

## GS1 Canada GTIN Ombudsman

### GTIN Management Standard Introduction

[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. The GTIN provides a global supply chain solution by identifying any trade item that may be priced, ordered or invoiced at any point in the supply chain and upon which there is a need to retrieve pre-defined information. Unique identification of trade items is critical to maintaining 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. Overall, costs are minimized when all partners in the supply chain adhere to the GTIN Management Standard.

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.

#### **The Ombudsman Role:**

While most product changes and the associated GTIN Management Standard rules are clear and definitive, some are not. When discrepancies arise, they are channeled through GS1 Canada's Industry Support Services, Implementation Services, Industry Relations or other subscribers facing services groups. If a resolution cannot be determined, the GTIN Management Standards issue is elevated to GS1 Canada GTIN Ombudsman team within the Standards through the respective subscribers-facing department.

The Ombudsman role was created in the GS1 Canada Standards department to arbitrate unresolved GTIN Management Standard issues. The process involves a review of the issue presented and a recommendation communicated to the issue initiator.

#### **The Communities Served:**

This role supports all the communities that GS1 Canada serves.

#### **The Value Proposition:**

There is considerable value-add to GS1 Canada subscribers by having a neutral body to be able to elevate these types of issues and get recommendations on an equitable resolution.

#### **Contact the Ombudsman:**

When a need for this arbitration has been identified, the GTIN Ombudsman can be contacted at: [gtin.ombudsman@gs1ca.org](mailto:gtin.ombudsman@gs1ca.org)