



The Global Language of Business

# GTIN Assignment and Management

Clarification and Implementation Guide for General Merchandise and Hardlines

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## Document Summary

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| 1.0     | April 2017     | GS1 Canada Standards | Document creation   |
| 1.1     | July 2017      | GS1 Canada Standards | Addition of GTIN non-reuse (section 1.2)  |
| 1.2     | January 2026   | GS1 Canada Standards | <p>Section 1 What is a Global Trade Item Number<br/>           Section 2: GTIN Allocation Consideration for Assortment</p> <ul style="list-style-type: none"> <li>Updated content to ensure accuracy and relevance, incorporating changes and correcting outdated information. Added helpful links and references to some topics to learn more and better understand the content.</li> </ul> <p>Section 3 GTIN Management – Introduction AND<br/>           Section 4 GTIN Management Rules:</p> <ul style="list-style-type: none"> <li>Aligned with the GS1 Global GTIN Modernisation MSWG work from September 2023 to clarify that the scope excludes non-new trade items and includes updated guidance related to trade item bundles:</li> <li>Sections 3.1 Guiding principles/Business objectives of changing a GTIN AND Section 4.2 Declared formulation or functionality: Added the statement "<u><i>This GTIN Management Standard SHALL NOT be used for identifying non-new trade items. For rules on identifying non-new trade items, see General Specifications, section 2.1.15</i></u>".</li> <li>Section "3.2 Defining a new product compared to a product change: Minor wording improvement to ensure the distinction between new products and product changes is more easily understood by readers.</li> </ul> <p>Section 4.9 Pre-defined assortment: Update the definition of Pre-defined by adding the word "bundle" and minor wording improvement to indicate assortment and bundles terms are used synonymously when describing a combination.</p> |

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# 1 Global Trade Item Number Assignment

Global Trade Item Number (GTIN) assignment is the process of allocating a GTIN to a product so that it can be uniquely identified and tracked across supply chain, including in retail stores, warehouses and online platforms. Brand owner is responsible for assigning the GTIN to a trade item. It provides a common language for all of its entities and trading partners worldwide to uniquely identify the item and easily communicate information about item.

The GTIN can be encoded in a barcode or an EPC/RFID tag. By scanning the barcode or EPC/RFID tag, companies can efficiently and accurately process products and related information; for example, at check out in a store, when receiving goods in a warehouse, and when administering medication in a hospital.

## 1.1 What Is a Global Trade Item Number?

Global Trade Item Number (GTIN) is a GS1 identification key that can be used by a company to uniquely identify all their trade items. GS1 defines trade items as products or services that are priced, ordered or invoiced at any point in the supply chain. GTINs uniquely identify the objects that are moving throughout supply chains and create the connection between physical and information flows within supply chain, thus enabling product traceability.

A GTIN can be encoded into a barcode. It also can be used to identify product packaging, including a pallet, case and inner. Various business processes are enhanced by leveraging the GTIN, such as point-of-sale, warehouse or inventory management, and also distribution and logistics. Additionally, GTINs are used in online marketplaces to authenticate a product.

Visit [Global Trade Item Number \(GTIN\)](#) for more information.

### GTIN NON-REUSE

As of January 1, 2019, GTINs can no longer be reused.

As a global industry-driven, neutral not-for-profit organization, GS1 was directed by industry to make an update to the global GTIN Management Standard to ensure traceability across the value chain through unique product identification and introduce new rules concerning GTIN non-reuse. This update aligns with the best global practices.

Visit [GTIN Non-Reuse](#) for more information

## 1.2 How Is GTIN Formed?

The GTIN is assigned by the brand owner of the product. Once assigned, the GTIN can be used in the supply chain by all trading partners and internal users.

**!** **Important:** Before creating a GTIN, please refer to your Annual Licence (GS1 Company Prefix Licence Certificate) issued by GS1 Canada or other GS1 Member Organization and use the prefix that is assigned to your company for creating GTINs.

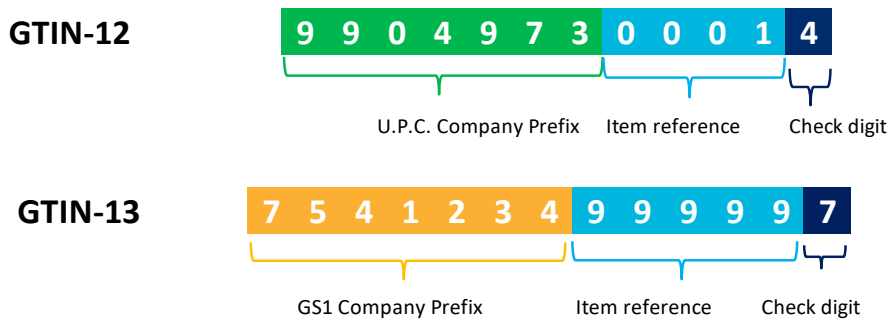
If your organization is assigned a U.P.C. Company Prefix, use this U.P.C. Company Prefix to create GTIN-12s and related GTIN-14s.

If your organization is assigned only a GS1 Company Prefix, use this GS1 Company Prefix to create a GTIN-13s and related GTIN-14s.

### Elements of the GTIN

- **Company Prefix:** The globally unique number assigned to a company by GS1 Canada or other GS1 Member Organizations to create GS1 identification keys (ID Keys) such as GTIN. Company Prefixes vary in length depending on the length of the licensed Company Prefix assigned to the organization.

- **Item reference:** The item reference is a number that the brand owner assigns to each of their products and services. This information must be maintained in the organization database. The length of the assigned item reference is dependent upon the licensed Company Prefix assigned to the organization. Item references should be allocated sequentially from zero, without any in-built significance and recorded securely and accurately. For example, ....00000, ...00001, ...00002.
- **Check digit:** A calculated one-digit number used to verify that the data has been correctly composed or correctly keypunched. To understand how this digit is calculated, visit GS1 Canada website: [Check Digit Calculator](#).



### 1.3 Types of GTIN

GTINs can be 12, 13, or 14 digits in length. Each type of GTIN provides unique numbers that correspond to specific company and product information. GS1 recommends that every GTIN be represented in software applications as 14 digits by right justifying and zero filling left, as appropriate.

Following are the types and components of GTIN:

#### GTIN-12

GTIN-12 components include:

- Eleven digits containing a U.P.C. Company Prefix and the item reference assigned by your company
- Last digit represents the check digit

#### GTIN-13

The GTIN-13 components include:

- Twelve digits containing a GS1 Company Prefix and the item reference assigned by your company
- Last digit represents the check digit

#### GTIN-14

The GTIN-14 is used for homogenous trade item groupings, where all units contained in the group are identical. GTIN-14 is created based on GTIN-12 or GTIN-13 of the retail consumer trade item contained in the grouping. The check digit for the GTIN-14 is then recalculated. Components include:

- An Indicator Digit to indicate packaging level
- A zero-filler digit (only applicable when creating GITN-14 from a GTIN-12)
- Twelve or eleven digits include either the GS1 Company Prefix (for GTIN-13) or the U.P.C. Company Prefix (for GTIN-12) along with the item reference
- Last digit represents the check digit. The check digit will change when the 13 preceding digits in the GTIN number change.

For details, refer to [Barcode Basics for General Distribution and Logistic Units](#), section 3.4 Understanding the GTIN-14.

## 1.4 Which Barcode Is Right for Your Product?

A GTIN may be encoded in EAN/U.P.C., ITF-14, GS1-128, GS1 DataBar, GS1 DataMatrix, QR Code with GS1 Digital Link URI or Data Matrix with GS1 Digital Link URI symbols as well as EPCs/RFID tags. The appropriate GTIN and barcode or EPC/RFID tag combination is determined by many factors, such as the type of product, business process (e.g., point of sale vs. distribution), and printing material used for the product packaging to name a few.

For more information on barcodes visit: [GS1 Barcode Chart](#)

## 2 GTIN Allocation Considerations

### 2.1 Pre-Pack

For a pre-pack or assortment of trade items, each different item within the pre-pack will be assigned a GTIN maintaining the one-to-one relationship between trade item colour, size and GTIN. Each GTIN must be marked so as to enable scanning at the point-of-sale. A separate, unique GTIN is assigned to each orderable pre-pack. This GTIN is not intended to be scanned at the retail point-of-sale. Different pre-packs of trade items are assigned different GTINs when either the component item or quantity contents of the pre-packs are different.

### 2.2 Multi-Pack

A multi-pack is a group of trade items (the same or different) that are intended to be sold as a single consumer unit at the point-of-sale (e.g., a three-pack of men's white T-shirts or a 12-piece set of glassware). A multi-pack is not intended to be broken apart and sold as individual trade items. A multi-pack is assigned a GTIN that is different from the GTIN that may be assigned to the individual trade items. Generally, components of a multi-pack are not marked with individual GTINs. Each different multi-pack of the same trade items (e.g., three-pack socks versus six-pack socks) must have a different GTIN assigned. Each different multi-pack GTIN must also have its own trade item colour and size.

### 2.3 Set-Pack

For a set-pack, each different trade item within the set-pack will be assigned a GTIN, maintaining the one-to-one relationship between trade item colour, size and the GTIN. The individual trade item GTIN must be marked to enable retail point-of-sale scanning and may or may not be orderable separately outside the set-pack(s). A separate, unique GTIN is assigned to each set-pack. Different set-packs are assigned different GTINs when either the trade item or quantity contents are different.

The table below provides a summary of the requirements:

| Type       | Pack                  |                      |             | Individual Items of the Pack |                      |             |
|------------|-----------------------|----------------------|-------------|------------------------------|----------------------|-------------|
|            | Orderable by retailer | Sellable to consumer | GTIN marked | Orderable by retailer        | Sellable to consumer | GTIN marked |
| Pre-Pack   | Yes                   | No                   | Yes         | Maybe                        | Yes                  | Yes         |
| Multi-Pack | Yes                   | Yes                  | Yes         | No                           | No                   | No          |
| Set-Pack   | Yes                   | Yes                  | Yes         | Maybe                        | Yes                  | Yes         |

 **Note:**

- GTINs on individual trade items in a multi-pack are optional.
- GTINs on individual trade items in a set-pack are required because the individual pieces are available for sale to the consumer.
- Individual components of pre-pack and set-pack may be ordered separately based on individual partnership agreement.

### 3 GTIN Management - Introduction

The Grocery industry widely uses the legacy term 'Universal Product Code' to describe the unique identifier at the retail product level, this terminology is derived from the predominant retail barcode symbology used in North America. Within this document we hope to demystify the legacy terms and apply the precise terminology at the core of those legacy terms.

First let us look at the unique identification terminology:

- **U.P.C.** (Universal Product Code) is the symbology used to transport the data from the physical printed world into a data system through the use of a barcode reader.
- **GTIN** (Global Trade Item Number) is the unique identifier encoded in the barcode symbol.

The Global Trade Item Number (GTIN) provides a global supply chain solution by identifying any trade item that may be priced, or ordered, or invoiced at any point in the supply chain upon which there is a need to retrieve pre-defined information.

The Global Trade Item Number (GTIN) Management Standard is designed to help industry make consistent decisions about the unique identification of trade items in open supply chains. This standard has been developed in accordance with the GS1 Global Standards Management Process (GSMP) and is considered a part of the GS1 system of standards.

Overall, costs are minimised when all partners in the supply chain adhere to the GTIN Management Standard.

Unique identification of trade items is critical to maintain operational efficiencies that business partners rely on to exchange information about products in consistent ways, as well as ensuring the smooth operations of global supply chains. Additionally, the unique identification of trade items is crucial when complying with various regulations across the globe. Finally, unique identification as well as communication between trading partners of those changes are essential to ensure the right product is made available on the store shelf or is presented and fulfilled properly from an e-commerce platform to the consumer.

- ✓ **Note:** The rules identified in the following sections are based on the unique identification of retail and general distribution products for applications in a 'brick and mortar' setting.

Although online applications were considered and discussed, not all product changes require the modification of the unique identifier (GTIN).

#### 3.1 Guiding principles/Business objectives of changing a GTIN

The GTIN Management Standard provides an industry standard to create practical business and consumer value, specifically when pre-defined information *changes* on an existing product or when a new product is introduced for the first time. This GTIN Management Standard SHALL NOT be used for identifying non-new trade items. Non-new trade items are any trade items that are being made available for use after the first use or consumer purchase (e.g., used, repurposed, refurbished, second life). For rules on identifying non-new trade items, see General Specifications, section 2.1.15. The following guiding principles should be considered by any brand owner when introducing changes to an existing product and also when developing a GTIN assignment strategy for a new product.

1. Is a consumer and/or trading partner expected to distinguish the changed or new product from previous/current products?
2. Is there a regulatory/liability disclosure requirement to the consumer and/or trading partner?
3. Is there a substantial impact to the supply chain (e.g., how the product is shipped, stored, received)?

At least one of the guiding principles must apply for a GTIN change to be required.

### 3.2 Defining a new product compared to a product change

When making decisions about product identification, it is important to understand the differences between a NEW product and changes to an existing product in market.

The GTIN Management Standard requires that if a product is new to the market, it should always be assigned a new GTIN to accurately distinguish the new product from any existing product in market. Changes to existing products are considered "replacement products" (the previous version will no longer exist once the replacement product has flowed through, as determined by the brand owner). The GTIN Management Standard defines when a change to certain attributes of an existing product is such that a new GTIN is required.

- **New product:** A "new product" is defined as a product that does not currently exist or has not been available for sale and is an addition to the brand owner's portfolio/is new to the market.
- **Product Change:** An existing product, currently in the brand owner's portfolio and available in the market whose attributes have been changed.

### 3.3 GS1 standards and legal/regulatory compliance

The GTIN Management Standard represents a minimum requirement. Please be advised that there may be regulation(s) in your market area that are more stringent and SHALL be adhered to.

All local legal and regulatory requirements supersede the GTIN Management Standard.

### 3.4 GTIN Management Standard and brand owner discretion

The GTIN Management Standard represents the minimum GTIN changes that industry has decided upon. Brand owners may change the GTIN as often as they think is appropriate based upon their needs as well as the needs of their consumers and trading partners, considering the guiding principles defined in section [3.1](#).

## 4 GTIN Management Rules

Below are the details that define when a GTIN MUST be newly assigned (NEW PRODUCT) or changed (REPLACEMENT PRODUCT) in order to be in conformance with the GTIN Management Standard.

The GTIN Management rules define when GTIN changes are needed at the retail consumer trade item level (base unit) as well as on higher level trade items (e.g., case, pallet) that currently exist and are used in distribution processes.

Remember that all of the GTIN Management rules need to be taken into account when making the final decision of whether or not to change a GTIN.

These rules apply to ALL product changes, regardless of type of change (e.g. product upgrade; limited time 'flow-thru'; seasonal repeated promotion, etc.)

- ✔ **Note:** Every product change has an impact to the consumer and all changes, regardless of GTIN adjustment, should be communicated to your trade partners.

### How to use this guide:

A 'Snapshot' bar can be found at the beginning of every rule to visually identify which guiding principles and what product level is impacted.

If the Snapshot area is greyed out, the rule does not impact that principle or packaging level.

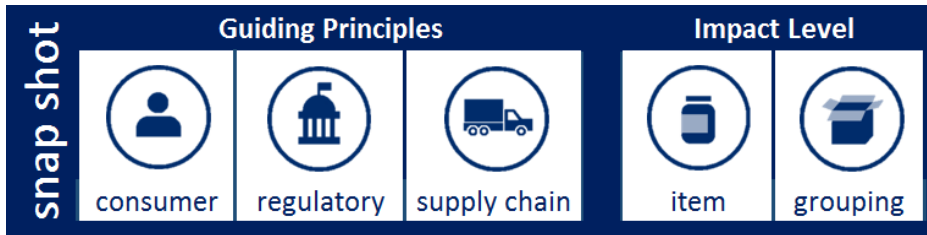
Example:



The above example shows that the rule was predominantly impacting Consumer perception, but not regulatory or supply chain and would also impact both the item and grouping level GTINs.

Furthermore, both visual and verbal examples are given to help readers assimilate and apply the rules to the product changes considered.

## 4.1 Rule #1: New product introduction



A "new product" is defined as a product that does not currently exist or has not been available for sale and is an addition to the brand owner's portfolio/is new to the marketplace.

**Any new product requires the assignment of a new GTIN.**

### Hierarchy levels of GTIN assignment

- The GTIN is assigned at the retail consumer trade item or base unit level.
- A unique GTIN is assigned at every level of the packaging hierarchy above the retail consumer trade item/base unit level.

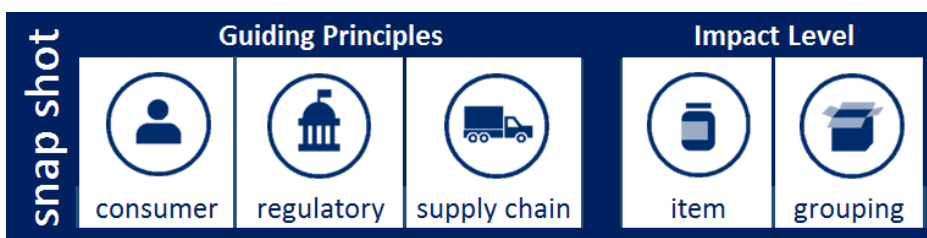


### Example business scenarios that require GTIN assignment

- A mobile phone producer is adding a model with new features to its product offering.
- A product line is to include a flavour or aroma of a product that does not currently exist in the brand owner's portfolio, and will be an addition to other flavours or aromas in the portfolio.
- A product's packaging is in English and a Spanish-language-only version of the same product is created.

- A seasonal modification where brand owner expects the consumer/trading partner to be able to uniquely order the product.
- A new television model with new functionalities (e.g., Wi-Fi and streaming capabilities).
- A new jeanswear line includes various sizes of a particular style and colour of jeans (30x30, 30x32, 32x30, 32x32, etc.). Each style, colour and size variation is considered a unique product and is assigned a unique GTIN.
- The vintage (year of production) of a bottle of wine changes such that it is recognised by the consumer as being of different quality than the previous year AND this wine is not handled as “flow-through” or commodity product, rather as a new and unique product.

## 4.2 Rule #2: Declared formulation or functionality



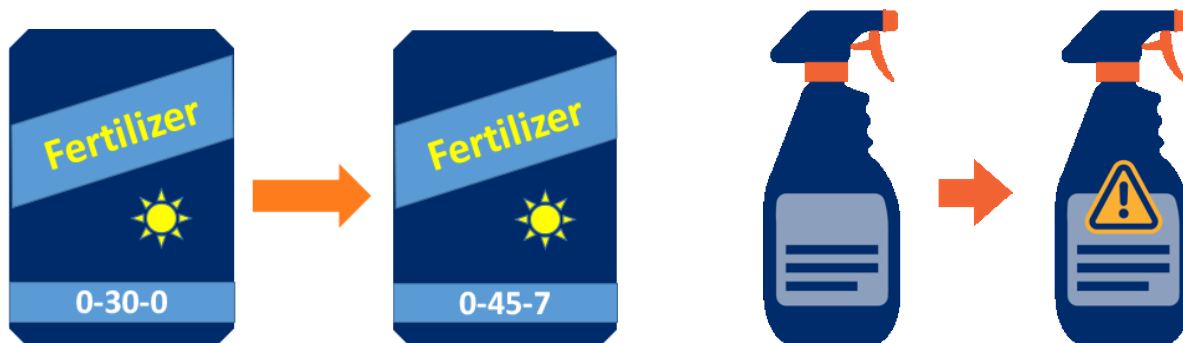
“Functionality” is defined as the particular use or set of uses for which something is designed. “Formulation” is defined as a list of the ingredients or components used to create a trade item.

**This GTIN Management Standard SHALL NOT be used for identifying non-new trade items. For rules on identifying non-new trade items, see General Specifications, section 2.1.15.**

***A change to the formulation or functionality that affects the legally required declared (printed on pack) information on the packaging of a product and also where the brand owner expects the consumer or supply chain partner to distinguish the difference requires a new GTIN. Both conditions must be met requiring the assignment of a new GTIN.***

### Hierarchy level of GTIN change

- The GTIN change must occur at the retail consumer trade item/base unit level.
- A unique GTIN is assigned at every existing level of the packaging hierarchy above the retail consumer trade item/base unit level.



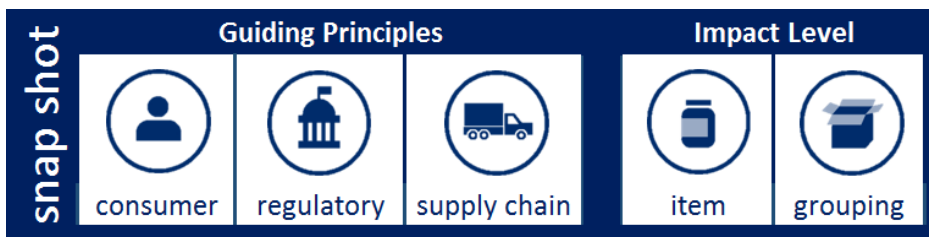
**Example business scenarios that require GTIN change**

- A product includes nuts, which introduces a new allergen which is a legally-governed declaration and must be distinguishable by the consumer.
- A change in formulation reducing sugar by 50% to make the trade item “low sugar”.
- Ammonia (a potentially hazardous ingredient) is added to the formula which may cause an issue with how consumers/trading partners currently use or store the product.
- Previously frozen salmon is now sold as fresh salmon.
- 100% cotton now a cotton blend
- A 23w LED bulb is now a 26w bulb

**Additional information**

- New GTIN assignment is NOT required when declaring existing functionality that was previously present, but not declared on the package, and is now being marketed on new packaging.
- Local, national or regional regulations may require more frequent GTIN changes. Such regulations have precedence over the rules provided within the GTIN Management Standard.

**4.3 Rule #3: Declared net content**



“Net Content” is defined as the amount of the consumable product of the trade item contained in a package, as declared on the label, which may include: net weight, volume, count, units, pieces, etc.

***Any change (increase or decrease) to the legally-required declared net content that is printed on the pack, requires assignment of a new GTIN.***

**Hierarchy level of GTIN change**

- The GTIN change occurs at the retail consumer trade item or base unit level.
- A unique GTIN is assigned at every existing level of the packaging hierarchy above the retail consumer trade item/base unit level.



**Example business scenarios that require GTIN change**

- The declared number of diapers in a package of disposable diapers changes from a 14 to a 12 count.
- The declared net weight of a bag of salty snacks increases from 680 g (24 oz) to 794 g (28 oz).
- The declared count of the number of razors in a package changes from 4 to 6.
- A bonus amount of product is now included in the pack and in the declaration to the consumer. For example, a 4 pack (count) of lip balm is increased and is declared as a 6 pack (count) bonus pack. The additional product (2 count) is declared to the consumer (is now 6 count).

**Additional information**

- The requirement does not include any marketing declarations or suggestions that are for the consumer’s knowledge, but not directly related to pricing, brand, government regulations. For example: suggested serving size.
- Declared net content is what is used to develop shelf labelling and price per unit declared to the consumer. Accuracy and synchronisation is essential and failure to comply may result in a penalty.
- Local, national or regional regulations may require more frequent GTIN changes. Such regulations have precedence over the rules provided within the GTIN Management Standard.

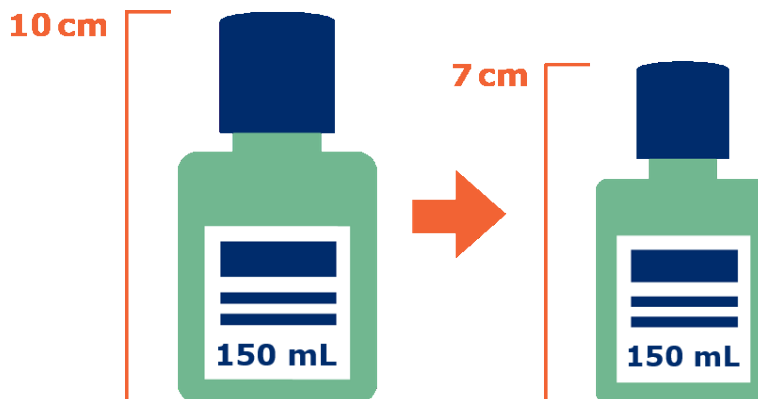
**4.4 Rule #4: Dimensional or gross weight change**



***A change of over 20% to a physical dimension, on any axis (height or width or depth), or gross weight, requires assignment of a new GTIN.***

**Hierarchy level of GTIN change**

- The GTIN change occurs at the retail consumer trade item or base unit level.
- A unique GTIN is assigned at every existing level of the packaging hierarchy above the retail consumer trade item/base unit level.



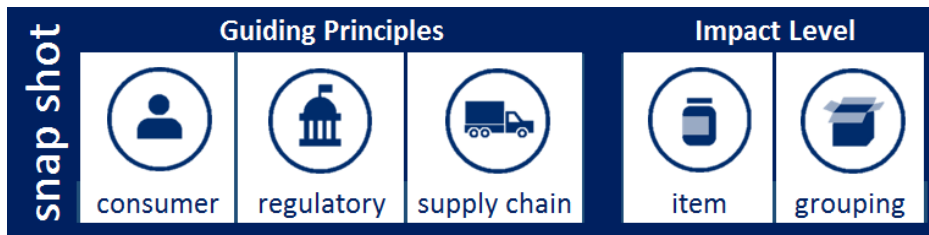
**Example business scenarios that require GTIN change**

- The gross weight of a product increases by 50% from 0.34 kg (0.75 lb) to 0.68 kg (1.5 lb) due to a change in the packaging material from plastic to glass.
- The height of a box of laundry detergent changes by 40% from 7.6 cm (3 in) to 10.64 cm (4.2 in).
- A case or pallet orientation (there is no change to the item inside) may be changed such that one or more axis changes.

**Additional information**

- This part of the standard only applies to changes to the dimensions and the gross weight of a product. Any change to declared net content is governed by the rule on "Declared Net Content".
- Frequent cumulative changes, without changing the GTIN, in avoidance of the 20% rule is an unacceptable practice. Trading partners should be notified about all dimensional changes. Cumulative changes might cause problems for trading partners and may obstruct the flow through of product.
- See the [GS1 Package and Product Measurement Standard](#) for a consistent, repeatable process to determine measurements for a given product package
- Local, national or regional regulations may require more frequent GTIN changes. Such regulations have precedence over the rules provided within the GTIN Management Standard.

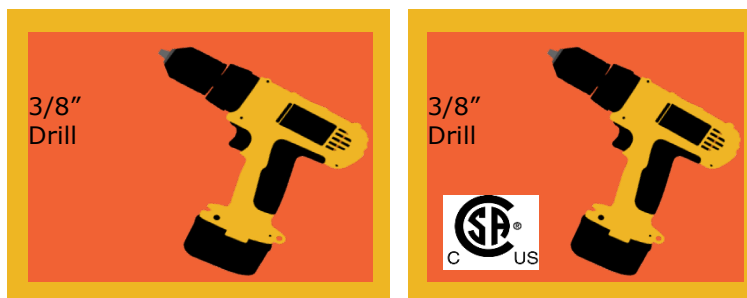
**4.5 Rule #5: Add or remove certification mark**



***A change to packaging to add a new, or remove an existing certification mark (e.g., kosher, UL or CE) that has significance to regulatory bodies, trading partners or to the end consumer, requires assignment of a new GTIN.***

**Hierarchy level of GTIN change**

- The GTIN change occurs at the retail consumer trade item or base unit level.
- A unique GTIN is assigned at every existing level of the packaging hierarchy above the retail consumer trade item/base unit level.



**Example business scenarios that require GTIN change**

- Removal of a Halal or Kosher certification mark from a product's packaging.
- Addition of an "Energy Efficiency" logo provided by a government approved agency.
- Removal of a certification mark: ORGANIC.

**Additional information**

- For the purpose of interpretation of this rule, a certification mark is a symbol, logo or wording on a product that declares a product has met specific criteria and standards in formulation, harvesting, processing or manufacturing and that can be externally verified by a certification authority or agency which can be either a public or private authority.

✓ NOTE: Certification marks should be assigned by a neutral third party and is based on the product meeting certain criteria. Internally assigned or promotional marks (e.g. 'Proud Sponsor of the Olympics' or 'Blue Menu') are not considered certification marks, but rather marketing flags.

- Local, national or regional regulations may require more frequent GTIN changes. Such regulations have precedence over the rules provided within the GTIN Management Standard.

**4.6 Rule #6: Primary brand**



The primary brand is the brand most recognisable by the consumer, as determined by the brand owner, and can be expressed as a logo and/or words.

***A change to the primary brand that appears on the trade item, requires assignment of a new GTIN.***

**Hierarchy level of GTIN change**

- The GTIN change occurs at the retail consumer trade item or base unit level.
- A unique GTIN is assigned at every existing level of the packaging hierarchy above the retail consumer trade item/base unit level.



### Example business scenarios that require GTIN change

- The company's primary brand name changes from "Old Edge Computers" to "Leading Edge Computers".

### Additional information

- Local, national or regional regulations may require more frequent GTIN changes. Such regulations have precedence over the rules provided within the GTIN Management Standard.

## 4.7 Rule #7: Time critical or promotional product



***A change to a product that is being promoted (including packaging changes) for a specific event or date, impacting the required handling in the supply chain to ensure the trade item is available for sale during a specified time period, requires assignment of a new GTIN.***

### Hierarchy level of GTIN change

- No GTIN change is required at the retail consumer trade item/base unit level.
- A unique GTIN is assigned at every existing level of the packaging hierarchy above the retail consumer trade item/base unit level.



### Example business scenarios where a unique GTIN at the higher level packaging (e.g., pack, case, pallet) are required:

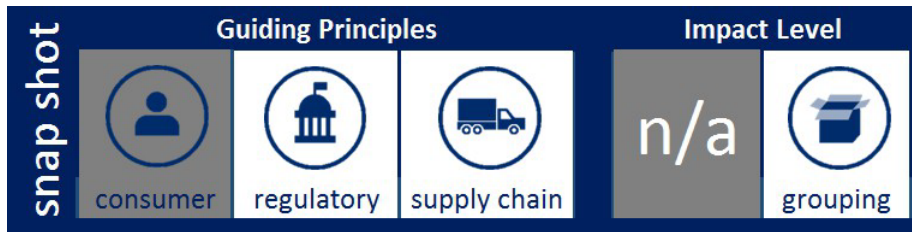
- A free trial item (not identified with its own GTIN) is attached to an existing item for a promotional period, the declared net content of the original item is unchanged and packaging dimensions or the gross weight of the product are NOT changed by more than 20%.
- For a period of two months, holiday images are portrayed on a product. Holiday trees are added to a box of tissues.
- A unique product package is introduced for the "Back to School Season".

- World Cup logos are added to product packaging for a limited time.
- For a period of time, a manufacturer attaches a \$1 off coupon to a "Giant" size bottle of laundry detergent. The coupon is intended for redemption at time of purchase.
- A promotional version of a product is launched with "Special offer" printed on the packaging.

**Additional information**

- For time critical promotions, the GTIN for the retail consumer trade item/base unit level does not need to be changed, but for tracking in the supply chain, the case and pallet needs to be uniquely identified.
- Local, national or regional regulations may require more frequent GTIN changes. Such regulations have precedence over the rules provided within the GTIN Management Standard.

**4.8 Rule #8: Pack/case quantity**



***A change to the number of trade items in a case or a change to the quantity of cases in a pre-defined pallet configuration, requires assignment of a new GTIN.***

**Hierarchy level of GTIN change**

- A unique GTIN is assigned at every existing level of the packaging hierarchy above the retail consumer trade item/base unit level.



**Example business scenarios where a unique GTIN at the higher level packaging (e.g., pack, case, pallet) are required:**

- A case configuration changes from containing 8 trade items to containing 12 trade items, the case needs to be uniquely identified.
- A pallet configuration changes from containing 12 cases to containing 16 cases, the pallet needs to be uniquely identified.

**Additional information**

- Local, national or regional regulations may require more frequent GTIN changes. Such regulations have precedence over the rules provided within the GTIN Management Standard.

## 4.9 Rule #9: Pre-defined assortment



A predefined assortment is a type of physical trade item assortment/bundle that comprises a fixed composition of two or more trade items that are combined and sold together as a single physical trade item.

***A change, addition or replacement of one or more trade items included in a pre-defined assortment, requires assignment of a new GTIN.***

### Hierarchy level of GTIN change

- The GTIN change occurs at the retail consumer trade item or base unit level.
- A unique GTIN is assigned at every existing level of the packaging hierarchy above the retail consumer trade item/base unit level.



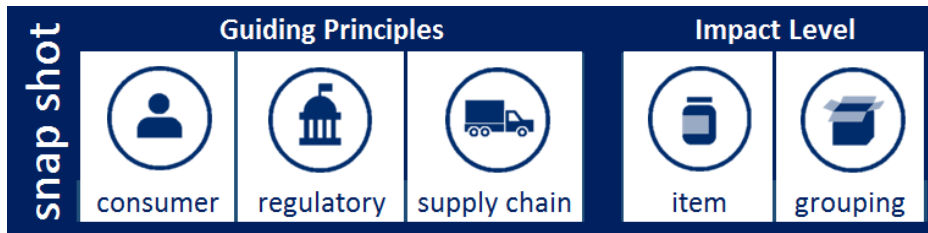
### Example business scenarios that require GTIN change

- A fragrance variety within a three pack of perfumes is changed and one of the bottles of fragrances is replaced with a new scent.
- A combination pack of shampoo and conditioner is changed to be shampoo and deep moisturising hair mask.
- A package containing multiple blue coloured shirts is changed and a yellow coloured shirt replaces one of the existing blue shirts.

### Additional information

- The individual trade items included in the assortment are explicitly defined by the trading partners and carry their own, unique GTIN separate from the GTIN assigned to the assortment.
- Local, national or regional regulations may require more frequent GTIN changes. Such regulations have precedence over the rules provided within the GTIN Management Standard.

## 4.10 Rule #10: Price on pack

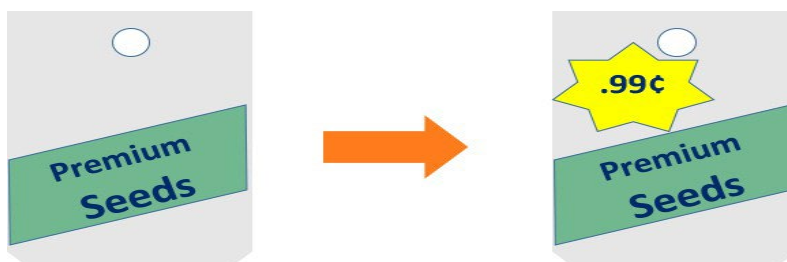


'Price on pack' is defined as when the brand owner includes pre-pricing as part of the package graphics. This is not considered a price marked on a price ticket, sticker, hangtag or anything that could be removed from the package or product.

**Any addition, change or removal of a price marked directly on the product package (not recommended), requires assignment of a new GTIN.**

### Hierarchy level of GTIN change

- The GTIN change occurs at the retail consumer trade item or base unit level.
- A unique GTIN is assigned at every existing level of the packaging hierarchy above the retail consumer trade item/base unit level.



### Example business scenarios that require GTIN change

- The pre-printed price on a package change from \$3 to \$2.
- A selling price of \$8 is added to a product's packaging.
- The Manufacturing Suggested Retail Price (MSRP) is set at \$2.19 and is included in the packaging graphics.

### Additional information

- There is a danger that the price declaration to the consumer (on the pack) is different to the price charged (price in retailer(s) system). Pricing legislation normally means that the price shown must equal (or be greater than) the price charged to the consumer. It is strongly recommended not to include a pre-printed price on pack due to these challenges.
- Local, national or regional regulations may require more frequent GTIN changes. Such regulations have precedence over the rules provided within the GTIN Management Standard.