



Global Trade Item Number (GTIN) Allocation Rules

Assigning bar code numbers (GTIN) on retail products and their standard packaging levels have been the source of confusion for many suppliers. The information provided within this document, while not all-inclusive, attempts to aid new and existing suppliers to Ace Hardware acquire a better fundamental understanding of the GS1 system standards and rules.

GTIN Allocation rules exist to assist GS1 member companies understand when to assign new GTINs based on product and packaging changes. Some of these may exist at several levels, dependent on the type of industry involved such as healthcare, grocery, beverage, etc. These rules are both generic and specific to support industry commerce. The GS1 and GS1 US governing organizations have written detailed guidance for each possible scenario, you may encounter. They should always be consulted in any unique situation or changes that may be encountered.

GS1 US registered Partner Connections members have interactive and extended version of the GTIN allocation guidelines via the GS1 US Partner Connections site portal. All those involved, who are responsible to managing GTIN assignments must be knowledgeable and have access to these rules.

➤ GTIN Allocation General Standards

- A Global Trade Item Number (GTIN) identifies any trade item and the standard product packaging for any item that may be priced, ordered, or invoiced at any point in the Supply Chain
- This number is encoded in bar code symbol to be scanned at various points to fulfill the need to automatically retrieve pre-defined and pre-determined product information.
- Separate and unique GTINs are required whenever any of the original predefined attributes or characteristics is different in a way that will influence the trading process or consumer's perceptions.
- Whenever a consumer or the Supply Chain partners are expected to distinguish a new trade item from an old trade item, handle the new item differently, or purchase in a newly defined manner, then a new GTIN should be assigned.

➤ Changes that require NEW GTINs assigned

A modification to **any basic elements** that characterize a trade item will usually lead to a change in the GTIN. Also, remember a NEW GTIN-12 on a Consumer Package most always impacts the Standard Product Grouping [Non-Retail Shipping Carton(s)] and requiring a NEW GTIN-14 applied to those

standard product groupings. A useful, general rule of thumb to consider would be any change in a Manufacturer's assigned number usually indicates the change is likely going to be associated with or require a change in the GTINs.

Examples of a change in these product characteristics or attributes which required NEW GTINS are:

- Changes in packaging/graphics
Name, Brand or Description change on the consumer product or labeling
- Dimensional or gross weight change of 20% or more
Ex. Product weight change from 260 grams to 320 grams or 380 to 320 grams
- Formulation Changes
Adding or removing ingredients
Ex. Bag of Flour changed to "Now with 'Bran' "
- Changes in Declared Contents or New Weight
Similar to changes in Dimensional or gross weight, a change in Declared Contents usually include some change in weight, thus a New GTIN is required.
- Changes in Functionality
This change expects the consumer to distinguish between the old and new versions
- Pricing Added to Packaging Graphics
New GTINs are required to distinguish and segregate priced and Non-priced products at Retail and in the Supply Chain
- On Package Price Changes
- Changes to an Assortment at the STANDARD Grouping Level
Each UNIQUE assortment or product combination must have a different and UNIQUE GTIN-14 for that assortment or arrangement of product. For example, one assortment consists of Air Freshener Scents, Vanilla, Cherry, and Strawberry. You decide to change removing Strawberry and adding Blueberry. It is now a completely different 'flavors' and NEW GTIN-14 would be assigned for this assortment
- New Language on products sold in Same Market or Country
Ex. One Can labeled in English 'Spinach' and same product with the Can labeled in Spanish 'Espinaca con aceitunas'
- Changes to Grouping of the Same Trade Item with Different Quantities
Each different group quantity has a different and unique GTIN, including any Standard Product Group Packaging
- Bonus Packs
A product that is modified and it is declared on the package a "BONUS"
Ex. Change of product indicating "25% more" contents inside.

- Seasonal Versions where the product Packaging and/or Contents each year is changed
Ex. Box of Holiday Chocolates packaged or containerized differently season to season.

➤ **Changes that may not require new GTINs assigned**

- Artwork Change
Changes **Must Not** Impact Other GTIN Rules!
- Free Item Packed Inside
Changes **Must Not** Impact Other GTIN Rules!
- Minor Change Actual Net Weight, Count or Volume less than 20%
Changes Must Not Impact Other GTIN Rules!
Improvements in manufacturing process, such as a very minor formulation update, where it is not impacting the consumer's perception, health, regulatory, or other legal issues.
- Change in Random Mix
As long as the random mix change **does not impact** consumer declarations or disrupt trading partner's inventories, required separation or segregation of product, a New GTIN-12 or GTIN-14 is not required.
- Seasonal Recipe Changes
A change is not required if the product's packaging and consumer declaration remains the same each year. For example, a container of yogurt described as 'Seasonal Fruit' where the specific fruit ingredient is not identified on the consumer packaging.
- Retailers Specific Price Label Attached
A New GTIN is not required if a Price Label is added or attached, by a specific retailer and not by the manufacturer, to the Consumer Package.
- Multiple Quantity Groupings of a single Consumer Trade Item
Each different or unique grouping of a Retail item has a different retail GTIN-12.
Ex. A Ballpoint Pen, sold at Retail as an each, three pack, and six pack will have three different GTIN-12, each with a different pricing, to be scanned at retail point of sale
- Multiple Manufacturers of Identical items
A New GTIN not required when an the Identical Consumer traded item, usually Brand owner allocated GTINs, to multiple manufactures regardless of country of origin, when 'Branded' identically.

➤ **RE-USE of GTINS**

Minimum of Four Years since the End of Commercialization of the previous product