Using GS1 Standards to properly identify store brands is critical for sellers to broaden their access to more marketplaces and for consumers to be able to search, discover, and purchase your products.

This checklist is for retailers and brand owners who are responsible for assigning the Global Trade Item Number® (GTIN®) hierarchy, using your licensed GS1 Company Prefix.

**Using GS1 Standards for Store Brands/Private Label Identification**

**In 3 Easy Steps**

1. **License a GS1 Company Prefix**
   
   A GS1 Company Prefix is a unique identification number issued just to your company—and it’s part of every barcode and identification number you create. It’s a way to uniquely identify your brand in the global supply chain. The GS1 US website has detailed instructions on how to license a GS1 Company Prefix.

2. **Assign the GTIN Hierarchy**
   
   GTINs are assigned for the entire product hierarchy, which includes the saleable unit and any quantities that are shipped or ordered, such as cases and pallets. The GTIN will use the GS1 Company Prefix licensed to you (retailer/brand owner). To learn more, read An Introduction to the Global Trade Item Number.

3. **Communicate the GTIN Hierarchy to Manufacturing Partners**
   
   Your manufacturing partners will need the GTIN hierarchy to design your product’s packaging and labeling.

Following these three simple steps enables you to:

- Properly identify your store brand/private label items using industry standards.
- Reap the benefits of having products that can be easily searched and discovered by digitally savvy customers.
- Deliver accurate, complete, and consistent product information for a frictionless consumer experience and an efficient supply chain.

For additional resources, please refer to the GS1 US website at [www.gs1us.org](http://www.gs1us.org) to find:

- Industry resources for Apparel & General Merchandise, Retail Grocery, Foodservice, and Healthcare
- GS1 US University—Educational webinars and courses on using GS1 Standards
- GS1 General Specifications Document—Specifications on how GTINs are used in business applications

Want to learn more?

For more information, email [StoreBrands@gs1us.org](mailto:StoreBrands@gs1us.org)