



Bundles

Trade Item Identification

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Bundle introduction

Bundles are combinations of two or more trade items.



Why bundles identification?

Rapid growth in online selling in recent years, have highlighted challenges in product identification for bundles.

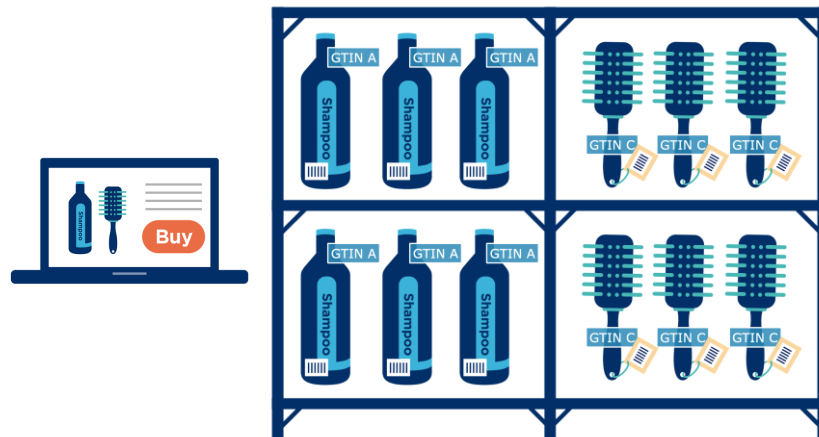
Sellers, brands, distribution centres and other players often create bundles (physical or virtual) that contain products from brands that they do not own.

Physical bundles



A collection of trade items **physically combined** into a **single trade item**.

Virtual bundles



Multiple trade items that are **NOT physically combined** but are listed in a **single online offer**.

This difference impacts the identification rules for the bundle.

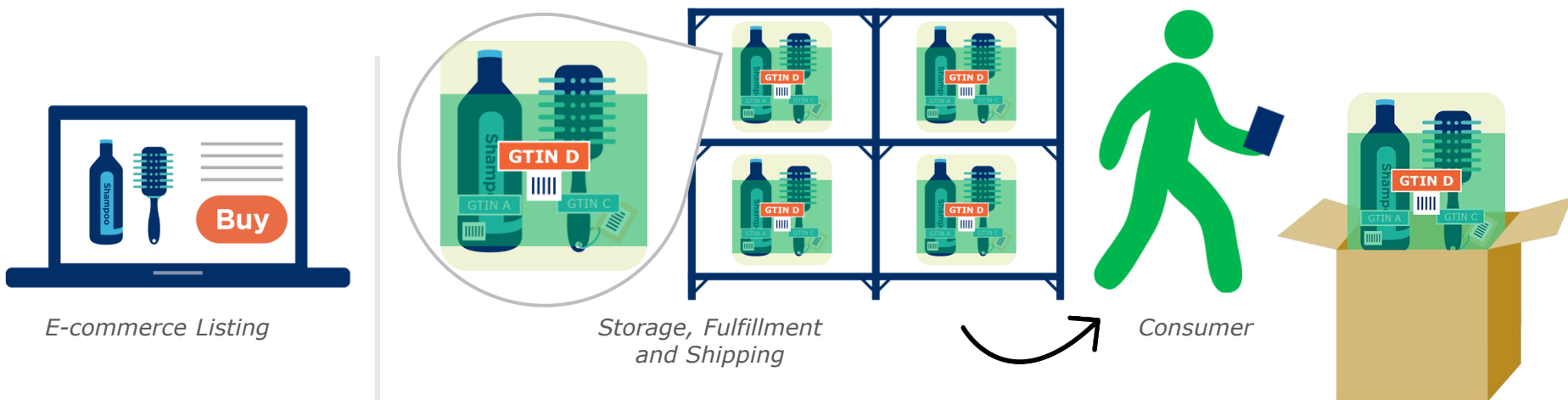


Bundle identification

Physical bundles require a GTIN.

The party creating the physical bundle assigns the GTINs to the bundle.

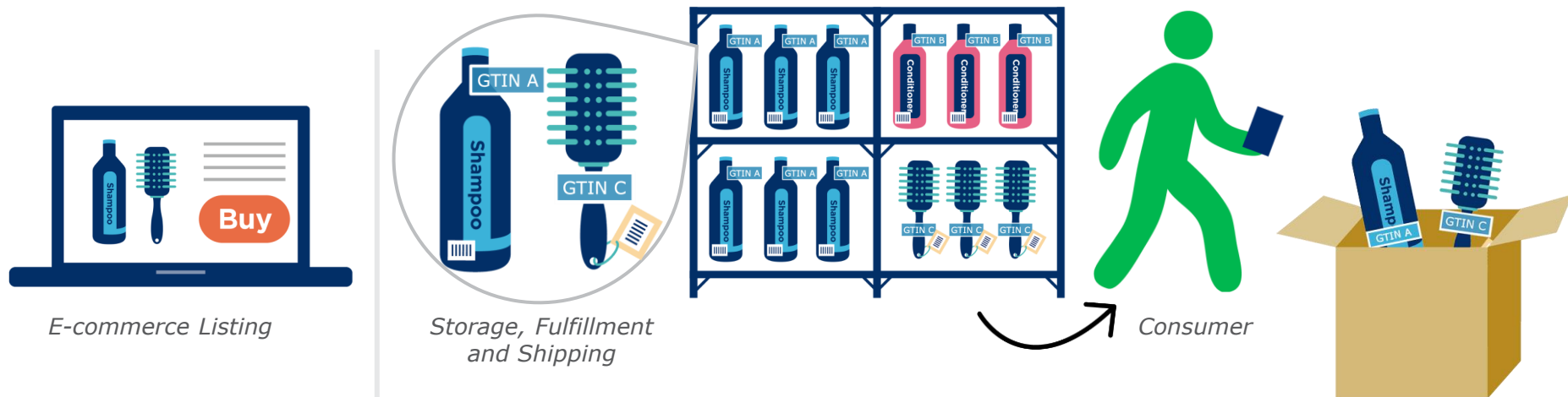
The individual products in the bundle carry their own GTINs, different from the GTINs assigned to the physical bundle.



Virtual bundles do not require a GTIN.

The products are sold together but since the products are **not physically combined**, the virtual bundle is not a new trade item.

The individual products in the bundle carry their own GTINs.





Recap and benefits

Bundles identification

Physical bundles require GTIN assignment because a new trade item is created

- Regardless of the contents of the assortment/bundle, **the party creating the bundle is responsible for allocating the GTIN to the bundle.**

- The GTIN should be assigned as soon as the new trade item is created

Virtual bundles do not require new GTIN assignment, but all individual items being listed for sale need to have their own GTINs.

Benefits

One common rule for all commerce channels and stakeholders

GS1 standards are compatible with open supply chain need and are designed for open value networks

- Not all trading partners are known in advance and can change over time

- Interfaces between systems need interoperability



FAQs

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General



GTIN Assignment



Listing



Sales

Q1: I'm selling multiples of the same item online; do I need a GTIN?

A1:

If the items are physically attached together, the bundle itself needs a GTIN



A2:

If the items are not physically attached (virtual bundle), only the trade items within the bundle need their own GTINs



These are multiple identical items presented to the end-consumer as single offer

Q2: How can I identify identical bundles from different sellers, if needed?

To identify identical bundles from different sellers:

- 1) ask the seller IF an item is a bundle
- 2) ask the seller to disclose the GTINs composing the bundle

This can unlock features such as aggregation (combining identical offers on a single e-commerce page) and product recalls based on the GTIN and better usage of the GS1 registries.



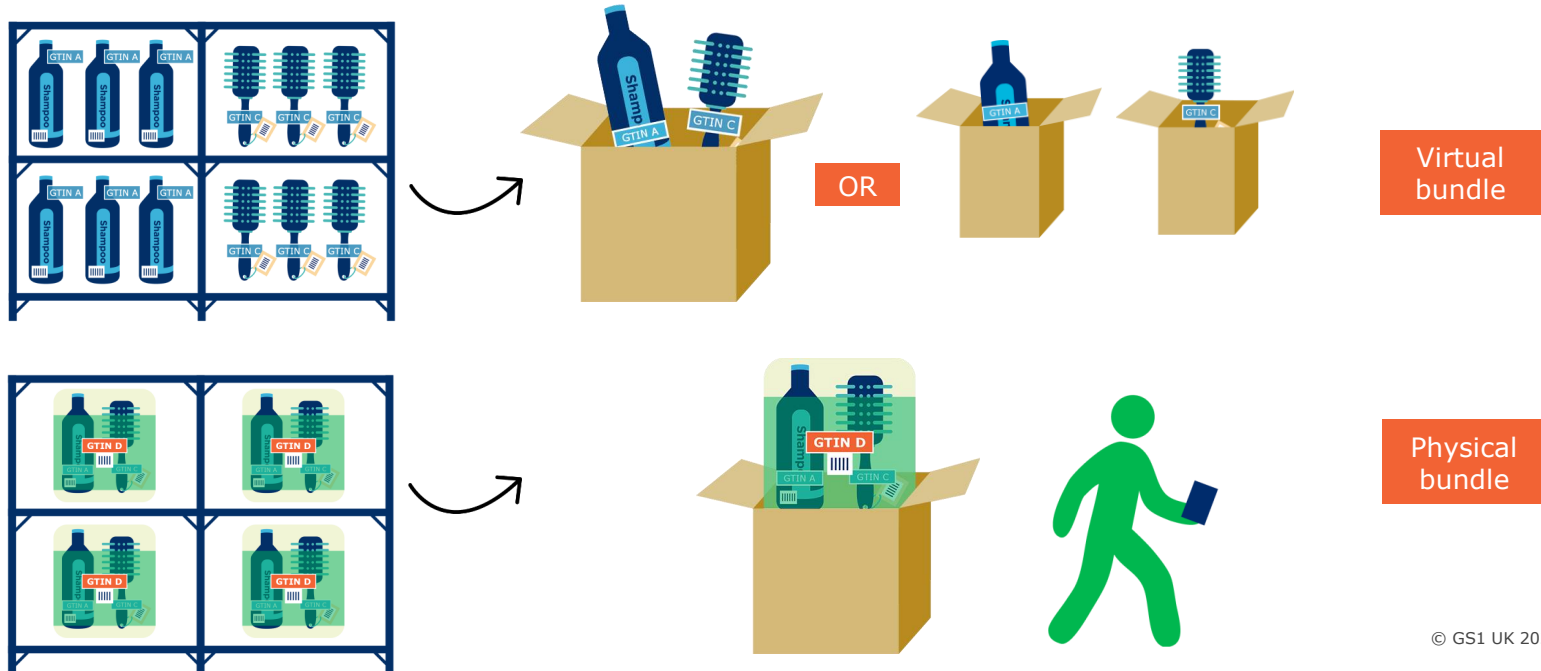
Q3: How can I tell from the online product listing page if the bundle is virtual or physical?

You cannot determine from the e-commerce listing if the items are physically attached or not.



Q4: Are the items of a bundle shipped together?

If the items are **not physically combined**, it is a **virtual bundle**. If the products are **physically combined**, it is a **physical bundle**, and the bundle is picked, packed and shipped together as a single trade item.



Q5: How do I define physically attached?

The items of the bundle need to be **physically combined** with a wrapper, glue, zip tie, packaging...
The outer shipment box is not considered packaging to combine items to make a physical bundle.

Shrink-wrapped



Yes

Prepackaged



Yes

Zip tied



Yes

Glued



Yes

Outer shipment box



No

Q6: As the physical bundle maker, how should the barcode appear on the bundle?

The barcode representing the GTIN of the bundle should be visible and scannable. The barcode of the individual products in the bundles should be obscured/hidden during the process of bundling, so that the individual trade items inside the physical bundle cannot be scanned inadvertently.



Q7: Who should assign the GTIN if multiple parties/sellers create identical physical assortments/bundles?

Each party assigns a GTIN to the physical bundle they create and uses their GS1 Company Prefix.

Seller A creates a bundle and assigns GTIN A to the bundle.



Seller B creates the same bundle and assigns GTIN B to the bundle.



Seller C creates the same bundle and assigns GTIN C to the bundle.



Q8: Who should assign the GTIN for physical bundles with mixed brands?

Each seller assigns a GTIN to the physical bundle they create and uses their GS1 Company Prefix.

Seller A creates a bundle with products from Brand Y and Brand Z. He assigns GTIN A to the bundle.



Seller B creates the same bundle with products from Brand Y and Brand Z. He assigns GTIN B to the bundle.



Seller C creates the same bundle with products from Brand Y and Brand Z. He assigns GTIN C to the bundle.



Q9: Who assigns the GTIN if a third-party is contracted by the brand owner to make the bundle on their behalf?

The brand owner provides the GTIN to the contracted party to assign to the physical bundle since it is creating the bundle on behalf of the brand owner.



Q10: If I assign the GTIN to the bundle, what product information should I put in the GS1 database?

GS1 recommends that all 7 attributes are completed and have the following guidance on how to complete specific recommendations bundles:

- **Brand name:** brand name of products within bundles, separated by / , -
- **Product description:** include words BUNDLE/SET/ASSORTMENT in the description
- **Image URL:** image of bundle showing all products
- **Global Product Category:** use the GPC of the products and if different of the main product
- **Net content:** number of items in the bundle
- **Country of sale:** Intended country of sale for the bundle

Bundle Shampoo and brush



GTIN	5017726180034
Brand name	(en) Cleanhair/Boboliss
Product description	(en) Bundle - Cleanhair shampoo 500ml with Boboliss hairbrush
URL	(en) https://activate.gs1.org/media
Product category	10000677Hair Care Products Variety Packs
Net content	2
Country of sale	Belgium

Local regulations take precedent over GS1 standards and guidelines.

Q11: As a Marketplace, how can I know if a seller is listing a physical or virtual bundle?

We cannot determine whether a bundle is physical or virtual from a listing. If it is **physically combined** and picked, packed and ship as one unit, it is a **physical bundle**. If the items are **not physically combined** and are being picked, packed and shipped as individual units, it is a **virtual bundle**.

Listings for a physical and virtual bundle may appear identical



Fulfillment



Physical bundle



Virtual bundle

Q12: Are “frequently purchased with”/upselling considered as bundles?

No, items presented via upselling recommendations **are not considered a bundle**.



Upselling includes **recommendations** based on past purchases, browsing history, products frequently bought and/ or sold together, etc.

Q13: As an ecommerce platform, how do I track the sales of a virtual bundle?

Tracking and analytics can be done with an internal (listing or merchant) identifier.



GS1 recommendations

To differentiate a sale between the separate items and the bundle itself, GS1 recommends assigning a

- ✓ **listing identifier, and/or**
- ✓ **merchant identifier**

to unlock the possibility of sales, analytics and insights.