4 Simple Steps to Identify Your Products

Accurately identifying your products with a unique number and barcode is critical for your business.

- Meet retailer requirements and get to market faster
- Create complete and unique online product listings that improve targeting, discovery, comparisons, and conversions
- Optimize your supply chain and fight counterfeiting

1 | Get a GS1 US-Issued Company Prefix

0 6 1 4 1 4 1

GS1 Company Prefix

2 | Identify your products with GTINs

6 1 4 1 4 1 0 0 7 3 4 9

Global Trade Item Number® (GTIN®)

3 | Create barcodes for your products

4 | Assign images and data attributes

z x y

300 dpi

1 Get a GS1 US-Issued Company Prefix—the foundation of authentic barcodes

Starting with a GS1 Company Prefix ensures that your product numbers and barcodes identify your company and are globally unique.

To get the GS1 Company Prefix with the capacity you need, use our barcode estimator tool (t-shirt example: 3 sizes x 3 styles x 3 colors x 3 packages = 81 barcodes)—www.gs1us.org/Barcode_Estimator

2 Identify your products with GTINs—the globally unique numbers in barcodes

In addition to being turned into a U.P.C. barcode and scanned at point of sale or on a smart phone, Global Trade Item Numbers (GTINs) are used in all the transactions and processes involved in selling a product.

Free with a GS1 Company Prefix, GS1 US Data Hub® takes the guesswork out of creating GTINs and barcodes—www.gs1us.org/DataHub-CreateManage

3 Create barcodes for your products—and make sure they scan

By generating your barcodes from accurate GTINs you are halfway there. The remaining factors impacting scannability involve the size, color, and placement on your product.

Generate barcodes yourself with GS1 US Data Hub or get help from a GS1 US Solution Partner—www.gs1us.org/SolutionPartnerFinder

4 Assign images and data attributes—the digital version of your product

Online shoppers rely heavily on photos and product information to make a purchase decision. Providing detailed information in the right format ensures a consistent consumer experience across channels.

GS1 US® Certified Content Providers can help you create and package the assets you need to provide to retailers—www.gs1us.org/CCP

Take the first steps in investing in your business—scan here to access "Getting Started" resources.

Talk to your trading partners regarding specific guidelines and requirements.