Barcodes in a Snap!

Data Driver is an easy-to-use online tool that allows you to quickly and accurately create, download, manage, and print authentic barcodes. Data Driver's unique features include the ability to create and encode Global Trade Item Numbers® (GTIN®), the identification system behind the U.P.C. (Universal Product Code), GS1-128 and ITF-14 Barcodes. Data Driver also makes it easy to create and manage Global Location Numbers (GLN's) to identify your physical or functional locations and other legal entities.

Data Driver has all you need to enhance your product information as well as your relationship with your customers. Simply enter your new products or import your existing product information into Data Driver, and start realizing the benefits that authentic GS1 Barcodes can bring to your supply chain and internal operations.

Data Driver Makes it Easy!

- Create and manage your Global Trade Item numbers (GTNs) for U.P.C.s, ITF-14 and GS1-128 Barcodes
- Assign GLNs to manage your product locations and legal entities
- No technical knowledge is required—Data Driver guides you with simple step-by-step instructions and help features
- Easily import your existing product and location information (GTINs and GLNs)
- Online application—Create and manage your GTINs, barcode symbols and product information from anywhere, using any PC
- Create Sales and Marketing sheets with photos of your new and existing products

Use Data Driver to:

- Create new identification numbers (GTINs) for new products, or load and manage existing GTINs for retail consumer units, inner packs, cases and pallets
- Print a *New Product Worksheet* to quickly collect the information you need to enter into Data Driver
- Generate a *Product Identification Detail Sheet* to provide the information your label vendor needs to create your barcodes
- Import your existing product information on retail consumer units
- Clone existing product data for easy entry of a new product
- Create and manage GLNs for your company/organization to identify physical locations. Your Legal Entity GLN is already loaded in the Data Driver and also identifies your company in the Global Data Synchronization Network™ (GDSN®) for e-commerce transactions
- Upload your product photos to create a *Product Sales/Marketing Sheet* to provide to your customers
- Support multiple GS1 Company Prefixes

“Data Driver helps us get our products to retailers faster, leading to stronger customer relationship and cash flow.”

Jamie Tegeler
Vice President of Marketing
Emmon Accessories

“Before Data Driver, if I made a mistake, I would have to do the work over again. With Data Driver, it takes me one-third the time.”

Fernando Gabales
Assistant Production Manager
Orly Shoes

Data Driver is Easy to Use

Login to Data Driver at www.gs1us.org/datadriverr using your User ID and Password provided to you in your Partner Connections Member Kit.

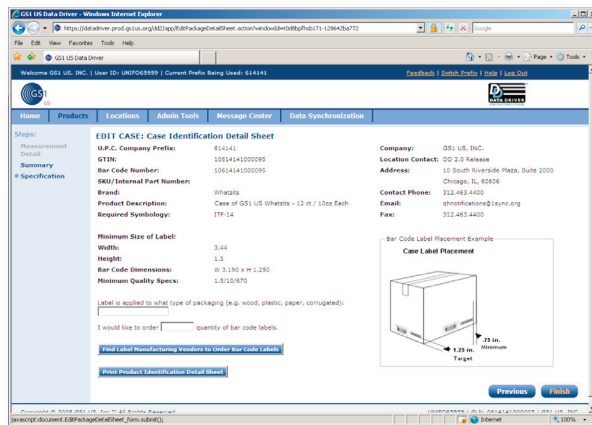
Note: If you already have products in the market, you must enter those GTINs into Data Driver before creating new ones.

Build Your Barcodes

- 1a. If you already have created U.P.C. barcodes (GTINs) using one of your existing GS1 Company Prefixes, load your GTINs, or important existing information. Click on the **Load GTINs Already In Use** button from the *Products* tab.
- 1b. If you are creating new barcodes for the first time, print a **New Product Worksheet** (located in the *Admin Tools* tab) to gather dimensional information for each new product.
2. Click on the **Enter a Product That Needs a Barcode** from the *Products* tab and enter your product information.
3. Follow Data Driver instructions through all levels of packaging.
4. If you have more than one company location, Data Driver will help you create additional GLNs. Click on the *Locations* tab and **Enter a New Location**.
5. **To print the barcode label yourself**—select label size and click on the “Print Bar Code labels” button.

To download barcode image—right click on the barcode and choose a location on your computer to save the barcode as .png file.

To print the barcode labels using a label vendor—print the “Product Identification Detail Sheet”



Sample of the **Case Identification Detail Sheet** Data Driver creates for your label vendor

If you have any questions about Data Driver, call the GS1 US Partner Connections Team at + 1 866.648.0507.



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