



BUSTING the MYTHS

ASSPORT



**I don't need
a barcode to sell
a product online**





GTINs (the number that sits under the barcode image) is like a passport number for your products, enabling them to be identified back to your company anywhere in the world. This means **barcode numbers should be applied to all your products** - whether you are **selling online or offline.**



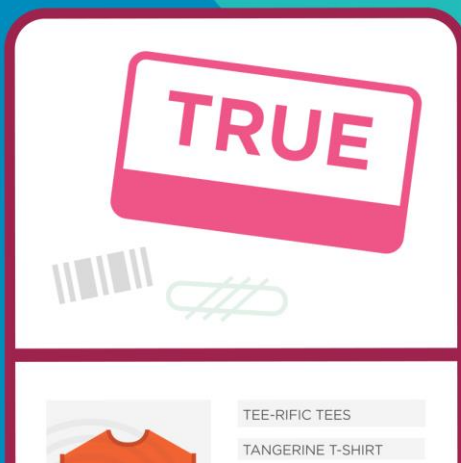


An EAN, UPC and GTIN are all the same thing





UPC (Universal Product Code) and
EAN (European Article Number)
are the old names for **GTIN**
(Global Trade Item Number).



GS1 GTINs are a global standard and
can be used **anywhere in the world.**



**I am going to
start selling on
Amazon US, so I
need to get UPCs.**



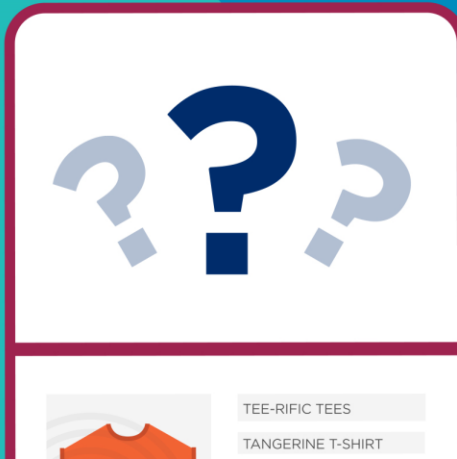


UPCs are 12-digit GTINs that originated in the USA. However, all US retailers were required to update their systems to accept 13-digit GTINs by 2011. **Amazon accept both UPCs and GTINs**, so you don't need update your product identifiers when selling into the USA.





**I can buy
GS1 GTINs from
any online seller**





You can only license authentic, unique GS1 GTINs from GS1. If you purchase your numbers from an online reseller they may have been sold many times and will not be related to your business which can cause future issues.

Talk to us to find out how reseller GTINs can damage your company reputation.





**I've not used
all the GTINs in my
allowance. I can
sell the extra GTINs
to someone else.**





GS1 GTINs are licensed to your business, you do not own them and therefore cannot sell them on to someone else. If you do sell them on your business will be liable for the products they are assigned to as they will be registered to your company.








**The first barcode
was a circle which
is represented in
the GS1 logo**

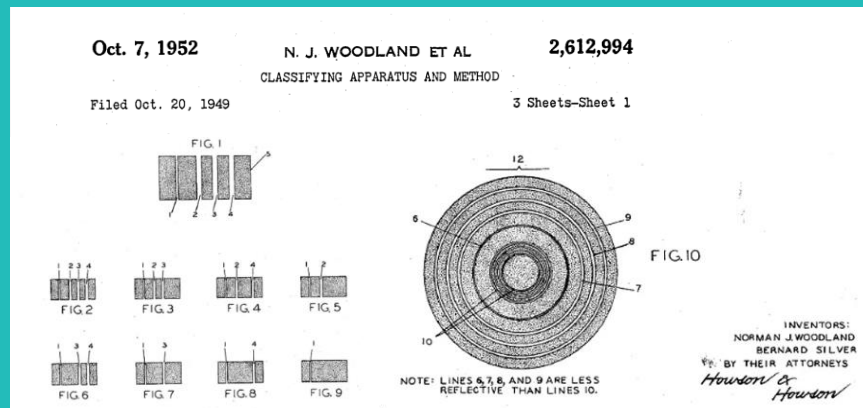




The first barcode was created by Norman Joseph Woodland, in a circular representation of Morse code.



TEE-RIFIC TEES
TANGERINE T-SHIRT





If I discontinue a product, I can reuse that product's barcode number (GTIN) for a new product.





Tim Berners-Lee said, "***data is a precious thing and will last longer than the systems themselves***".



The age of e-commerce means that once a GTIN has been assigned to a product it can be associated with it forever in the online world. As a result, from 31 December 2018 you **CANNOT reuse GTINs.**

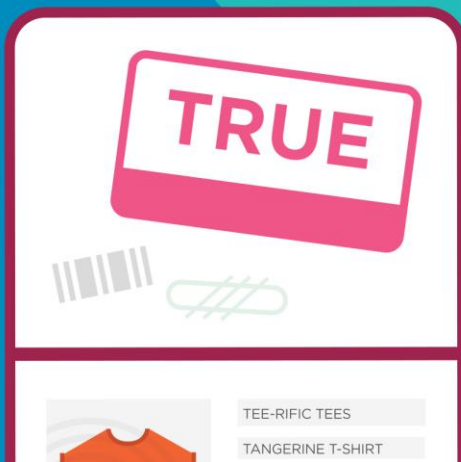


Who mandates GTINs in the UK?





Some of the companies that use and require GS1 GTINs include:





**You can tell where
a product was
registered based on
its barcode**





All countries are allocated a unique set of company numbers that appear at the beginning of a GTIN. **In the UK all our numbers start with 500-509**, whereas in Singapore and South Korea where the number 8 is lucky their GTINs begin with 888 and 880 respectively.

