



# The GS1 GTIN

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Getting you  
ready to trade



# Getting started with the right barcodes

You've turned a great idea into a business. But before you can start trading, you need barcodes for your products.

And to make a barcode correctly, you need a very important number – the GS1 Global Trade Item Number (GTIN).

GS1 GTINs are the product identifiers that sit under the barcodes or against the online listings for almost every product across the world. The GTIN is actually the foundation to help you trade and grow your business both on and offline.

Based on a numbering system developed by GS1 more than 40 years ago, GTINs can be linked back to your company from wherever you trade. So, whether it's in-store or on the web, at home or aboard, GS1 GTINs are used and trusted throughout your supply chain.



Today, the leading retailers, supermarkets and online marketplaces, such as eBay and Amazon, all mandate the use of GS1 GTINs for the goods that they handle to improve processes and guarantee the authenticity of products.

This guide provides you with the information you need to get your barcodes right from the outset, saving you time and money in the process.

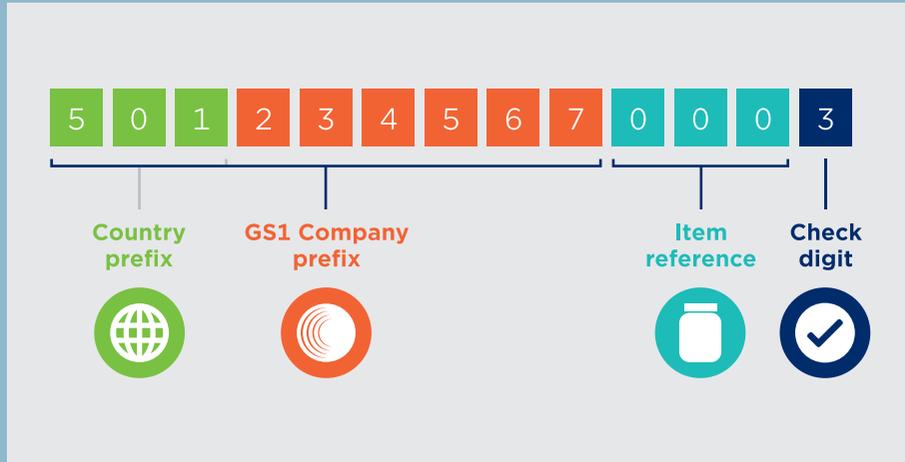
## Some of the companies that are members of GS1 UK and require GTINs



# What is a GS1 GTIN?

A GTIN is just the numerical representation of a barcode, and sits beneath it on your packaging. It is sometimes referred to as an EAN or UPC.

This diagram decodes the meaning behind the numbers that give your product life in the global supply chain.



Learn more about the GS1 GTIN here: [www.gs1uk.org/gtinguide](http://www.gs1uk.org/gtinguide)



## GS1 Prefix

The first three digits code for the product's country of origin. In this example, 500-509 means the product has been licensed by GS1's UK arm.



## GS1 Company Prefix (GCP)

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

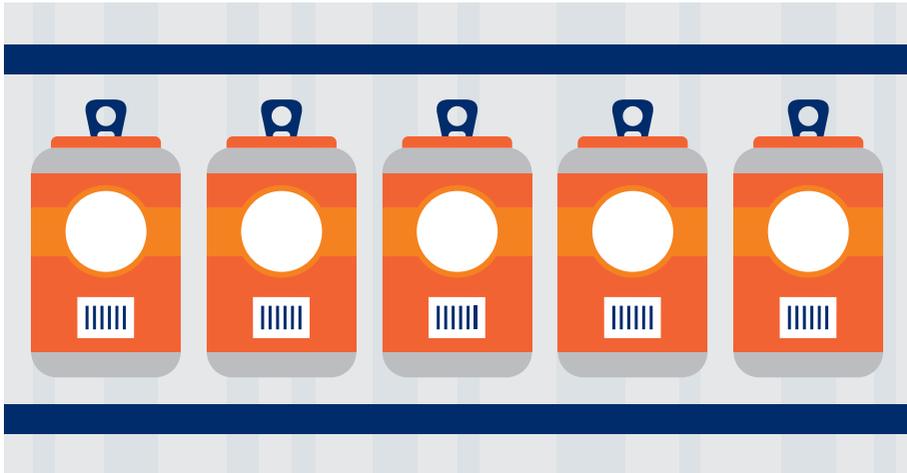
The last digit of a GTIN is a check digit which ensures that the number is correctly composed. It is calculated by a simple mathematical principle – the Modulo 10 algorithm.

## When do you need a GTIN?

Barcoding may not seem like the most pressing task on your agenda, but the reality is that your company needs to be barcode-ready before you can start trading successfully either in-store or online.

A GTIN is the only truly unique identifier that your product will need once it has entered the market.

GTINs are used throughout the supply chain, from manufacturers all the way through to distributors. Major retailers, online marketplaces and brands mandate that companies provide GTINs for all the goods that they handle.



## The benefits

The GS1 Global Trade Item Number (GTIN) provides a number of crucial advantages for you and your company in the realm of worldwide trade. Four of the main benefits are that it's:

### Trusted



By industry  
and  
customers  
alike

### Unique



Ensuring  
brand  
protection

### Traceable



Linked  
back to  
your  
company

### Universal



One system  
used by  
everyone,  
everywhere,  
both on  
and offline

# Where should you get your GTINs?

There are thousands of people online that claim to sell genuine GS1 GTINs. The simple truth is, you can only get genuine GTINs by joining GS1 UK or one of our GS1 offices worldwide.



## **We do not authorise any third parties to sell GTINs on our behalf.**

Only numbers licensed directly from GS1 are unique to your products. If you buy GTINs from any other source, there will be no legitimate link between you and your products. You may need to start your packaging or online listings right from the beginning again.

Learn more about the dangers of using GTIN sellers here:

[www.gs1uk.org/gtinsellers](http://www.gs1uk.org/gtinsellers)

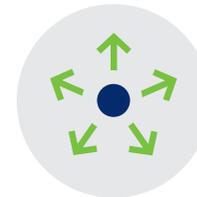
# About GS1 UK

GS1 UK is part of the global organisation that sets the industry standards for businesses that make, distribute or sell goods.

Our global community of more than two million businesses use GS1 standards like the GTIN, to make their processes more efficient and to trade together with confidence. In the UK, we are proud that 95 per cent of our members are small and medium-sized businesses.

But we're not just here to provide the numbers. GS1 UK offers a full training and support service, plus a free database that allows you to manage your GTINs and product data all in one place.

As a neutral, not-for-profit organisation, we work on behalf of our members, bringing together trusted industry partners and developing standards for the benefit of all.



# How do you join GS1 UK?

GS1 is a not-for-profit organisation whereby our barcode numbers are licensed to you annually and require you to become a member to be assigned your unique numbers.

We have membership plans to suit any business – whether you are just starting out with one product to managing many. From 10 barcodes to 1000s, we've got it covered.

Join GS1 UK for your genuine and authentic GTINs, used by over 2 million companies worldwide.

## Membership offer

Get 20% off any membership plan for the first year. Use code **EXCHANGE20** at checkout.

**Claim offer to get your barcodes by clicking here**

**T&Cs:** Promo code offers 20% off any of the membership plan, available for new joiners only, valid once per user. Valid only for the 1st year (2nd year onwards will be billed at full price). Must be redeemed prior to completing payment at [gs1uk.org](https://gs1uk.org). The offer is not compatible with any other promotions

Alternatively, contact our member support team, available from Monday to Friday from 9:00am-5:00pm on freephone 0808 178 8799 or 020 7092 3501.

Or email the team at [support@gs1uk.org](mailto:support@gs1uk.org)

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