



The Global Language of Business

GTIN Allocation Rules for Healthcare

Overview and Update

3rd February 2026



GTIN allocation Rules for Healthcare Update



Grouping of rules – Old to New



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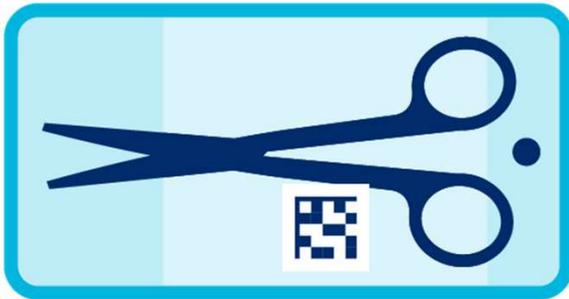
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Why have we separated some rules.....



Medical Devices



Pharmaceutical





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Native Scanning Update

Claire Clarke
Director Healthcare Engagement , GS1 Global Office
3rd February 2026





The vision

**Deliver trusted digital content
(ePIL, IFU, videos,...) directly
from the GS1 DataMatrix, with
no packaging changes**



GS1 brings trusted medical product information to smartphones through collaboration with Google

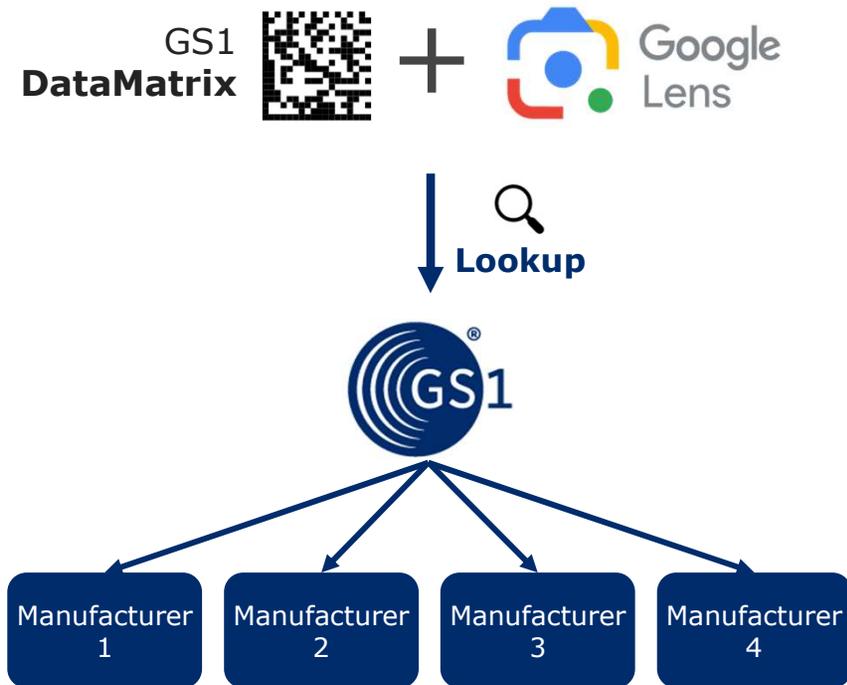
Launch of smartphone camera scanning of GS1 DataMatrix barcodes marks a global breakthrough for patient safety.



How it works



Simplified schematic of GS1 DM native scanning



1

The **existing GS1 DataMatrix barcodes can now be scanned natively** using Google Lens on Android devices and iOS devices – **no changes needed!**

2

With this new functionality, patients, caregivers, and healthcare professionals will be able to use their smartphones to scan a GS1 DataMatrix barcode and **access trusted product information, including electronic patient leaflets (ePILs)**

3

The extent of accessible information will depend on the readiness of the systems and manufacturers



Why it matters



This functionality requires **no changes** in the existing GS1 DataMatrix printed on the packs:

- ✓ The Google functionality **reads the GTIN encoded in the GS1 DataMatrix** and constructs a GS1 Digital Link URI
- ✓ The GS1 Digital Link URI created redirects to TRVST resolver



'Patient-friendly' access to digital content



Industry alignment



Regulatory expectations



Global interoperability

Project timeline - Where are we now



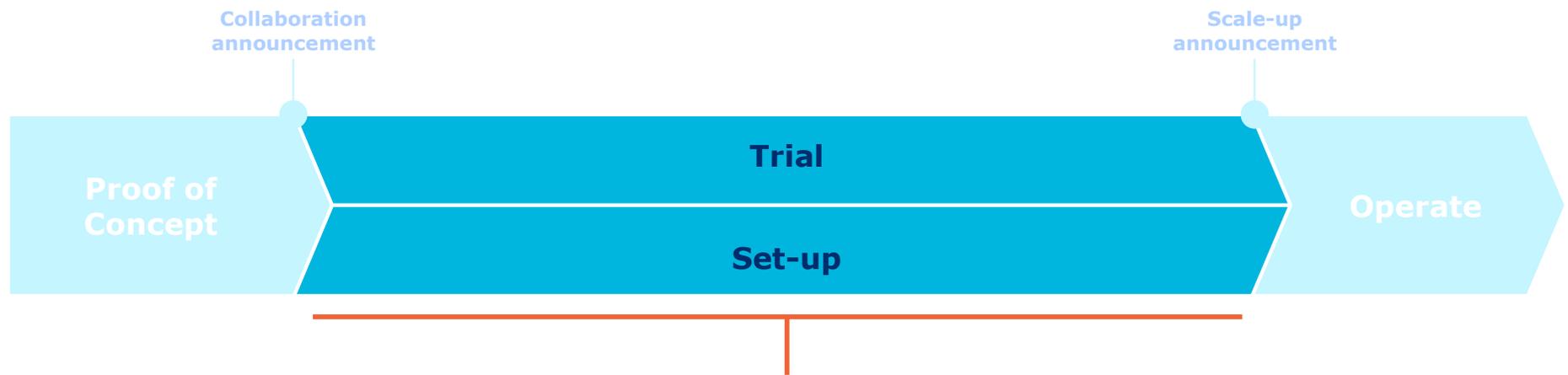
- The project is shifting from **collaboration announcement** to **execution**
- Next steps are **technical & operational**



Project timeline - Where are we now



- The project is shifting from **collaboration announcement** to **execution**
- Next steps are **technical & operational**



Lots of work need to be done!

Trial and set-up phase objectives



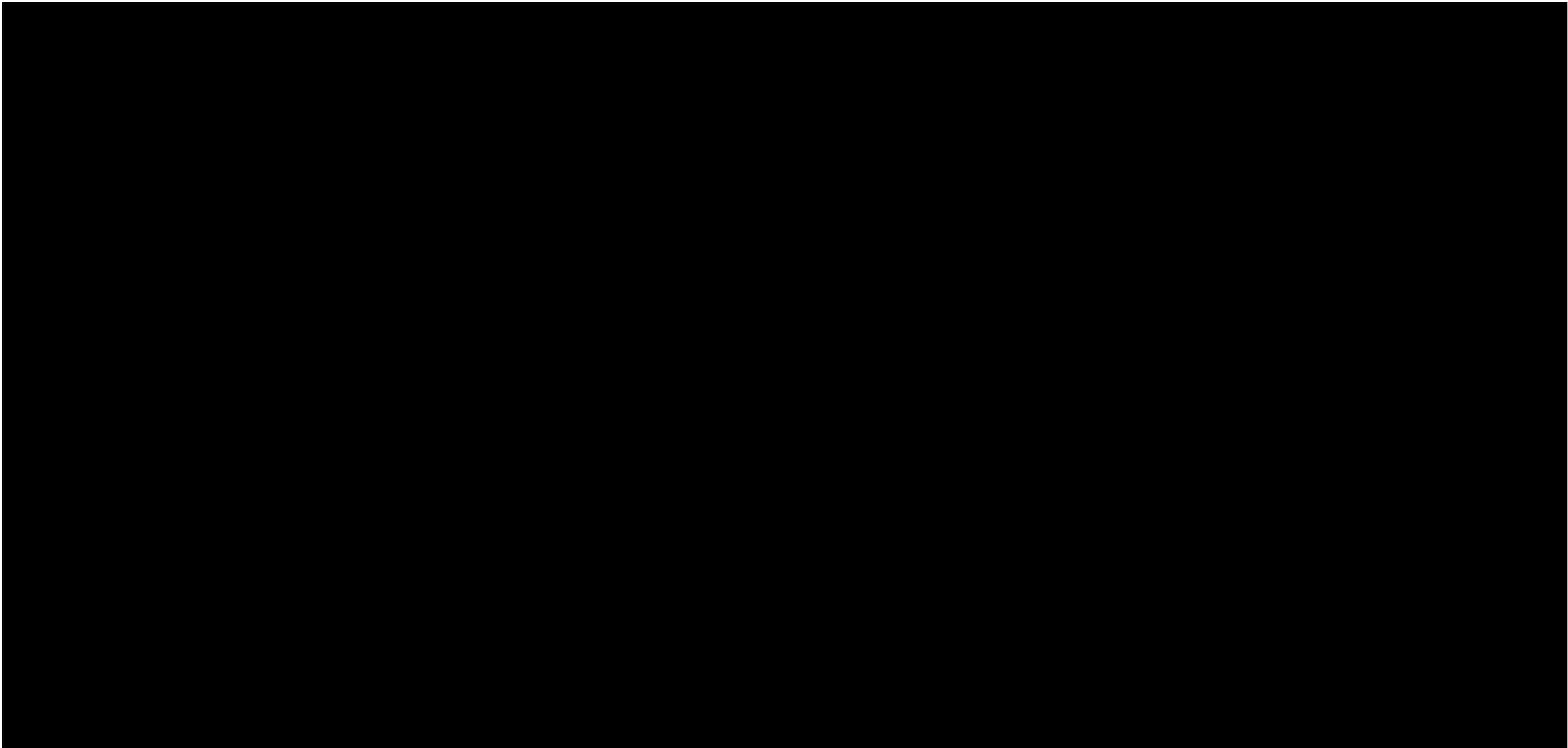
> Enable manufacturers* and MOs to **participate in the trial and build the foundations** of a scalable, globally aligned digital-content ecosystem



N.B. Manufacturers will be HCLT or GS1 Global Members in the Trial Phase

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Project headlines – January 2026



- Android functionality *released November 2025*
- **iOS functionality** *available today*
- **Trial phase** *commence estimated late February 2026*

Engagement Toolkit*



- Demonstration video
- Demonstration scanning sheet
- Q&A
- Slide deck to support discussions

available today

available today

available 25th Jan

available post Global Forum



**accessible through your GS1 Member Organisation*



Demonstration barcodes



The barcodes and related information provided are for test and demonstration purposes only. They do not represent actual products and should not be used for regulatory or operational activities.

GS1 enables the scanning flow through configuration of its subdomain. The information displayed via these barcodes is provided and controlled by the manufacturers. GS1 does not validate or guarantee the accuracy of this information.



Demonstration barcodes



Pfizer



MERCK



Johnson & Johnson



Abbott



Roche

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