



Why do I need a bar code?

Do you need a bar code for your product?

If you are selling to a retailer or into the healthcare system it is almost certain you will need to uniquely identify your product with a GS1 Bar Code that contains a number called a GTIN (Global Trade Item Number).

Your retailer or healthcare customers want suppliers to have these GTINs (bar code numbers) represented on their products so that the bar codes can be scanned and the customers' computer systems can keep track of sales and orders and price information.

While the correct name for GS1 bar code numbers is GTINs (Global Trade Item Numbers) historically they have been known as APNs, EANs, UPCs, UCCs and even TUNs. These all refer to one and the same thing...GTINs.

How does a bar code work?

The price, descriptions and any other details about your product are not stored in the bar code; it is simply a "unique look up number". In the retailer's computer system the number represented by your bar code will have price information stored under it.

Each product that is exactly the same in every way (size, shape, colour, weight, etc) will have the same GTIN (bar code number).

If a product is slightly different it must have a different number so it can be distinguished from other similar products.

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Where can you get your bar code numbers?

GS1 Australia is a not-for-profit organisation that registers and issues these unique GTINs so no duplication of numbers can occur.

GS1 Australia is the only organisation authorised by GS1 Global to allocate and administer GTINs in Australia. Australian businesses should exercise the greatest caution if they wish to engage any other organisation claiming otherwise.

To have a range of GTINs licensed to your company, you will need to join GS1 Australia as a member.

More information about GS1 membership is available at www.gs1au.org

To join, simply call GS1 Australia on 1300 366 033 and our friendly administration staff will step you through the joining process.

More assistance is also at hand...

Being a GS1 Australia member offers you much more than the right to use unique bar code numbers. As a member you will have access to all our support and expertise to help you improve your business, including a range of education, training and implementation services.

You will also have access to our technical experts who can help you understand how to use the GS1 System correctly. For just the cost of a local call our help desk is at your service, and we'll even come to you should you need onsite assistance.

GS1 Australia experts can help you make sure your bar code can be correctly scanned by your customers. Some retailers may even require a bar code Verification Report from GS1 Australia before they will accept your product for sale.



EAN-13



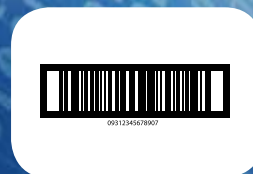
UPC-A



EAN-8



UPC-E



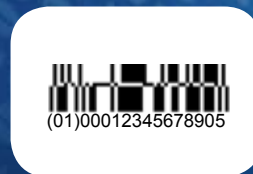
ITF-14



GS1-128



GS1 Data Matrix



GS1 DataBar



RFID



For more information about how to get a bar code contact GS1 Australia on 1300 366 033.