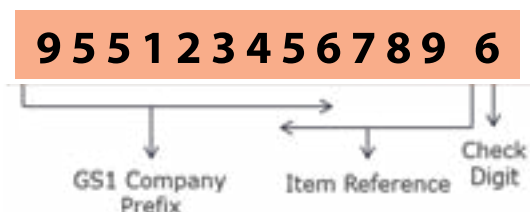The Global Language of Business

GS1 Identification Number and Barcode for Non-Retail Unit

GS1 Barcode Identification Numbers MUST be assigned by a company who is a Member of GS1 Organisation. A Member of GS1 Organisation should be the product's brand owner. If your company is a distributor/trader who does not assign the barcode number on the product, please contact GS1 Malaysia for further assistance.

Retail Unit

Retail unit refers to the **item sold in the retail stores**. Retail unit is assigned Global Trade Item Number (GTIN-13) 13 digits. The barcode symbol for retail unit is **EAN-13**. Refer to the example below:

Company prefix is **955123456** and company assigns 3 (three) digits item reference number followed by a Check Digit to form GTIN-13 (Global Trade Item Number)

Examples of retail unit identification number:

1. Product A = 955123456206C
2. Product B = 955123456207C

(Please go to our GS1 Malaysia website to calculate the "C" which is the Check Digit)

Retail-Single Can
• One can

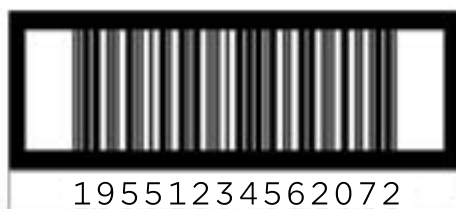9551234562068
GTIN-13

Retail-Multipack
• A pack of six cans

9551234562075
GTIN-13

Non-retail Unit

Non-retail unit refers to **item not sold through point of sale (POS)** in the retail stores. It is NOT the unit consumer purchase.

09551234562082 or
19551234562072

Non-Retail-Carton
• 8 multipacks
  x 6 cans
  (48 cans)

(01)09551234562082(10)A123 or
(01)19551234562072(10)A123

9551234562082

Non-retail Number and Barcode

Company who is Member of GS1 Malaysia under Category A or B does not need to apply for new membership to implement barcode on non-retail (e.g. carton). You may use the existing Company Prefix GS1 Malaysia has assigned to your company to create barcode number for non-retail/carton. You have 3 (three) options to barcode the non-retail/carton:

OPTION A. ITF-14 Barcode

19551234321686

Your company needs to allocate non-retail identification number (GTIN). To use ITF-14 company must form GTIN-14 (14 digits). Examples of non-retail identification number:

You may use the number assigned to retail unit and add indicator "1", "2" or "3" up to "8" infront of the GTIN and recalculate the Check Digit.

1. 1955123456206C = Product A x 50 units

2. 2955123456206C = Product A x 100 units

3. 1955123456207C = Product B x 8 units

4. 2955123456207C = Product B x 12 units

OR

You may assign a new GTIN (this number cannot be reallocated to new product in the future) and add a digit "0" in front.

1. 0955123456208C = Product A x 50 units

2. 0955123456209C = Product A x 100 units

3. 0955123456210C = Product B x 8 units

4. 0955123456211C = Product B x 12 units

(Please go to our website to calculate "C" which is the Check Digit.)

Check Digit must be **re-calculated**. Please note that ITF-14 barcode adapt well to corrugated materials and can be printed directly on carton (please choose the right magnification/size).

OPTION B. GS1-128 Barcode

(01)19551234560030

The assignment of the barcode number is the same as for ITF-14 barcode. (01) is the Application Identifier.

OPTION C. EAN-13 Barcode

9 551234 321689

Assign new GTIN-13 for the non-retail/carton.

1. 955123456208C = Product A x 50 units

2. 955123456209C = Product A x 100 units

3. 955123456210C = Product B x 8 units

4. 955123456211C = Product B x 12 units

(Please go to our website to calculate the "C" which is the check digit.)

Please note that EAN-13 barcode does not adapt very well for direct printing on corrugated material/carton. Therefore company is recommended to print on sticker and paste on the carton if they choose this option.

All companies are advised to attend the GS1 Workshop (Module 1&2). Please refer to GS1 Malaysia website for dates. Please set up appointment with GS1 Malaysia should you require more information.