

Ensuring that product identification is truly unique in both the physical and digital realm is vital for today's omni-channel consumer experience.

That's why GTIN reuse had to stop.



Putting an end to GTIN reuse will mean:



Reduced consumer confusion in the market and supply chain data exchange systems



Increased transparency for the consumer



Better brand visibility online



Enhanced product traceability



More efficient after-sale consumer uses of the GTIN to underpin warranties, maintenance, repairs



Improved sales analytics



Prepare yourself for the coming deadline!

You can access our **GTIN Management Standard** here, and we're always here to offer a helping hand with any queries.

