

# cymax group

TECHNOLOGIES

## GS1 Roadmap



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# What does GS1 UPC mean?

UPC issued by a GS1 company has a unique Prefix that's registered under your company name. UPC Barcodes and GTINs issued by GS1 are like fingerprints for your products, giving vendors, retailers and marketplaces confidence that your products are unique and belong to you

## 1. Difference between UPC and GS1 UPC

- **UPC Number:** A UPC, short for universal product code, is a type of code printed on retail product packaging to aid in identifying a particular item. It consists of two parts – the machine-readable barcode, which is a series of unique black bars, and the unique 12-digit number beneath it.
- **GS1 UPC:** The difference between a GS1 Company Prefix and a U.P.C. Company Prefix is that the GS1 Company Prefix has a zero added to the beginning of the number.



## 2. How to apply for GS1?

You can fill in GS1 US's [online application](https://gepir.gs1.org/) to apply for membership and your company prefix. You will need to add your company's contact details and your prefix pricing plan before paying online.

# How does GS1 Certificate look like?



The Global Language of Business

## GS1 Company Prefix Certificate

Licensed to:

[Redacted]

"Licensee"

GS1 Company Prefix: [Redacted]

Original Issue Date: 07/13/2020

U.P.C. Company Prefix: [Redacted]

Legal Entity Global Location Number (GLN): 0810032610005

To continue the use of this prefix, your license must be renewed on or before: 08/31/2023

Account Number: 16220696

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A handwritten signature in black ink, appearing to read "Bob Carpenter".

Bob Carpenter  
President and CEO, GS1 US

For information regarding your subscription and license agreement, visit [www.gs1us.org/subscription](http://www.gs1us.org/subscription)

The GS1 Company Prefix and the corresponding U.P.C. Company Prefix ("the Prefixes") are licensed for the sole and exclusive use of the licensee and are restricted to the member to whom they are licensed. Only one company may use the Prefixes. Any other use of the Prefixes is prohibited, including but not limited to renting, leasing or subdividing all or portion of the Prefixes. Upon the sale of a company, division, or product line, Licensee shall forward a letter signed by both parties to the transaction or a copy of the legal agreement to evidence that the Prefixes were part of such sale before GS1 US may, in its sole discretion, change its official registration for any Prefixes involved in the sale.

# How to check if a UPC is GS1?

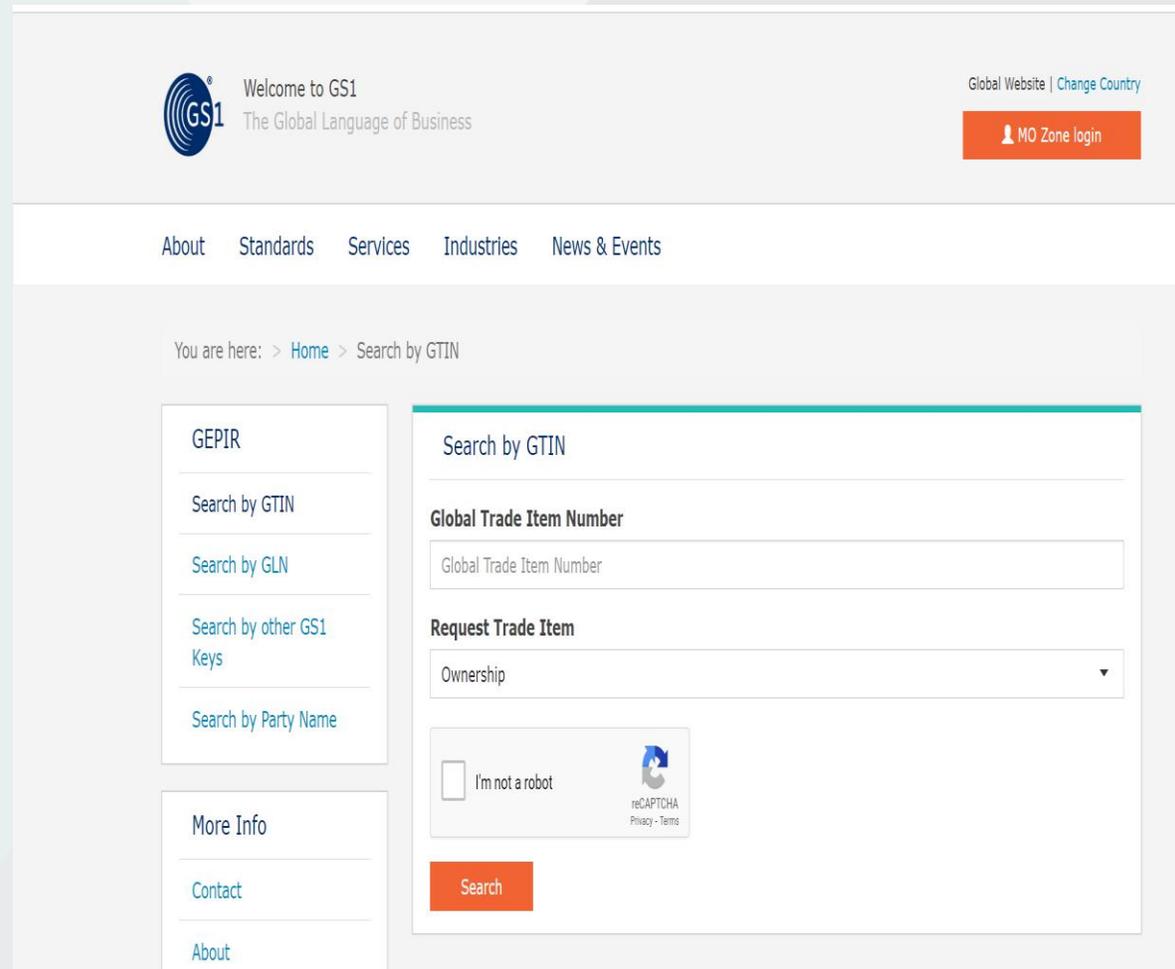
GS1 is the only legitimate producer of UPC codes, giving businesses access to unique GTINs and global supply chain and e-commerce standards.

Use the GS1 Company Database (GEPiR®) to look up UPC barcodes, verify company information, and more. The GS1 Company Database provides basic company information for more than one million GS1 member companies in more than 100 countries.

Steps to check:

1. Click on this link- <https://gepir.gs1.org/index.php/search-by-gtin>
2. Input your UPC and then click on Search
3. It will show the Name of the company that UPC belongs to .

<https://gepir.gs1.org/>



The screenshot shows the GS1 website's search interface. At the top, the GS1 logo is on the left, with the text "Welcome to GS1" and "The Global Language of Business" below it. On the right, there are links for "Global Website" and "Change Country", and an orange button for "MO Zone login". Below the header is a navigation menu with links for "About", "Standards", "Services", "Industries", and "News & Events". The main content area shows a breadcrumb trail: "You are here: > Home > Search by GTIN". On the left, there is a vertical menu with options: "GEPiR", "Search by GTIN", "Search by GLN", "Search by other GS1 Keys", and "Search by Party Name". Below this is a "More Info" section with links for "Contact" and "About". The main search area is titled "Search by GTIN" and contains a "Global Trade Item Number" input field. Below that is a "Request Trade Item" section with a dropdown menu currently set to "Ownership". At the bottom of the search area is a reCAPTCHA widget with the text "I'm not a robot" and a "Search" button.

# Challenges due to Non GS1 UPC

## 1. Rejection Type for new products

1. GTIN exemption
2. SKU does not match any ASIN
3. Does not match any ASIN and contains invalid values
4. You are using UPCs codes that do not match the products you are trying to list

## 2. Removal reasons old products

1. Using non-GS1 UPCs
2. Using third-party GS1 UPCs
3. Using GS1-owned UPCs but difficult to prove the relation between brand and company name

Example: Company name "XYZ", Registered brand name on Amazon "ABC", GS1 certificate register name "XYZ" -In this case, sometimes it's difficult to prove the relation between "XYZ" and "ABC"

# Best Practices

1. Always Get the UPC from GS1 Company <https://gepir.gs1.org/>
2. Make sure the Brand name registered on Amazon is the same as on GS1 Certificate



Thank You!

Alka Nahare  
Marketplace Coordinator

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<https://www.thesmbguide.com/how-to-get-upc-codes>

<https://gepir.gs1.org/>

# Resources