Amazon Vendor carton labelling: GTIN? SSCC? AMZNCC?

Which is the right option for me?

Webinar format

Main room

- Introduction to GS1 UK and KhooCommerce
- GS1 Standards and Amazon
- What is efficient receive, license plate receive and GTIN receive?
- What is best for your brand?

Breakout rooms

License plate receive

GTIN receive

Main room

- Q & As
- Link to references and next steps

Speakers

Jacky Broomhead
Senior engagement
manager at GS1 UK

Main room

Chris Khoo
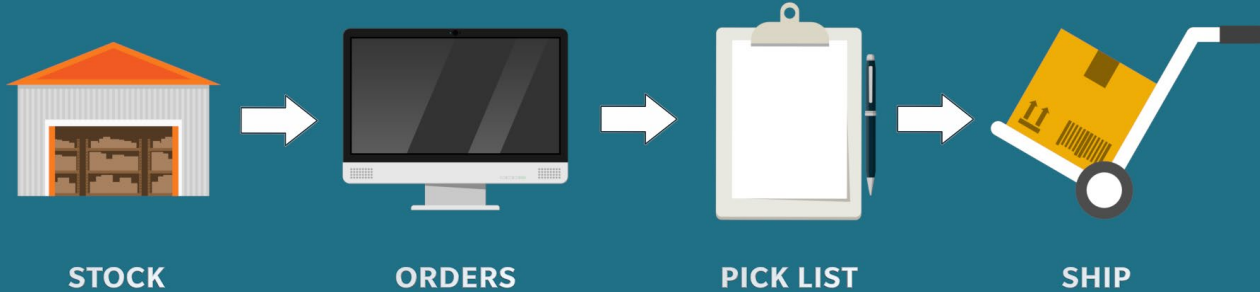Sales director at
KhooCommerce

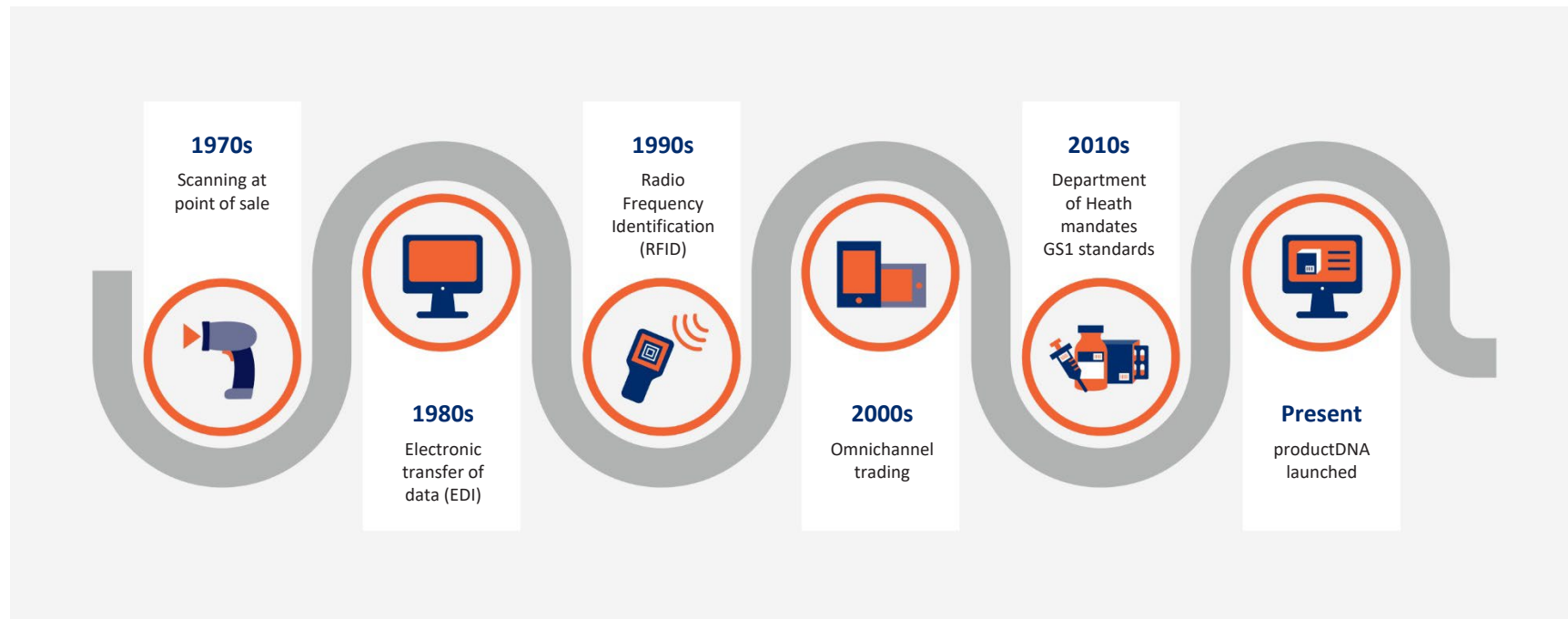*License Plate receive*

Claire Wintle
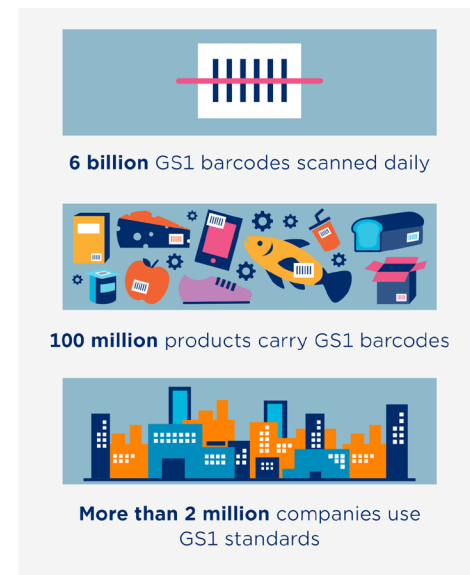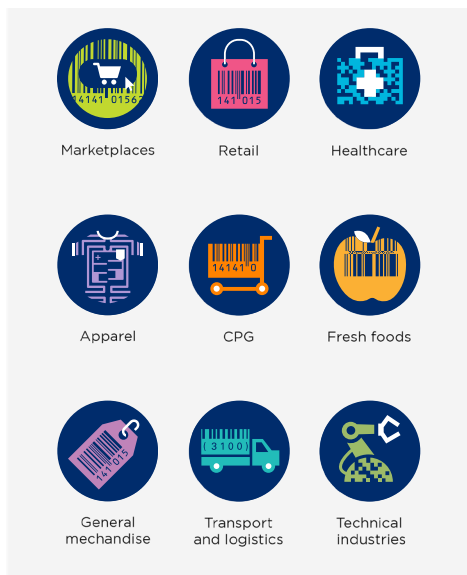Engagement manager at
GS1 UK

GTIN receive

KhooCommerce

GS1 UK

1970s
Scanning at point of sale

1980s
Electronic transfer of data (EDI)

1990s
Radio Frequency Identification (RFID)

2000s
Omnichannel trading

2010s
Department of Heath mandates GS1 standards

Present
productDNA launched

The global language of business

Marketplaces

Retail

Healthcare

Apparel

CPG

Fresh foods

General mechandise

Transport and logistics

Technical industries

115

Local member organisations

6 billion GS1 barcodes scanned daily

100 million products carry GS1 barcodes

More than 2 million companies use GS1 standards

The global language of business

GTIN A
Consumer unit

GTIN B
Inner pack or case

GTIN C
Master pack

GTIN

Global Trade Item Number

The GS1 number for identifying products. Most commonly 13-digits long but can also be 8-digits for small items, 12-digits for US products, and 14-digits for cases and traded units.

EAN / UPC

European Article Number/ Universal product code

The standard barcode image that represents the 13-digit GTIN on most products you buy in shops in the UK and globally.

Different types of barcodes

EAN - 8

UPC - A

EAN - 13

ITF - 14

GS1-128

What is efficient receive?

Efficient receive allows Amazon to scan your products and receive efficiently without having to open each box and scan every item

To enable efficient receive suppliers are required to provide carton level information either through:

License Plate Receive

1. Serialised Shipment Container Code (SSCC) if passed via EDI
2. Or Amazon Carton Content (AMZNCC) if generated via Vendor Central

or

GTIN Receive

Sharing product data electronically, so Amazon know what's in the box just by scanning the GTIN barcode

Understanding the acronyms

SSCC

Serialised Shipping Container Code

Used by companies to identify a logistical unit

AMZNCC

Amazon specific container code

Amazon's own shipping container codes - only work when sending inventory into Amazon.

GDSN

Global Data Synchronisation Network

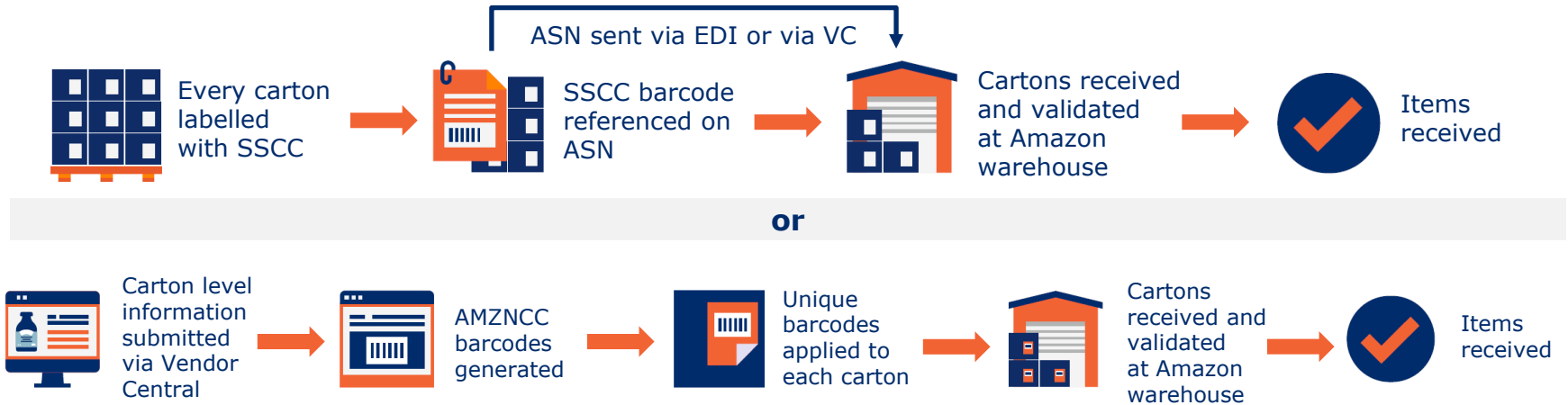The world's largest product data network governed by GS1 Standards.

EDI

Electronic Data Interchange

The exchange of standard business documents between two companies by computer.

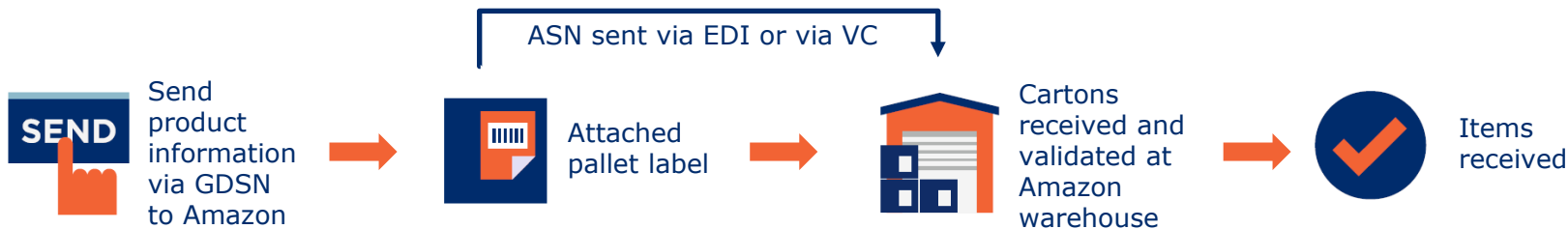# Amazon efficient receive

Option 1: License plate receive

Every carton must be labelled with an external container ID - either a Serial Shipping Container Code (SSCC) which can be passed via Electronic Data Interchange (EDI), or an Amazon Carton Content (AMZNCC) code if generated via Vendor Central (VC).
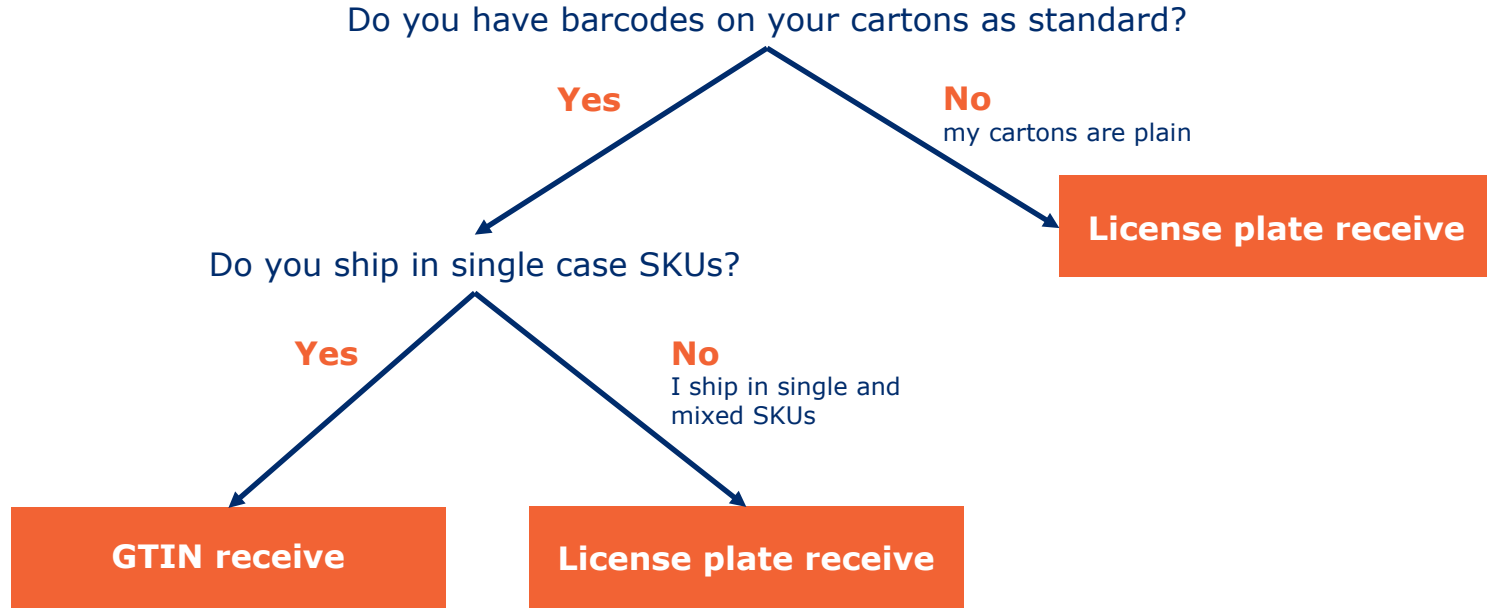
ASN sent via EDI or via VC

Every carton labelled with SSCC → SSCC barcode referenced on ASN → Cartons received and validated at Amazon warehouse → Items received

or

Carton level information submitted via Vendor Central → AMZNCC barcodes generated → Unique barcodes applied to each carton → Cartons received and validated at Amazon warehouse → Items received

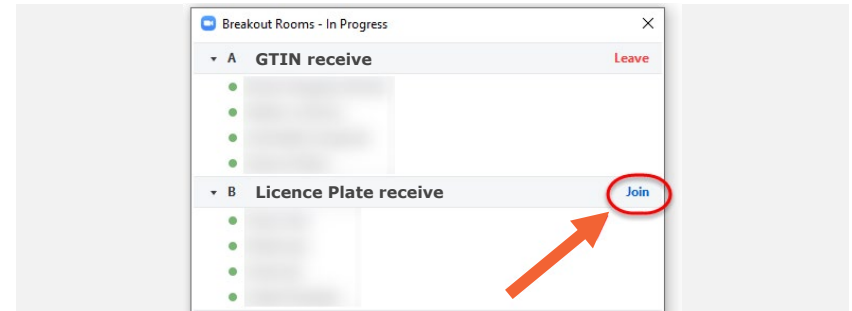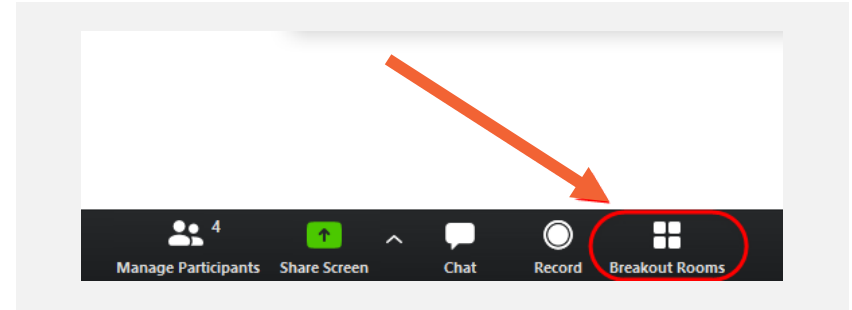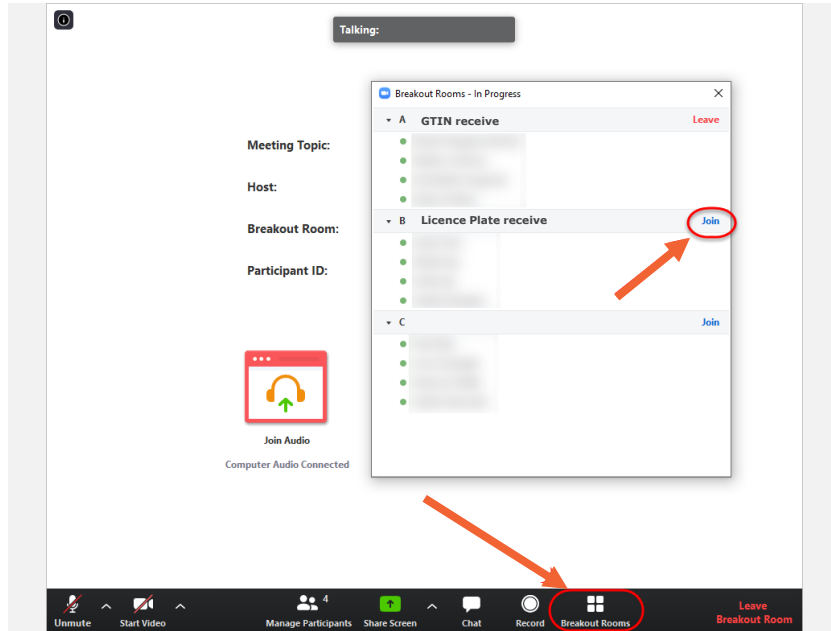# Amazon efficient receive

Option 2: GTIN receive

If you have GTIN 13 or 14-digit identifiers on your cartons as standard, you can share GTINs (and other optional attributes) with Amazon via GDSN to efficiently receive products.

ASN sent via EDI or via VC

Send product information via GDSN to Amazon → Attached pallet label → Cartons received and validated at Amazon warehouse → Items received

Which room is right for you?

Do you have barcodes on your cartons as standard?

Yes

No
my cartons are plain

License plate receive

Do you ship in single case SKUs?

Yes

No
I ship in single and mixed SKUs

GTIN receive

License plate receive

Breakout rooms
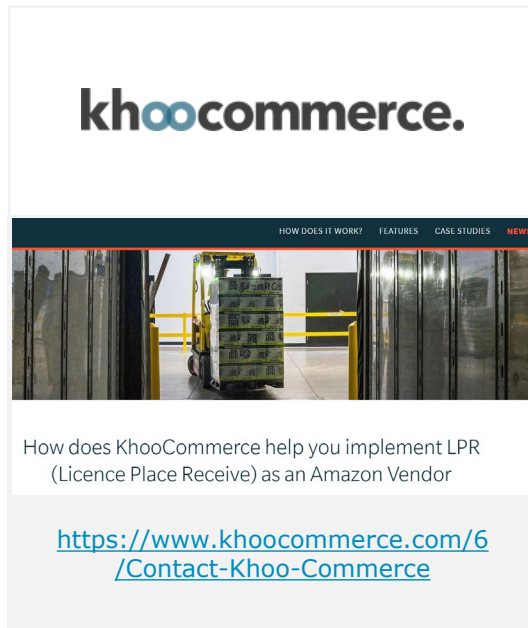
Welcome back
Any other questions?

Useful links

https://www.gs1uk.org/data-services/global-data-synchronisation-network/how-gdsn-works-with-amazon

How does KhooCommerce help you implement LPR (Licence Place Receive) as an Amazon Vendor

https://www.khoocommerce.com/6/Contact-Khoo-Commerce

https://www.gs1uk.org/partner-finder

Get in touch

khoocommerce.

License Plate receive
chris@khoocommerce.com

GTIN receive
brands@gs1uk.org