Non-branded
– Trade Item Identification
Non-branded

Introduction
Non-branded introduction

Non-branded items are trade items that do not have a brand name, also referred to as generic.

**WHY NON-BRANDED IDENTIFICATION?**

Rapid growth in online selling in recent years, have highlighted challenges in product identification for non-branded items.

Sellers purchase non-branded items directly from manufacturers and sell them online as is. Multiple sellers can source identical or similar non-branded items from the same or different factories.

**Note:** GS1 rules exist to address private label identification - Private label refers to items that are manufactured by a contract or third-party manufacturer and sold under a retailer’s brand name.

GS1, in collaboration with industry, developed a solution to provide consistent and accurate identification of non-branded items to benefit all stakeholders.
“A non-branded item is a trade item without a brand name (not private label) that may or may not be branded later and which may or may not contain a globally-unique identifier”
Non-branded
Identification rules
Non-branded items

4 principles to follow when identifying non-branded items

1. All trade items require a GTIN before there is an offer made for sale of the trade item.

2. GTIN is to be assigned at the earliest point in any trade item’s journey.

3. No downstream party may assign a different GTIN to a trade item that already has a GTIN, (e.g., distributor, wholesaler, importer, merchant) provided that the trade item is not changed in a way that would require a new GTIN as per GS1 Management Standard.

4. For an item that does not have a GTIN, assignment of a GTIN may be done by any downstream actor by taking the role of GTIN allocator and taking responsibility for the trade item declarations.

Reminder: Local legal and regulatory requirements always supersede the GS1 rules.
Non branded items decision tree

Does the non-branded item have a GTIN?

YES

Use the existing GTIN

NO

Use the GTIN provided by the manufacturer/supplier

Can the manufacturer or the supplier provide you with the GTIN?

YES

NO

Assign a GTIN to the item (as downstream party)
Non-branded items FAQs
Q: Manufacturer makes a non-branded notebook and assigns a GTIN. Multiple sellers source and sell the notebook online. Which GTIN should be used?

A: Seller A and seller B both shall use the manufacturer GTIN.
Q: Manufacturer makes non-branded notebooks **without a GTIN**. Multiple sellers source and sell the notebook online. Which GTIN should be used?

A: Sellers A and seller B each assign a GTIN.
Q: Manufacturer makes non-branded notebooks and assigns a GTIN. The sellers differentiate the notebook by branding them. Which GTIN should be used?

A: Seller A and seller B each assign a GTIN. As per the GTIN management rules, a change to the primary brand requires assignment of a new GTIN.
Tip: If I assign the GTIN to a non-branded item, what product information should I put in the GS1 database?

A: GS1 recommends that all 7 attributes are completed and have the following guidance on how to complete for non-branded items:

- **Brand name:** use generic or non-branded
- **Product description:** include words generic or non-branded in the description
- **Image URL:** image of item
- **Global Product Category:** use the GPC of the item
- **Net content:** number of items or capacity
- **Country of sale:** Intended country of sale

**Example:**

- GTIN: 5017726180034
- Brand name: (en) Generic
- Product description: (en) Generic – blue lined notebook
- Image URL: https://activate.gs1.org/media
- Global Product category: 10005893 Exercise books
- Net content: 1
- Country of sale: Belgium

### REMINDER:
Local regulations take precedent over GS1 standards and guidelines.
Non-branded items
Recap and benefits
Recap and benefits

Non-branded items

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Benefits

One common rule for all commerce channels and stakeholders.

GS1 standards are compatible with open supply chain need and are designed for open value networks.

Not all trading partners are known in advance and can change over time.

Interfaces between systems need interoperability.