



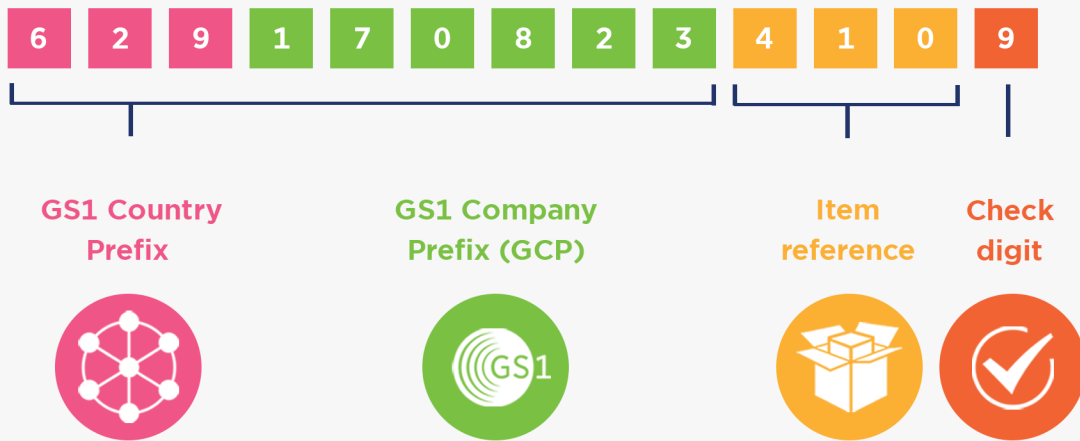
The Global Language of Business

Mastering the basics

How to manage your GTINs



What does a GTIN comprise of?



GS1 Country Prefix

The first three digits code for the product's country of origin. So, in this case 629 means that the product has been licensed by GS1 UAE.



GS1 Company Prefix

Beginning with the GS1 Prefix, this number is the unique identifier for your company.



Item Reference

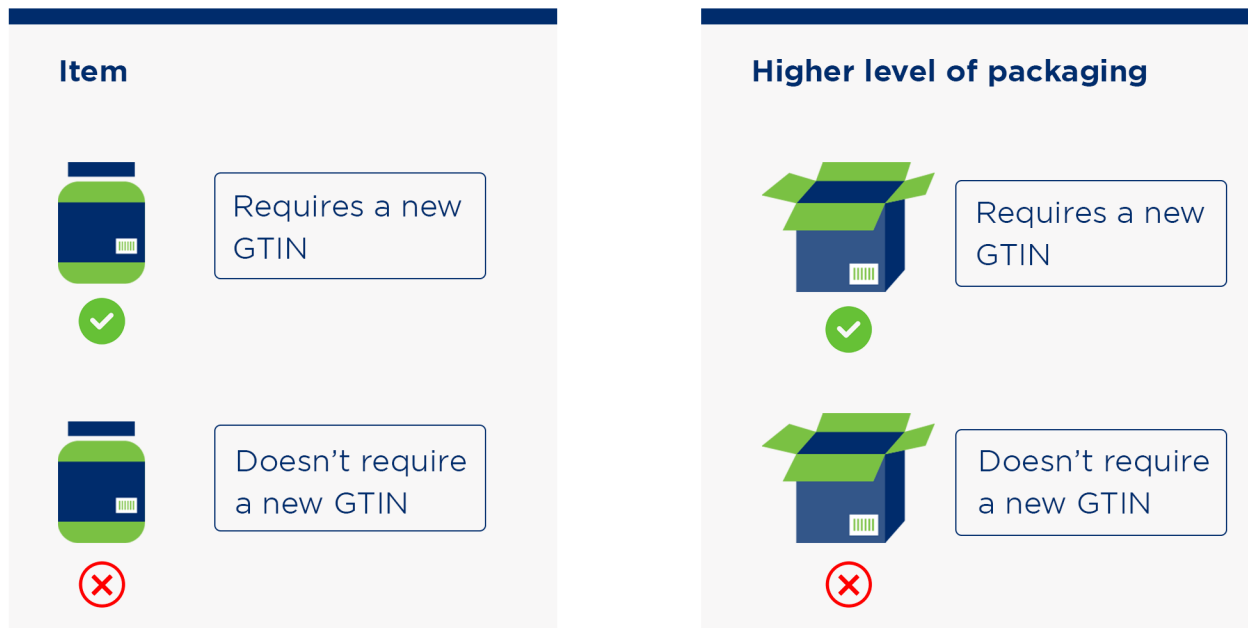
This number is added to your GCP to identify different product types. Usually this is three digits in length.



Check digit

The last digit of a GTIN is a check digit which makes sure the number is correctly composed. It is calculated by the Modulo 10 algorithm.

GS1 GTIN Management Standard



Consumers tend to make decisions over multiple channels with increasing frequency, hence unique identification of products is more prudent now than ever.

The **Global Trade Item Number (GTIN) Management Standard** is designed to help industry make consistent decisions about the unique identification of trade items in open supply chains. This standard has been developed in accordance with the GS1 Global Standards Management Process (GSMP) and is considered a part of the GS1 system of standards.

The standard provides guidance on when GTIN changes are necessary, specifically when predefined information changes on an existing product or when a new product is introduced for the first time.

The management standard is built on three guiding principles that provides a business owner with guidance on deciding when to change to products GTIN:



At least one of the guiding principles must apply for a GTIN change to be required

GS1 Management Rule

Below are the details that define when a GTIN MUST be newly assigned (**NEW PRODUCT**) or changed (**REPLACEMENT PRODUCT**) in order to be in conformance with the GTIN Management Standard.

The GTIN Management rules define when GTIN changes are needed at the retail consumer trade item level (base unit) as well as on higher level trade items (e.g., case, pallet) that currently exist and are used in distribution processes.

New product introduction

A "new product" is defined as a product that does not currently exist or has not been available for sale and is an addition to the brand owner's portfolio/is new to the marketplace.

Example: A mobile phone producer is adding a model with new features to its product offering.

A new GTIN would be required at all levels of the product hierarchy (unit, case, pallet etc).

Any new product requires the assignment of a new GTIN.



Declared formulation or functionality

"Functionality" is defined as the particular use or set of uses for which something is designed.

"Formulation" is defined as a list of the ingredients or components used to create a trade item.

A change to the formulation or functionality that affects the legally-required declared information on the packaging of a product and also where the brand owner expects the consumer or supply chain partner to distinguish the difference requires a new GTIN. Both conditions must be met requiring the assignment of a new GTIN.



Example: A change in formulation reducing sugar by 50% to make the trade item "low sugar".

A new GTIN would be required at all levels of the product hierarchy (unit, case, pallet etc).

Tip: New GTIN assignment is NOT required when declaring existing functionality that was previously present, but not declared on the package, and is now being marketed on new packaging.

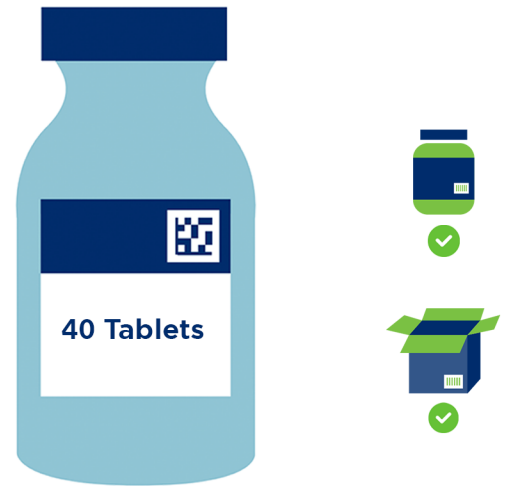
Declared net content

“Net Content” is defined as the amount of the consumable product the trade item contained in a package, as declared on the label, which may include: net weight, volume, count, units, etc. Any change - increase or decrease - to the legally -required declared net content that is printed on the pack, requires assignment of a new GTIN.

Example: The declared count of the number of tablets in a pharmaceutical bottle changes from 30 to 40.

A new GTIN would be required at all levels of the product hierarchy (unit, case, pallet etc).

Tip: The requirement does not include any marketing declarations or suggestions that are for the consumer’s knowledge, but not directly related to pricing, brand, government regulations. For example: suggested serving size



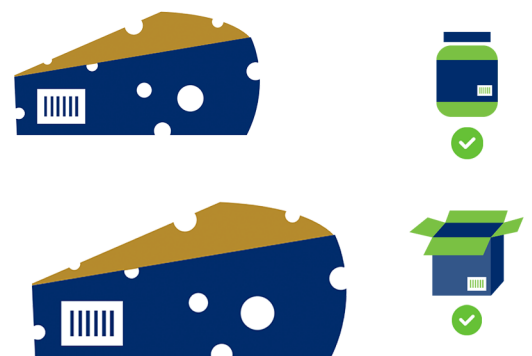
Dimensional or gross weight change

A change of over 20% to a physical dimension, on any axis, or gross weight, requires assignment of a new GTIN.

Example: The gross weight of a product increases by 50% from 0.34 kg (0.75 lb) to 0.68 kg (1.5 lb) due to a change in the packaging material.

A new GTIN would be required at all levels of the product hierarchy (unit, case, pallet etc).

Note: This part of the standard only applies to changes to the dimensions and the gross weight of a product. Any change to declared net content is governed by the rule on “Declared Net Content”



Add or remove a certification mark

A change to packaging to add a new, or remove an existing certification mark (e.g., kosher, UL or CE) that has significance to regulatory bodies, trading partners or to the end consumer, requires assignment of a new GTIN.

Example: Addition of a certification mark: ORGANIC.

A unique GTIN is assigned at every existing level of the packaging hierarchy above the retail consumer trade item /base unit level.



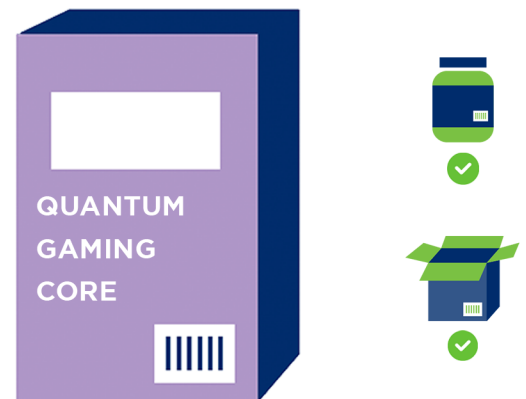
Primary brand

The primary brand is the brand most recognisable by the consumer, as determined by the brand owner, and can be expressed as a logo and/or words.

A change to the primary brand that appears on the trade item, requires assignment of a new GTIN.

Example: The company's primary brand name changes from "Sonic Gaming Core" to "Quantum Gaming Core".

A new GTIN would be required at all levels of the product hierarchy (unit, case, pallet etc).



Time critical or promotional product

A change to a product that is being promoted (including packaging changes) for a specific event or date, impacting the required handling in the supply chain to ensure the trade item is available for sale during a specified time period, requires assignment of a new GTIN.

Example: A promotional version of a product is launched with "Special offer" printed on the packaging.

A new GTIN would only be required levels of the product hierarchy above the retail consumer trade item/base unit level (case, pallet etc).

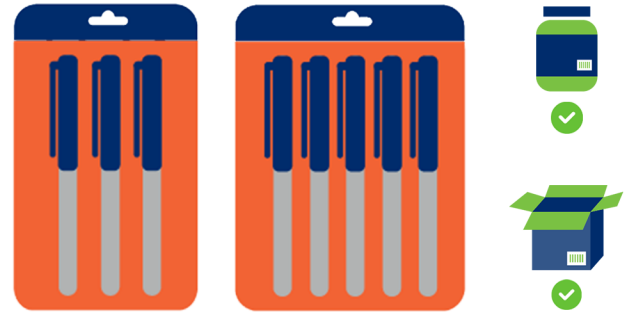


Pack/case quantity

A change to the number of trade items in a case or a change to the quantity of cases in a pre-defined pallet configuration, requires assignment of a new GTIN.

Example: A case configuration changes from containing 3 trade items to containing 5 trade items, the case needs to be uniquely identified.

A new GTIN would be required at all levels of the product hierarchy (unit, case, pallet etc).



Pre-defined assortment

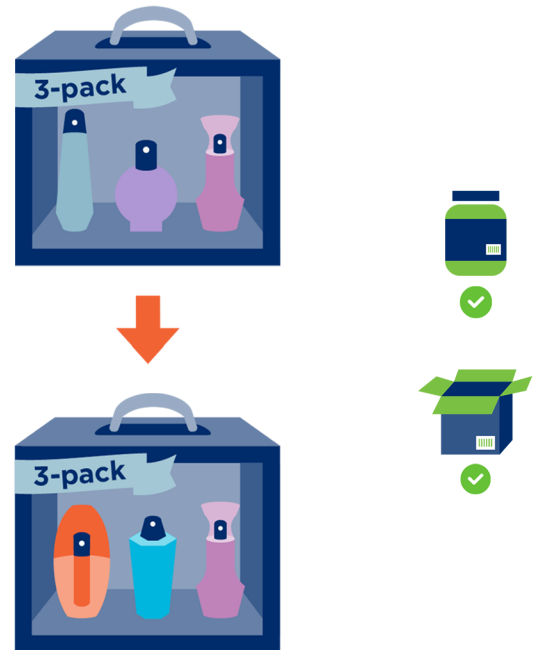
A pre-defined assortment is defined as a pack of two or more trade items that are combined and sold together as a single trade item (may also be referred to as a bundle).

A change, addition or replacement of one or more trade items included in a pre-defined assortment, requires assignment of a new GTIN.

Example: A fragrance variety within a three pack of perfumes is changed and one of the bottles of fragrances is replaced with a new scent.

A new GTIN would be required at all levels of the product hierarchy (unit, case, pallet etc).

Note: This rule only applies when there is a predefined assortment of items within a pack/bundle changes. For random assortment packs/bundles (e.g. different colour toothbrushes in a pack) GTIN changes are not required when the contents change.



Price on pack

'Price on pack' is defined as when the brand owner includes pre-pricing as part of the package graphics. This is not considered a price marked on a price ticket, sticker, hangtag or anything that could be removed from the package or product.

Any addition, change or removal of a price marked directly on the product package (not recommended), requires assignment of a new GTIN.

Example: The pre-printed price on a package changes from AED 10 to AED 20.

A new GTIN would be required at all levels of the product hierarchy (unit, case, pallet etc).



For further details on barcode production and GTIN Management Standards please contact the support team at GS1 UAE.

