



The Global Language of Business

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



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.

GS1 US*, a member of GS1 global, is a not-for-profit information standards organization that facilitates industry collaboration to help improve supply chain visibility and efficiency through the use of GS1 Standards, the most widely used supply chain standards system in the world. Nearly 300,000 businesses in 25 industries rely on GS1 US for trading partner collaboration that optimizes their supply chains, drives cost performance and revenue growth, while also enabling regulatory compliance. They achieve these benefits through solutions based on GS1 global unique numbering and identification systems, barcodes, Electronic Product Code (EPC®)-based RFID, data synchronization, and electronic information exchange. GS1 US also manages the United Nations Standard Products and Services Code* (UNSPSC*).