



GTIN Allocation Rules Standard

Printable version of the GTIN Allocation Rules as published on the GS1 website: <http://www.gs1.org/1/gtinrules/>

Release 15.1., Ratified, Apr 2015

Document Summary

Document Item	Current Value
Document Name	GTIN Allocation Rules Standard
Document Date	Apr 2015
Document Version	15.1
Document Issue	
Document Status	Ratified
Document Description	Printable version of the GTIN Allocation Rules as published on the GS1 website: http://www.gs1.org/1/gtinrules/

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Log of Changes

Version	Summary of Change	Gens Specs Change Notification
15.1	Added a change log and version number to the printable version of the GTIN Allocation Rules and new branding	not applicable
15	All: Change 'Standard Trade Item Grouping' into 'Trade Item Grouping'	errata
14	Rule 4.1.4: Content of a Dynamic Assortment (UPDATED)	GSCN for 13-054
	Rule 4.4.1: Random Mix (UPDATED)	GSCN for 13-055
	Rule 4.4.2: Pre-Defined Assortment (UPDATED)	GSCN for 13-053
	Rule 4.6 Kits (REMOVED)	GSCN for 13-195
	Rule 5.7. Merchandise Sold To Retailer With Additional Free Items (UPDATED)	GSCN for 13-125
13	Rule 1.1 New Language (UPDATED) Rule 1.3 Language Group Cluster Substitution (REMOVED) Rule 1.4 Sold in different locations (RENUMBERED TO 1.3)	GSCN for 13-097
	Rule 2.1. Brand (UPDATED)	GSCN for 13-056
	Rule 2.4 Product Name and Description (UPDATED)	GSCN for 12-181
	Rule 3.2.1. Packaging with Minor Impact. (UPDATED) Rule 4.1.5 Minor packaging material changes (REMOVED)	GSCN for 13-029
	Rule 3.2.2 Packaging - trade item grouping level (UPDATED)	GSCN for 12-182
	Rule 3.6 Inclusion or Removal of a Certification Mark (UPDATED)	GSCN for 12-183
	Rule 4.1.1 Count of items in a pack (UPDATED)	GSCN for 12-184
	Rule 4.1.3. Changes to Declared Net Content (UPDATED) Rule 4.1.7 (REMOVED)	GSCN for 12-343
	Rule 4.1.5 Minor packaging material changes (UPDATED)	GSCN for 12-186



Version	Summary of Change	Gens Specs Change Notification
	Rule 4.1.7. Marketing Declarations (NEW)	GSCN for 13-001
	Rule 4.2.1. Minor formulation change (UPDATED)	GSCN for 12-188
	Rule 4.2.2. Major Formulation (UPDATED)	GSCN for 12-205
	Rule 4.2.3 Seasonal Recipe (REMOVED)	GSCN for 13-031
	Rule 4.2.4 Fresh vs Frozen (RENUMBERED TO 4.2.3)	
	Rule 4.5 Combination Pack (UPDATED)	GSCN for 12-284
	Rule 5.2 Bonus Pack (UPDATED)	GSCN for 12-283
	Rule 7.3 Any Marked Price Change for Fixed Measure Items (UPDATED)	GSCN for 12-299

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1 Target market (Language)

1.1 New Language

New Language on a package sold in one Market/Country

The introduction of another package with a different language or language group on an otherwise identical trade item that is not substitutable

Examples: One package with English, another package with Spanish (single language)

Language A, B and C appear on one pack, and languages A, D and E on another (multiple language)

Rules

- New GTIN - Retail Consumer Trade Item
- New GTIN - Trade Item Grouping

Rationale

Multiple packages each with a different Language or Language cluster must be uniquely identified.

Efficient shipping (at Retailer's Distribution Centre) requires distinction between non-substitutable trade items.

The release of a new language market/country pack requires compliance with local labelling laws (hence a new trade item and GTIN).

Consequence if rule not applied

Unable to identify trade item in supply chain.

Notes

- The Brand Owner determines whether an item is substitutable for a particular market(s) - if an item is substitutable as defined by the Brand Owner, then a new GTIN is not required.
- The language change does not apply to the Brand Name. If the language change causes the Brand Name to change, then the GTIN at all levels must change.
- In certain industries, such as apparel and home fashion environment, the human readable is added as part of the distribution process. In this case there is no need to change a GTIN when the language is added.

Associated Rules

- Add additional language on a package sold in several Markets

1.2 Add additional language

Add additional language on a package sold in several Markets

Add additional language on a package sold in several Markets (multi language label).

Rules

- Same GTIN - Retail Consumer Trade Item
- Same GTIN - Trade Item Grouping

Rationale

A re-cluster (adding an additional language at the retail level) does not impact existing markets. For example, if languages A, B and C appear on one pack, the addition of another language (D) has no impact on existing trading partners.

Consequence if rule not applied

Unnecessary introduction of new GTINs.

Notes

GTIN for Trade Item Grouping : a separate GTIN is required for each language cluster.

Associated Rules

- New Language on a package sold in one Market/Country

1.3 Sold in different locations

Trade Item sold in different locations

Trade Item sold in different locations.

Rules

- Same GTIN - Retail Consumer Trade Item
- Same GTIN - Trade Item Grouping

Rationale

Different GTIN for the same trade item could cause serious problems for the supplier (e.g., inventory management).

Consequence if rule not applied

Global players supplying the same trade item to different locations would have to assign different GTINs even though no change was declared to the consumer.

Associated Rules

- Trade item produced in different locations

2 Branding

2.1 Brand

Brand

A change to the primary Brand that appears on the product. Brand is defined as the recognizable name used by a brand owner to uniquely identify a line of trade items or services. This is recognizable by the consumer.

It is always in the decision of the Brand Owner and national regulation as to what is communicated to the consumer. If the secondary or sub-brand is a key identifier to the consumer in addition to the primary brand, a new GTIN must be assigned.

Rules

- New GTIN - Retail Consumer Trade Item
- New GTIN - Trade Item Grouping

Rationale

The change leads to a change in the shelf edge label (consumer declaration). Brand, changes must be clearly communicated and old stock phased out.

Consequence if rule not applied

Brand changes could not be registered effectively. This potentially could lead to the failure to provide the consumer with accurate retail consumer trade item information (e.g. via the shelf edge label).

Notes

- This includes removal of existing branding used to describe the product in the Supply Chain and to the consumer.
- When the Brand Change is gradual and both the old brand and the new brand co-exist for a time, the new GTIN is assigned at the time the Primary Brand becomes secondary, or is removed from the packaging. The brand owner decides exactly when the new GTIN is assigned.

Associated Rules

- Change in Brand graphics
- Product name and Description
- Brand addition
- Same Brand - Trade item Vintage
- Minor artwork changes

2.2 Brand graphics

Change in Brand graphics

Change in Brand graphics (e.g., graphic colour, size, font, etc.).

Rules

- Same GTIN - Retail Consumer Trade Item
- Same GTIN - Trade Item Grouping

Rationale

The change has no impact on supply chain partners.

A Brand may be printed on packaging, but not used to describe and/or identify the product to the consumer (e.g., printed on a back panel in small text). In this circumstance, a change in text does not require a change in the shelf edge label, therefore no GTIN change required.

Consequence if rule not applied

An explosion in the number of GTIN changes within the Supply Chain that imposes unnecessary cost.

Associated Rules

- Brand addition
- Brand
- Product name and Description
- Same Brand - Trade item Vintage
- Any Marked Price Change for Fixed Measure Items
- Minor artwork changes
- Marketing Declarations

2.3 Brand addition

Brand addition

Brand addition (e.g., a corporate brand name is added to the existing product brand on the package).

Rules

- Same GTIN - Retail Consumer Trade Item
- Same GTIN - Trade Item Grouping

Rationale

The change has no impact on supply chain partners.

Consequence if rule not applied

An explosion in the number of GTIN changes within the Supply Chain that imposes unnecessary cost.

Associated Rules

- Change in Brand graphics
- Brand
- Product name and Description
- Same Brand - Trade item Vintage
- Marketing Declarations

2.4 Product name and Description

Product name and Description

Changes to the wording of the existing product name and description (trade item description, short description, additional trade item description) that appear on the product and do not trigger a new GTIN under other rules. However, for Healthcare, regulations will require a new GTIN for any product name or description change. For some countries or regions, local or regional legislation may also require a new GTIN for product name.

Examples:

- Spicy potatoes to Bold & Spicy Potatoes
- Creamy Ice Cream to Smooth Ice Cream

Rules

- Same GTIN - Retail Consumer Trade Item
- Same GTIN - Trade Item Grouping

Rationale

Changes to a product name or description can be made to encourage the consumer to purchase and do not impact supply chain operations.

Consequence if rule not applied

(Unnecessary) changes to the GTIN at the retail consumer trade item level increase supply chain cost. Historic sales data from the point of sale can be used to assess the impact of the change by keeping track of the date.

Associated Rules

- Change in Brand graphics
- Brand addition
- Brand
- Same Brand - Trade item Vintage
- Minor artwork changes

2.5 Artwork

Minor artwork changes

Minor artwork changes.

Rules

- Same GTIN - Retail Consumer Trade Item
- Same GTIN - Trade Item Grouping

Rationale

Minor artwork changes, possibly associated with a trade item re-vamping or seasonal/ promotional flow through, that do not impact other GTIN Rules, should not cause a new GTIN to be assigned.

Consequence if rule not applied

GTIN assignment would be impractical to manage.

Associated Rules

- Brand
- Change in Brand graphics
- Product name and Description
- Same Brand - Trade item Vintage
- Vintage impacts pricing or ordering or invoicing
- Vintage has no impact on pricing or ordering or invoicing
- Inclusion or Removal of a Certification Mark
- Marketing Declarations



3 Packaging

3.1 Packaging with major impact

Packaging changes with major impact

Packaging changes with major impact - any dimensional change of more than 20% in any axis or any gross weight change of more than 20% requires a new GTIN.

Rules

- New GTIN - Retail Consumer Trade Item
- New GTIN - Trade Item Grouping

Rationale

Shelf management software and logistic systems need to be updated to ensure optimal shelf space allocation.

Consequence if rule not applied

The 20% rule meets the "reasonability" test (e.g., 0% is unacceptable to manufacturers, and 100% is unacceptable to retailers. In depth canvassing of GCI companies led to 20% being selected).

Associated Rules

- A minor change in the packaging at the trade item grouping level
- Minor packaging material or dimension changes to the retail consumer trade item
- Reconfiguration of Consumer Pack
- Fresh vs. Frozen
- Inclusion or Removal of a Certification Mark

3.2 Material or Type

3.2.1 Packaging with Minor Impact

Minor packaging material or dimension changes to the retail consumer trade item

Minor packaging material or dimension changes to the retail consumer trade item (e.g. PET to HDPE or reduction in packaging size) that do not significantly affect the dimensions of the trade item on the retail shelf or within the order guide/catalog. As a general guideline, the change should be considered "significant" (and therefore require a new GTIN), if there is any dimensional change of more than 20% in any axis or any gross weight change of more than 20%

Rules

- Same GTIN - Retail Consumer Trade Item
- Same GTIN - Trade Item Grouping

Rationale

Trade item dimensions for both retail consumer and trade item grouping should be part of the Item File Master Data, which is best communicated between trading partners via a certified data pool.

Consequence if rule not applied

(Unnecessary) changes to the GTIN at the retail consumer trade item level increase supply chain cost. Historic sales data from the point of sale can be used to assess the impact of the change by keeping a track of the date.

Notes

This rule addresses packaging only, any change in Declared Net Content requires a new GTIN.

Associated Rules

- A minor change in the packaging at the trade item grouping level
- Packaging changes with major impact

3.2.2 Packaging - trade item grouping level

A minor change in the packaging at the trade item grouping level

A minor change in the packaging, at the trade item grouping level, is made that will not impact how the trade item grouping is handled in the supply chain (e.g. optimisation of packaging material or changing supplier of the packaging material).

Rules

- Same GTIN - Retail Consumer Trade Item
- Same GTIN - Trade Item Grouping

Rationale

The change has no impact on supply chain partners.

Manufacturer assigned Batch Numbers can be used to track changes not related to "trade".

Consequence if rule not applied

An explosion in the number of GTIN changes within the supply chain as any change relevant only to the manufacturer will have to be signalled by a new GTIN. This imposes unnecessary cost.

Associated Rules

- Packaging changes with major impact
- Minor packaging material or dimension changes to the retail consumer trade item

3.3 New / additional pallet layout

New / additional pallet layout to co-exist permanently with the original layout

New / additional pallet layout to co-exist permanently with the original layout.

Rules

- Same GTIN - Retail Consumer Trade Item
- Same GTIN - Trade Item Grouping

Rationale

The pallet pattern / layout does not impact the quantity of retail consumer trade items or cases contained. If two pallet layout configurations are supplied to a market in parallel, and can be ordered separately, a different GTIN is required for each pallet configuration. In effect the pallet then becomes the ordering unit.

Consequence if rule not applied

Robotic picking requires a known (predetermined) pallet layout and stacking order.

Efficient Logistics applications require pre-determined pallet configurations.

Notes

GTIN for Trade Item Grouping : no change at the case level but (If pallet layout is important to the retailer, then retailer should order by the pallet. This would require a GTIN at the pallet level.)

3.4 Electronic Article Surveillance

EAS (Electronic Article Surveillance) system (theft protection)

EAS (Electronic Article Surveillance) system (theft protection). Should the Retail Item be orderable with: no anti-theft device, an electromagnetic anti-theft system, a radio based system, etc.

Rules

- Same GTIN - Retail Consumer Trade Item
- New GTIN - Trade Item Grouping

Rationale

Facilitate reorder within the retailer organisation and timely inventory rotation.

Consequence if rule not applied

Retailer Distribution Centre unable to distinguish between shipping to stores with theft protection systems.

Notes

- GTIN for Retail Consumer Trade Item: same GTIN independent of anti-theft properties
- GTIN for Trade Item Grouping: a different GTIN dependent upon the anti-theft properties of the retail unit and trading partner agreement.

3.5 Addition of an EPC/RFID Tag

The addition of an EPC/RFID Tag

NOTE: Where an item has an EPC/RFID tag and barcode, the encoded GTIN must be identical.

Rules

- Same GTIN - Retail Consumer Trade Item
- Same GTIN - Trade Item Grouping

Rationale

The requirement to use EPC/RFID Tags is driven by trading partner agreement. Otherwise identical items, with and without an EPC/RFID Tag, must have the same GTIN to enable the smooth operation of the Supply Chain.

Consequence if rule not applied

The introduction of EPC/RFID Tags to existing product lines would require reallocation of GTIN. This would add significant cost to the global supply chain and avoids the additional costs associated with an explosion of new GTINs.

3.6 Inclusion or Removal of a Certification Mark

Inclusion or Removal of a Certification Mark

A certification mark is a symbol, logo or wording on a product that declares conformance to a regulated set of criteria (e.g., European Certification Mark CE). When a product is changed to include or remove a certification mark a new GTIN should be allocated for markets where the certification mark is of particular relevance.

Rules

- New GTIN - Retail Consumer Trade Item
- New GTIN - Trade Item Grouping

Rationale

It is a key principle of GTIN Allocation that the GTIN identifies uniquely the product and its packaging configuration. Within the Healthcare sector in particular the use of a certification marks has a major impact on regulatory conformance.

Consequence if rule not applied

Inability to distinguish between product with or without the Certification Mark. In doing so there is a risk product will not be acceptable in certain markets.

Notes

Brand owners are responsible for internal control of their inventory and any return systems. It is important that such systems, as well as phase-in & phase-out logistic management, can distinguish between 'old' and 'new' product. When this can be effectively achieved, for example using the batch number or product variant, there is no need to allocate a new GTIN in the scenario above. It should also be noted that when a certification mark is added to enable sales in a new country/market it has no impact on countries/markets where the product was previously sold – in this case there is no need to allocate a new GTIN in the scenario above.

Associated Rules

- Minor artwork changes
- Packaging changes with major impact
- Marketing Declarations

4 Product

4.1 Content

4.1.1 Count of items in a pack

A different declared count of trade items in a grouping

Any change to the declared count of trade items at any level of packaging will require a new GTIN at that level and any packaging level above it.

When a Pack is sold by count and labelled only by count and the count changes- a new GTIN is required.

When a Pack is sold by weight and labelled only by weight not count and the count changes a new GTIN is not required.

Rules

- N/A - Retail Consumer Trade Item
- New GTIN - Trade Item Grouping

Rationale

Different GTIN necessary to distinguish between the different pack sizes/declared trade item counts throughout the supply chain.

Consequence if rule not applied

The GTIN identifies all aspects of the trade item grouping for ordering, stocking or billing systems. Using the same GTIN for the trade item grouping containing different quantities invalidates these systems.

Notes

- GTIN of retail consumer trade Item not impacted.
- Each trade item grouping has a unique GTIN.

Associated Rules

- Two or more retail consumer trade items near each other
- Two (or more) retail consumer trade items bound together
- Free Item - Two retail consumer trade items, not attached or banded together where one item, which cannot be purchased
- Free Item in Retail Consumer Trade Item
- Retail Consumer Trade Item with price label

4.1.2 Non declared change (net weight, count or volume)

Minor (not declared) change in net weight / count / volume

Minor (not declared) change in net weight / count / volume (e.g., changes in manufacturing tolerances do not impact the declaration to the consumer).

Rules

- Same GTIN - Retail Consumer Trade Item
- Same GTIN - Trade Item Grouping

Rationale

The changes possibly associated with an improved product manufacturing or processing tolerance that do not impact other GTIN Rules, should not cause a new GTIN to be assigned.

Consequence if rule not applied

GTIN assignment would be impractical to manage.

Associated Rules

- Changes to Declared Net Content
- Removal of one Declared Net Content on a product with Multiple Net Content

4.1.3 Changes to Declared Net Content

Changes to Declared Net Content

This rule applies when the Brand Owner makes ANY change to the Declared Net Content. Declared Net Content is defined as the net weight, count or volume that is declared to the consumer. This definition does not include other declarations such as serving suggestions, usages or nutrition information which are covered under separate rules.

Following are examples of changes which will require a new GTIN.

Single Net Content.

Count: Changing the number of tablets in an aspirin bottle, or changing the number of diapers in a pack of disposable diapers.

Net Weight: Changing the declared net weight of a can of soup from 10.3 ounces to 10.5 ounces.

Volume: Changing the declared volume of fabric softener from 51 fluid ounces to 48 fluid ounces.

Multiple Net Content Declarations to the consumer.

Snack bars with a Declared Net Weight of 12 Bars (40 g NET / 1.4 oz) and a Declared Net Weight of 480 g 16.8 oz.). Changing the net weight and count of the individual bars, but not changing the total Declared Net Weight would still require a new GTIN.

Rules

- New GTIN - Retail Consumer Trade Item
- New GTIN - Trade Item Grouping

Rationale

The change leads to a change in the shelf edge label (consumer declaration). Failure to distinguish between "old" and "new" retail consumer trade item could lead to inaccurate unit pricing at the shelf leading to legal penalties.

Consequence if rule not applied

Failure to provide the consumer with accurate retail consumer trade item information (e.g., via the shelf edge label) may lead to legal penalties. All supply chain partners need to "phase in" and "phase out" the new and old trade item. Using separate GTINs does this most efficiently.

Notes

Where all Declared Net Contents are changed, a new GTIN is required.

Even if associated changes (e.g. dimensions) may not require a new GTIN, any change to the net content will require a new GTIN.

Associated Rules

- Minor (not declared) change in net weight / count / volume

4.1.4 Content of a dynamic assortment

A change in the content of a dynamic assortment

An assortment that comprises a fixed count of a changing assortment of two or more different retail consumer trade items, each identified with a unique GTIN. All of the retail consumer trade items and their GTINs will have been communicated to the recipient before trading takes place and are declared on the package. The recipient has accepted that the supplier may change the assortment without any prior notice.

Rules

- Same GTIN - Retail Consumer Trade Item
- Same GTIN - Trade Item Grouping

Rationale

If the assortment is dynamic the change has no impact on the consumer declaration or supply chain partners.

Consequence if rule not applied

An explosion in the number of GTIN changes and an unnecessary increase in cost.

Notes

New GTIN for Trade Item Grouping : No change, even if a retail consumer trade item is introduced to or removed from the assortment.

Associated Rules

- Reconfiguration of Consumer Pack
- Bonus Pack
- Combination Pack
- Random packs assortments
- Major Formulation
- Changes to a pre-defined assortment

4.1.5 Additional Declared Net Content unit of measure

Additional Declared Net Content unit of measure

Where the Net Content of a product is unchanged but the packaging is modified to include a new additional unit of measure (e.g., The Declared Net Content is expressed in metric and an imperial measurement is added to enable trade in expanded markets).

Rules

- Same GTIN - Retail Consumer Trade Item
- Same GTIN - Trade Item Grouping

Rationale

The trade item is unchanged.

Consequence if rule not applied

As the product is not changed, (unnecessary) changes to the GTIN at the retail consumer trade item level increase supply chain cost.

Associated Rules

- Removal of one Declared Net Content on a product with Multiple Net Content

4.1.6 Removal of one Declared Net Content on a product with Multiple Net Content

Removal of one Declared Net Content on a product with Multiple Net Content

For products with Multiple Net Content Consumer Declarations (e.g., Soup with a Declared Net Volume of 1 litre and a Declared number of servings of 4), all of the Net Content quantities remain the same and one declaration is removed from the package (e.g., the number of servings is removed).

Rules

- Same GTIN - Retail Consumer Trade Item
- Same GTIN - Trade Item Grouping

Rationale

As the product is not changed, (unnecessary) changes to the GTIN at the retail consumer trade item level increase supply chain cost.

Consequence if rule not applied

As the product is not changed (unnecessary) changes to the GTIN increase supply chain cost

Notes

Where a Declared Net Content removal would impact the price comparison information a new GTIN should be assigned.

Associated Rules

- Minor (not declared) change in net weight / count / volume
- Additional Declared Net Content unit of measure

4.1.7 Marketing Declarations

Marketing Declarations

Marketing declarations other than net content include serving suggestions, usages and other marketing statements such as “Improved Flavor.” This is information just for the consumer’s knowledge, but not directly related to pricing, brand, government regulations or the name of the product which are covered under separate rules.

Rules

- Same GTIN - Retail Consumer Trade Item
- Same GTIN - Trade Item Grouping

Rationale

Although a change is made in the information given to the consumer, these changes do not impact the supply chain, thus a new GTIN is not required. These changes should be communicated through GDSN and updated in the buyer’s system. Associated images should also be replaced reflecting the new declarations.

Consequence if rule not applied

Notes

Packaging changes should be associated with an identifier that will allow for accurate depiction of images and related data for consumer information.

Associated Rules

- Inclusion or Removal of a Certification Mark
- Change in Brand graphics
- Brand addition
- Same Brand - Trade item Vintage
- Minor artwork changes
- Vintage impacts pricing or ordering or invoicing

4.2 Formulation

4.2.1 Minor formulation change

Minor formulation or characteristic change

Any change in the formula that does not require a change in the consumer declaration as defined by legislation such as declared allergens or any change that the end user would not recognize or need to interact with differently would keep the same GTIN.

The following examples are intended to illustrate the general rule. For some countries or regions, these examples may be treated differently due to local or regional legislation.

- A change in nutrition such as an increase or decrease in the existing amount of Vitamin A,
- A change due to seasonal availability such as wild blueberries to cultivated blueberries

- A change in characteristic, fit or function such as changing the composition of the plastic handle of a mop to make it stronger or changing the shape of dog food from an "X" to a "Y".

Rules

- Same GTIN - Retail Consumer Trade Item
- Same GTIN - Trade Item Grouping

Rationale

The change has no impact on supply chain partners. Minor ingredient changes do not change the trade item description.

Consequence if rule not applied

An explosion in the number of GTIN changes within the supply chain as any change relevant only to the manufacturer will have to be signaled by a new GTIN. This imposes unnecessary cost.

Associated Rules

- Major Formulation
- Functionality - major change
- Reconfiguration of Consumer Pack

4.2.2 Major Formulation

Major Formulation

Major formulation or characteristic change that will alter the existing trade item. If the consumer is expected to distinguish the new from the old trade item and order accordingly, or if regulations or other requirements dictate so, or if changes alter the fundamental consumer benefit. Examples would include changing the flavor from lemon to lime or changing the cookie from a sugar cookie with chocolate chips to an oatmeal cookie with chocolate chips. A change to the legally governed declarations to the consumer such as declared allergens or healthcare requirements. Examples would include eliminating sugar to make the trade item "sugar free" or adding/removing an allergen. A change in characteristic, fit or function or any change that the end user would need to interact with differently, or changes to the fundamental benefits as it relates to the consumer. Examples would include changing the aroma of an air freshener from orange to cherry, or adding bleach to a laundry detergent.

Rules

- New GTIN - Retail Consumer Trade Item
- New GTIN - Trade Item Grouping

Rationale

The change leads to a change in the shelf edge label (consumer declaration)

Consequence if rule not applied

Failure to provide the consumer with accurate retail consumer trade item information (e.g., provide the correct label for "sugar free" product)

Associated Rules

- Minor formulation or characteristic change
- Fresh vs. Frozen
- A change in the content of a dynamic assortment
- Random packs assortments

4.2.3 Fresh vs. Frozen

Fresh vs. Frozen

A fresh product (e.g., sausage) that is then made available on the market as a frozen product.

Rules

- New GTIN - Retail Consumer Trade Item
- New GTIN - Trade Item Grouping

Rationale

A different GTIN is necessary to distinguish for ordering, pricing and handling purposes. Master data requirements, such as storage condition and Product Classification, as well as consumer labelling requirements will all be different between the fresh and frozen version.

Consequence if rule not applied

The GTIN identifies all aspects of the trade item for ordering, stocking or billing systems. Using the same GTIN for items with fundamentally different consumer benefits invalidates these systems.

Notes

GTIN allocation is independent of normal supply chain temperature management requirements (e.g., some products must be kept within a defined temperature range during storage and transport).

Associated Rules

- Packaging changes with major impact
- Major Formulation
- Functionality - major change

4.3 Functionality

Functionality - major change

Major change in functionality - If the change introduces new features or functionality (e.g., new software Version, New features on electronic trade items, etc.).

Rules

- New GTIN - Retail Consumer Trade Item
- New GTIN - Trade Item Grouping

Rationale

It is recommended to assign a new GTIN at both the retail consumer and trade item grouping levels to ensure all supply chain partners are able to distinguish the "old" from the "new".

Consequence if rule not applied

Unable to Phase In, Phase Out old stock.

Associated Rules

- Minor formulation or characteristic change
- Fresh vs. Frozen

4.4 Mix of Product

4.4.1 Random packs assortments

Random packs assortments

An assortment that comprises items that are not uniquely identified on the package and are not marked for individual sale (e.g., a trade item that is a bag of individually wrapped candy or a package with different colors of tooth brushes) and the random assortment is modified.

Rules

- Same GTIN - Retail Consumer Trade Item
- Same GTIN - Trade Item Grouping

Rationale

If the assortment is random the change has no impact on the consumer declaration or supply chain partners.

Consequence if rule not applied

An explosion in the number of GTIN changes - imposing unnecessary cost.

Associated Rules

- Reconfiguration of Consumer Pack
- Bonus Pack
- Combination Pack
- A change in the content of a dynamic assortment
- Major Formulation

4.4.2 Pre-defined assortment

Changes to a pre-defined assortment

An assortment that comprises a fixed count of two or more different trade items, each identified with a unique GTIN that is declared on the package. The trade items contained within the assortment may be trade items of one or more manufacturers. When an assortment contains items from multiple manufacturers the GTIN requirements for the assortment is the responsibility of the organisation that creates the assortment.

Any change in the configuration of the assortment is considered a new trade item.

Rules

- Same GTIN - for the individual trade items contained in the assortment
- New GTIN - is required for the assortment and any levels above the assortment

Rationale

The trade item grouping is a new trade item which must be uniquely identified throughout the supply chain.

Consequence if rule not applied

Unable to identify the content within the assortment.

Notes

Changes to the configuration of the assortment are not applicable to the GTIN of lower packaging levels.

Associated Rules

- Reconfiguration of Consumer Pack
- Bonus Pack
- Combination Pack
- A change in the content of a dynamic assortment

4.5 Combination Pack

Combination Pack

Combination Pack is two or more retail trade items normally sold separately, that are bound together creating a new trade item. Example: A bottle of shampoo bound together with a bottle of conditioner.

Rules

- New GTIN - Retail Consumer Trade Item
- New GTIN - Trade Item Grouping

Rationale

A new GTIN is required for the retail consumer trade item because it is a new and unique product.

Consequence if rule not applied

If separate new GTINs are not assigned the combination pack cannot be identified for ordering and invoice processing.

Notes

For all Combination Packs it is important to obscure the barcode on the individual trade items. If more than one barcode is visible, the operator is unsure which one to scan.

Associated Rules

- Random packs assortments
- Reconfiguration of Consumer Pack
- Bonus Pack
- Changes to a pre-defined assortment
- A change in the content of a dynamic assortment

5 Promotional

5.1 Sample or Test Trade items

Sample or Test Trade items

Sample or Test Trade items.

Rules

- N/A - Retail Consumer Trade Item
- N/A - Trade Item Grouping

Rationale

If the trade item is released to market for POS use in any form it requires a GTIN. The GTIN used on the test/sample trade item can be maintained if the trade item test is successful and becomes orderable.

Consequence if rule not applied

Unable to identify trade item in supply chain.

Notes

- Retail consumer trade Item has a unique GTIN (if ever sold at retail)
- Trade item grouping has a unique GTIN (if ever traded in supply chain)

Associated Rules

- Two or more retail consumer trade items near each other
- Two (or more) retail consumer trade items bound together
- Free Item - Two retail consumer trade items, not attached or banded together where one item, which cannot be purchased
- Free Item in Retail Consumer Trade Item
- Retail Consumer Trade Item with price label
- Different Manufacturer for an identical trade item
- Trade items modified for seasonal reason
- Same Brand - Trade item Vintage

5.2 Bonus Pack

Bonus Pack

A bonus pack is an item that has an increased quantity (net weight, count, volume) and is sold at the same price as the regular item E.g. a bottle of product x of -12oz for the same price as the 10 oz product x, a pack of 4 pens with an additional bonus quantity of 2 pens.

Rules

- New GTIN - Retail Consumer Trade Item
- New GTIN - Trade Item Grouping

Rationale

Quantity increase affects unit pricing and information found on shelf labels and the consumer is getting something different.

An increase in quantity resulting in a change of weight or dimensions of the item could impact the handling of the item in the supply chain.

Consequence if rule not applied

Danger that the price declaration to the consumer (on the pack) is different to the price charged (price in the file look up table).

Notes

GTIN for Trade Item Grouping : trade item grouping net weight and case cube can change

Associated Rules

- Random packs assortments
- Reconfiguration of Consumer Pack
- Combination Pack
- Changes to a pre-defined assortment
- A change in the content of a dynamic assortment

5.3 Free Gifts

5.3.1 Two items not attached together

Free Item - Two retail consumer trade items, not attached or banded together where one item, which cannot be purchased

Free Item - Two retail consumer trade items, not attached or banded together where one item, which cannot be purchased, is free when the other is purchased (e.g. gift-with-purchase or purchase-with purchase items).

Rules

- Same GTIN - Retail Consumer Trade Item
- Same GTIN - Trade Item Grouping

Rationale

The change has no impact on original item.

Consequence if rule not applied

An explosion in the number of GTIN changes within the supply chain as any change relevant only to the manufacturer will have to be signalled by a new GTIN. This imposes unnecessary cost.

Notes

- GTIN for Retail Consumer Trade Item : no change (as all the items have a GTIN for sales or inventory tracking)
- GTIN for Trade Item Grouping : no change. However, if the free item is shipped in the same physical container with the primary item, a separate GTIN should be assigned to identify the new trade item grouping.

Associated Rules

- Sample or Test Trade items
- A different declared count of trade items in a grouping
- Two or more retail consumer trade items near each other
- Two (or more) retail consumer trade items bound together

- Free Item in Retail Consumer Trade Item

5.3.2 Two or more items attached together

Two (or more) retail consumer trade items bound together

Two (or more) retail consumer trade items bound together, i.e. designed to promote the trial of the attachment (One-Order Trial Packs) where the geometry of the base package and the item net weight, count or volume is not impacted and the item is not intended to be reordered because the promotion period is limited.

Rules

- Same GTIN - Retail Consumer Trade Item
- Same GTIN - Trade Item Grouping

Rationale

The change has no impact on supply chain partners (e.g., diapers packaged with insert pouch of 5 baby wipes).

Promotions data can only be captured by knowing the date of the offer. The shelf management software is not impacted and the consumer declaration is not impacted.

Consequence if rule not applied

An explosion in the number of GTIN changes within the supply chain as any change relevant only to the manufacturer will have to be signalled by a new GTIN. This imposes unnecessary cost.

Associated Rules

- Sample or Test Trade items
- A different declared count of trade items in a grouping
- Two or more retail consumer trade items near each other
- Free Item - Two retail consumer trade items, not attached or banded together where one item, which cannot be purchased
- Free Item in Retail Consumer Trade Item

5.3.3 Free item inside retail item

Free Item in Retail Consumer Trade Item

A free item packed inside the primary retail consumer trade item package with no change in quantity of trade item and the promotion package is sold at the same price as the regular package.

Rules

- Same GTIN - Retail Consumer Trade Item
- Same GTIN - Trade Item Grouping

Rationale

The change has no impact on supply chain partners.

Consequence if rule not applied

An explosion in the number of GTIN changes - imposing unnecessary cost.

Associated Rules

- Sample or Test Trade items
- A different declared count of trade items in a grouping

- Two or more retail consumer trade items near each other
- Two (or more) retail consumer trade items bound together
- Free Item - Two retail consumer trade items, not attached or banded together where one item, which cannot be purchased

5.3.4 Retail consumer trade items near each other

Two or more retail consumer trade items near each other

Two or more retail consumer trade items near each other (not attached or banded together) both of which can be purchased separately. For example a gift-with-purchase or buy-two, get one free offers - These items are offered at no additional cost when the primary (regular) retail consumer trade item is purchased. The promotion is sold at the same price.

Rules

- Same GTIN - Retail Consumer Trade Item
- Same GTIN - Trade Item Grouping

Rationale

The change has no impact on supply chain partners.

Promotions data can only be captured by knowing the date of the offer.

The shelf management software is not impacted.

The consumer declaration is not impacted

Consequence if rule not applied

An explosion in the number of GTIN changes within the supply chain as any change relevant only to the manufacturer will have to be signalled by a new GTIN. This imposes unnecessary cost.

Notes

GTIN for Trade Item Grouping: no change unless the two retail consumer trade items are shipped together in one physical package when originally they were shipped individually.

Associated Rules

- Sample or Test Trade items
- A different declared count of trade items in a grouping
- Two or more retail consumer trade items near each other
- Two (or more) retail consumer trade items bound together
- Free Item - Two retail consumer trade items, not attached or banded together where one item, which cannot be purchased
- Free Item in Retail Consumer Trade Item

5.4 Time critical promotion

Push promotion for a (time critical) event

Push promotion for a (time critical) event.

Rules

- Same GTIN - Retail Consumer Trade Item
- New GTIN - Trade Item Grouping

Rationale

Certain time critical promotion (e.g., World Animal Day) where the promotion item has to be on display on a given day. In this instance normal FIFO rules cannot be effectively applied.

Other, longer term, critical promotions (e.g., seasonal soft drink package versus shipment that may not arrive on the shelf until a movie is launched) require no change as normal FIFO rules can be applied.

Trade item grouping distinction required for efficient Phase In – Phase Out.

Consequence if rule not applied

Different retailers impose different rules on the same supplier causing unnecessary supply chain cost.

Keeping the retail consumer trade item level GTIN allows historic data file referral.

Notes

GTIN for Trade Item Grouping : new GTIN where First In First Out (FIFO) is inappropriate.

Associated Rules

- Price-Off Coupon
- Mail in with Proof of Purchase

5.5 Reconfiguration of Consumer Pack

Reconfiguration of Consumer Pack

A consumer package reconfigured for promotional purposes (e.g. memorial edition coffee can), which contains the same quantity of trade item as the regular package and is sold at the same price.

Rules

- Same GTIN - Retail Consumer Trade Item
- Same GTIN - Trade Item Grouping

Rationale

The change has no impact on supply chain partners.

The consumer declaration is not changed.

The net weight is not affected.

Consequence if rule not applied

An explosion in the number of GTIN changes - imposing unnecessary cost.

Notes

GTIN for Retail Consumer Trade Item : no change. Where the retail consumer trade item footprint does not change more than 20% in any dimension

Associated Rules

- Packaging changes with major impact
- Random packs assortments
- Bonus Pack
- Combination Pack
- Minor formulation or characteristic change

- Merchandise Sold To Retailer With Additional Free Items
- Changes to a pre-defined assortment
- A change in the content of a dynamic assortment

5.6 Mail in with Proof of Purchase

Mail in with Proof of Purchase

A retail consumer trade item may have a coupon or other identifiable printed matter that would offer proof of having purchased that item. The coupon would be returned by mail by the consumer for refund, for other items or for purchase of other items at a reduced price.

Rules

- Same GTIN - Retail Consumer Trade Item
- Same GTIN - Trade Item Grouping

Rationale

The change has no impact on supply chain partners.

Consequence if rule not applied

An explosion in the number of GTIN changes - imposing unnecessary cost.

Notes

GTIN for Trade Item Grouping : no change.

However, if the coupon is time critical it should be treated as such (see below).

Associated Rules

- Push promotion for a (time critical) event

5.7 Merchandise Sold To Retailer With Additional Free Items

Merchandise Sold To Retailer With Additional Free Items

When items are purchased by the retailer at the regular price, and additional items are provided to the retailer free of charge for a limited time. The additional items can be more of the same item, or an addition of a related item.

Examples: Case with 24 sunglasses now contains 24 cords to accompany the 24 sunglasses. The cords can be given away or sold as separate items by the retailer.

Rules

- Same GTIN - Retail Consumer Trade Item
- New GTIN - Trade Item Grouping

Rationale

The physical flow of the goods needs to be managed throughout the supply chain - even if supplied for free.

Consequence if rule not applied

Associated Rules

- Reconfiguration of Consumer Pack

6 Manufacturing

6.1 Produced in different locations

Trade item produced in different locations

Trade item produced in different locations.

Rules

- Same GTIN - Retail Consumer Trade Item
- Same GTIN - Trade Item Grouping

Rationale

Different GTIN for the same trade item could cause serious problems for retailer (e.g. price lookup file, replenishment).

Consequence if rule not applied

Global players supplying the same trade item, from factories in different countries, would have to use different GTINs even though no change to the consumer.

Associated Rules

- Trade Item sold in different locations

6.2 Different Manufacturer - identical trade item

Different Manufacturer for an identical trade item

Different Manufacturer for an (apparently) identical trade item made for a specific retailer.

Rules

- Same GTIN - Retail Consumer Trade Item
- Same GTIN - Trade Item Grouping

Rationale

The Retail Price is not relevant to the GTIN.

Consequence if rule not applied

GTIN assignment would be impossible to manage.

Notes

GTIN for Retail Consumer Trade Item : the retailer is the Brand Owner.

Associated Rules

- Sample or Test Trade items
- Any Marked Price Change for Fixed Measure Items

7 Selling Price

7.1 Different Retail Price

Different Retail Price

Different Retail Price (e.g., for different regions in one country) and the price is not marked on the packaging.

Rules

- Same GTIN - Retail Consumer Trade Item
- Same GTIN - Trade Item Grouping

Rationale

The retail price is not relevant to the GTIN unless it is prepriced by the supplier on the package.

Consequence if rule not applied

GTIN assignment would be impossible to manage if linked to retailers price files.

Notes

GTIN for Retail Consumer Trade Item : no change. Exception if the trade item is prepriced.

Associated Rules

- Price-Off Coupon
- Retail Consumer Trade Item with price label

7.2 Retailer price label

Retail Consumer Trade Item with price label

Retail Consumer Trade Item with price label attached per specific retailer(s) requirements.

Rules

- Same GTIN - Retail Consumer Trade Item
- Same GTIN - Trade Item Grouping

Rationale

Retail consumer trade item where multiple retailers require specific price labelling does not require individual GTIN assignment per each price label.

Consequence if rule not applied

An explosion in the number of GTIN changes - imposing unnecessary cost.

Associated Rules

- Sample or Test Trade items
- A different declared count of trade items in a grouping
- Price-Off Coupon
- Retail Consumer Trade Item with price label
- Different Retail Price

7.3 Any Marked Price Change for Fixed Measure Items

Any Marked Price Change for Fixed Measure Items

If the price is shown on the trade item (not recommended) any addition, change or deletion in price must be communicated to supply chain partners by a change of GTIN.

Examples:

1. MSRP: When the manufacturer includes prepricing as part of the package graphics, such as is normally done with a Manufacturer's Suggested Retail Price (MSRP)
2. Any Other Marked Price Change (Pre-priced): Any other marked price as part of the packaging (pre-priced). Selling price is the price marked on the packaging
3. Price reduction: Explicitly specified on the pack (flash packs), (e.g., 10 cents off).

Rules

- New GTIN - Retail Consumer Trade Item
- New GTIN - Trade Item Grouping

Rationale

The change requires supply chain partners to distinguish between differently priced items. Newspapers, magazines and some books tend to be price marked. If the cover price changes, the GTIN should change. Prepricing needs to comply to the law.

Consequence if rule not applied

Danger that the price declaration to the consumer (on the pack) is different to the price charged (price in the file look up table). Pricing legislation normally means that the price shown must equal (or be greater than) the price charged to the consumer.

Associated Rules

- Change in Brand graphics
- Different Manufacturer for an identical trade item

7.4 Price-Off Coupon

Price-Off Coupon

A retail consumer trade item may have a price-off coupon on or in the package. The price-off coupon could be for the same or any other retail item.

Rules

- Same GTIN - Retail Consumer Trade Item
- Same GTIN - Trade Item Grouping

Rationale

The change has no impact on for pricing or ordering or invoicing.

If the retail consumer is given the choice between purchasing the trade item with or without consumer price-off coupons a separate GTIN is required.

Consequence if rule not applied

Additional complexity (cost) in the management of trade item with or without coupon.

Notes

GTIN for Trade Item Grouping : no change.

If the coupon is time critical it should be treated as such.

Associated Rules

- Retail Consumer Trade Item with price label
- Different Retail Price

- Push promotion for a (time critical) event

8 Seasonals

8.1 Modified for season

Trade items modified for seasonal reason

Trade items modified for seasonal reason (e.g. holiday pack, candy over-wrapped for Easter).

Rules

- New GTIN - Retail Consumer Trade Item
- New GTIN - Trade Item Grouping

Rationale

Facilitates efficient pricing, invoicing, reordering and stock-management at the trade item grouping level and seamless trade item substitution at the retail consumer trade item level.

Consequence if rule not applied

Additional complexity (cost) in the phase-in phase-out of seasonal trade items.

Rate sale, re-order and (seasonal) promotions management more complex.

Notes

GTIN for Retail Consumer Trade Item : note Recurring Seasonals (e.g., White T-shirt sold each summertime or a cake supplied only during the Christmas period) should use the same GTIN each season.

Associated Rules

- Sample or Test Trade items

8.2 Same Brand - Trade item Vintage

8.2.1 Vintage impacts pricing/ordering/invoicing

Vintage impacts pricing or ordering or invoicing

Vintage impacts pricing or ordering or invoicing at any point in the supply chain.

Rules

- New GTIN - Retail Consumer Trade Item
- New GTIN - Trade Item Grouping

Rationale

An assigned GTIN must never be changed as long as the item is not modified so that it needs to be discriminated from the initial trade item for ordering, stocking or billing. The example of "wine" clearly highlights the grey area within this definition. For exactly the same "brand" of wine, the price of top quality vintage varies enormously by year. For other "brands" of wine, the year is of no consequence. Therefore it is ultimately for the Brand Owner (whoever markets the wine) to decide GTIN allocation rules.

Consequence if rule not applied

The Brand Owner is ultimately responsible for the correct GTIN assignment to their trade items. The GTIN assignment impacts how their trade items are traded. Failure to use the Brand Owners identification scheme means that all benefit of source numbering is lost.

Associated Rules

- Minor artwork changes
- Vintage has no impact on pricing or ordering or invoicing
- Marketing Declarations

8.2.2 Vintage has no impact on pricing/ordering/invoicing***Vintage has no impact on pricing or ordering or invoicing***

Vintage has no impact on pricing or ordering or invoicing at any point in the supply chain.

Rules

- Same GTIN - Retail Consumer Trade Item
- Same GTIN - Trade Item Grouping

Rationale

An assigned GTIN must never be changed as long as the item is not modified so that it needs to be discriminated from the initial trade item for ordering, stocking or billing. The example of "wine" clearly highlights the grey area within this definition. For exactly the same "brand" of wine, the price of top quality vintage varies enormously by year. For other "brands" of wine, the year is of no consequence. Therefore it is ultimately for the Brand Owner (whoever markets the wine) to decide GTIN allocation rules.

Consequence if rule not applied

The Brand Owner is ultimately responsible for the correct GTIN assignment to their trade items. The GTIN assignment impacts how their trade items are traded. Failure to use the Brand Owners identification scheme means that all benefit of source numbering is lost.

Associated Rules

- Vintage impacts pricing or ordering or invoicing
- Minor artwork changes

9 Upstream

9.1 Different logistical size

9.1.1 Trade item sold in variable measure varies in total weight

Trade item sold in variable measure varies in total weight

Trade item sold in variable measure varies in total weight.

Rules

- Same GTIN - Trade Item

Rationale

All identification includes the measure as an attribute of the GTIN, so no new GTIN is required (See GS1 General Specifications for further guidance on variable measure items).

Consequence if rule not applied

Unnecessary introduction of new GTINs.

9.1.2 Trade item supplied in new size

Trade item supplied in new size

Trade item supplied in new size.

Rules

New GTIN - Trade Item

Rationale

Different sized trade items must have different GTINs.

Consequence if rule not applied

Impossible to distinguish between different sizes of trade item.

9.1.3 Major packaging change

Major packaging change

Any dimensional change of more than 20%, but net weight remains unchanged.

Rules

- New GTIN - Trade Item

Rationale

Inventory and logistics systems need to be updated to ensure optimal space allocation.

Consequence if rule not applied

20% rule meets reasonability test (e.g. 0% is unacceptable to suppliers, and 100% is unacceptable to customers.) Note: Any change in Net Declared Weight requires a new GTIN.

9.1.4 Same trade item but...

Same trade item but different handling parameters

Same trade item but different handling parameters, e.g. change of container or packaging.

Rules

- Same GTIN - Trade Item

Rationale

The trade item is unaffected by how it is delivered.

Consequence if rule not applied

Unnecessary introduction of new GTINs.

9.2 Different substance

9.2.1 New specification

New specification for the trade item

The party that assigns the GTIN has issued a new specification for the trade item.

Rules

- New GTIN - Trade Item

Rationale

Trade item must be distinguished from previous trade item.

Consequence if rule not applied

Old and new trade items are confused with each other.

9.2.2 Variations in the grade - trade item

Variations in the grade of the trade item

Variations in the grade of the trade item.

Rules

- New GTIN - Trade Item

Rationale

Different grades of a trade item must be distinguished from one another.

Consequence if rule not applied

Different grades are confused with one another.

9.2.3 Specifications vary within parameters

Specification varies within the parameters of the party assigning the GTIN

Trade item specification varies within the parameters of the party assigning the GTIN.

Rules

- Same GTIN - Trade Item

Rationale

The trade item still falls within the specification defined for trading purposes so no new GTIN is required. The supplier could use the Application Identifier for Product Variant (AI (20)) to distinguish the technical improvement.

Consequence if rule not applied

Unnecessary introduction of new GTINs.

9.2.4 Print design change

Trade item is printed packaging material, and print design has changed

The trade item is printed packaging material, and the print design has changed.

Rules

- New GTIN - Trade Item

Rationale

The change in print design will affect where and how the trade item can be used in the manufacturing process.

Consequence if rule not applied

Unable to ensure that correct packaging is used for the appropriate production process and batch.

9.2.5 Different finishing

Different finishing

Different finishing (e.g., a trade item is finished or converted to order).

Rules

- New GTIN - Trade Item

Rationale

The final conversion produces different trade item which must be separately identified.

Consequence if rule not applied

Unable to distinguish between different trade items.

9.3 Different trading partners

9.3.1 Supplier change - supplier assigned GTIN

Change of supplier and GTIN assigned by supplier

Change of supplier and the GTIN is assigned by the supplier.

Rules

- New GTIN - Trade Item

Rationale

Each supplier's trade items need to be identified separately from those of another supplier.

Consequence if rule not applied

Impossible to track and trace trade items manufactured or supplied by different companies.

9.3.2 Supplier change - customer assigned GTIN***Change of supplier and GTIN assigned by customer***

Change of supplier and the GTIN is assigned by the customer.

Rules

- Same GTIN - Trade Item

Rationale

The trade item is specified by the customer who allocates the GTIN to the trade item.

Consequence if rule not applied

Unnecessary introduction of new GTINs.

9.3.3 Customer change - supplier assigned GTIN***Change of customer and GTIN assigned by supplier***

Change of customer and the GTIN is assigned by the supplier.

Rules

- Same GTIN - Trade Item

Rationale

The trade item is unaffected by the change in customer.

Consequence if rule not applied

Unnecessary introduction of new GTINs.

10 Fresh foods

10.1 Difference in weight

Fresh pre-packed package item differs in weight

Where a fresh food pre-packed package item differs in weight, is sold by weight but ordered by specific separate pack size a new / unique GTIN will be assigned to each type of pack size.

Rules

- New GTIN - Retail Consumer Trade Item
- N/A - Trade Item Grouping

Rationale

Pre-packaged chicken drumsticks, each package differs in weight, sold by weight but ordered by specific pack size (GTIN A = 10pk and GTIN B = 14pk)



GTIN A



GTIN B

Consequence if rule not applied

GTIN assignment would be inaccurate

10.2 Sold individually then cut and sold by weight

Loose produce item is sold as an each (individual piece) then cut and sold weight

Where a loose produce item is sold as an each (product 1), then cut and packaged to be sold by weight (product 2), product 1 and 2 require separate unique GTINs.

Rules

- New GTIN - Retail Consumer Trade Item
- N/A - Trade Item Grouping

Rationale

A whole watermelon is sold for \$4.00 each. The retailer decides to cut the watermelon into halves and sell the quarters for \$1.99 per kilo/pound



Product 1 with GTIN C



Product 2 with GTIN D

Consequence if rule not applied

GTIN assignment would be inaccurate

10.3 Item sold individually or by weight

Loose produce item is sold as an each (individual piece) or weight.

Where a loose produce item is sold as an each or weight (product 3), is then packaged in-store and sold as a fixed measure (product 4), product 3 and 4 require separate unique GTINs.

Rules

- New GTIN - Retail Consumer Trade Item
- N/A - Trade Item Grouping

Rationale

An apple sold by each or weight for 1.29 per kilo/pound. It is then packed in-store as a fixed measure container and sold at 3.00 for a 6-pack of apples.



Product 3 with GTIN E



Product 4 with GTIN F

Consequence if rule not applied

GTIN assignment would be inaccurate

10.4 Bulk items

Fresh bulk items not intended for Point-of-Sale

Where a bulk fresh food item of fixed or variable measure, not intended for Point-of-Sale, (product 5), is cut and packaged in-store and sold by weight (product 6), product 5 and 6 will require separate GTINs based on the requirement to use Indicator digit 9 in a GTIN-14 on product 5 and the requirement to use GTIN-12 or GTIN-13 on product 6 because it will be scanned at Point-of-Sale.

Rules

- New GTIN - Retail Consumer Trade Item
- N/A - Trade Item Grouping

Rationale

Example 1: A wheel of cheese (not intended for Point-of-Sale) is ordered by a GTIN-14 inclusive of Indicator digit 9, is cut and packaged in variable weight packages in the deli department and sold by weight, will require a new GTIN, either GTIN-12 or GTIN-13 at Point-of-Sale.



Product 5 with GTIN G



Product 6 with GTIN H

Example 2: Bulk chicken breast (not intended for POS) is ordered by a GTIN-14 inclusive of Indicator digit 9, then packaged into individual variable weight packages and sold by weight, will require a new GTIN, either GTIN-12 or GTIN-13 at Point-of-Sale.



Product 7 with GTIN I



Product 8 GTIN J

Consequence if rule not applied

GTIN assignment would be inaccurate

10.5 Items placed in a bag

Loose produce item placed in a bag

Where a loose produce item (product 9) is placed in a bag (product 10) by the consumer, product 9 and 10 have the same GTIN.

Rules

- Same GTIN - Retail Consumer Trade Item
- N/A - Trade Item Grouping

Rationale

Loose Produce items presented for sale at the POS, either individually or in a bag (placed by the consumer) will be identified with the same GTIN. Placing the loose produce items in a bag by the consumer does not change the GTIN.

Consequence if rule not applied

GTIN assignment would be inaccurate