



THE GLOBAL LANGUAGE  
OF BUSINESS



## UNIQUE PRODUCT IDENTIFICATION ADDRESSES VARIOUS BUSINESS PROCESS NEEDS

### PRODUCT IDENTIFICATION TRENDS ARE CONVERGING

As grocery retailers are moving forward to improve business processes, more and more companies are seeing the convergence of several industry trends and initiatives—all based on the concept of unique identification.

- Industry is moving from the use of generic U.P.C.s to the use of brand owner-specific **Global Trade Item Numbers (GTINs)** for packaged produce.

**Benefits:** Moving to brand owner identification for packaged produce items with company-specific GTINs makes it possible for suppliers to improve visibility of their products through their customers' supply chain, and for retailers to improve category management.

Learn more at [www.pma.com](http://www.pma.com) and at [www.cpma.ca](http://www.cpma.ca)

### TRACEABILITY STARTS WITH UNIQUE IDENTIFICATION—AND UNIQUE IDENTIFICATION STARTS WITH THE GS1 COMPANY PREFIX

The GS1 Company Prefix is at the heart of the GS1 System of identifiers and is assigned to the brand owner by GS1 US™, GS1 Canada, or the local GS1 Member Organization in the country where the organization's headquarters are located. The Company Prefix is a globally unique number that identifies a company in the supply chain and is the foundation of all the identification numbers within the GS1 System of Standards.

To get a GS1 Company Prefix,  
visit: [www.gs1.org](http://www.gs1.org).



Generic U.P.C.



Brand Owner-  
Specific U.P.C.

- Increasing adoption of the **GS1 DataBar™** for loose produce to capture brand owner identification for each item—instead of just the category of item via the PLU

**Benefits:** The use of the GS1 DataBar on loose produce, improves category management, checkout speed, and inventory accuracy, while also enhancing product quality management efforts and allowing more products to be automatically identified at point-of-sale, including self-checkout.

Learn more at [www.gs1us.org/freshfoods](http://www.gs1us.org/freshfoods)



GS1 DataBar



- Ongoing implementation of **Produce Traceability Initiative** recommendations for case labeling

**Benefits:** The Produce Traceability Initiative focuses on case-level traceability that enables companies to track and trace product from source to distribution center, store, or restaurant; this minimizes the impact of a food safety incident as a result of being able to conduct precise recalls if necessary.

Learn more at [www.producetraceability.org](http://www.producetraceability.org)

For more information, tools, resources, and case studies documenting industry success stories, visit:

[www.gs1us.org/freshfoods](http://www.gs1us.org/freshfoods)

[www.gs1us.org/cpg-grocery](http://www.gs1us.org/cpg-grocery)

#### PTI Case Label

ORANGES, NAVAL  
8 - 5lb BAGS

GS1-128 Barcode encoded:  
AI 01 = GTIN  
AI 10 = Batch/Lot Number

(01) 10614141007346  
(10) E00143440

22 23

Commodity

Pack Configuration

PTI Voice Pick Code



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