



# The GTIN Management Standard

The GS1 Global Trade Item Number (GTIN) Management Standard simplifies rules, saving industry time and money.

In June 2016, a new GTIN Management Standard was approved that was the culmination of a focused, industry-led effort to simplify and clarify the standard. For years, businesses across industry and around the world have applied standardised rules to make well-informed decisions about product identification, using GTINs. Over time, however, the GTIN Allocation Rules became difficult to work with, frustrating to use and full of ambiguity. This resulted in a growing lack of industry compliance and unnecessary added costs that a global team of industry members were determined to change for the better.

The GTIN Management Standard helps address these issues. Organised around a set of clear business principles and presented in an easy-to-understand format, the standard is simpler for business to comply with—and easier to share and explain. We are highlighting these changes again to ensure that the community is aware and taking advantage of this improved standard.

“It made it easier to make clear decisions and communicate these decisions across the organisation – saving the company time and money”

**Lori Schrop**  
Director, Industry Standards at the  
J.M. Smucker Company

## Key changes to the GTIN Management Standard:

- Reduced and simplified GTIN rules from 46 to 10
- Industry engaged throughout process to ensure ease of compliance and real-world application
- GTIN Decision-Support Tool provides a step-by-step process to lead you through a clear decision process about GTIN management

## Helping the industry save time and money when allocating GTINs

The GTIN Management Standard is easier to use, with a Decision-Support Tool that provides a step-by-step process to help industry standardise the decision-making process. Manpower is reduced, and decisions are streamlined.

### Do I need a new GTIN?

Welcome to the GS1 GTIN Management Decision-Support Tool. Use it to understand when to change a GTIN used within open retail supply chains.

#### Guiding Principles for making good decisions

At least one of the following **guiding principles** must apply for a GTIN change to be required



Is a consumer or supply chain partner expected to distinguish new or changed products from previous/current products?



Is there a regulatory/liability disclosure requirement to the consumer and/or trading partner?



Is there a material impact to the supply chain (i.e. : how the product is shipped, stored, received)?

Click here to learn more:

- Use the **GS1 GTIN Management Decision-Support Tool**
- Download the **GTIN Management Standard**
- Read about the **Global Trade Item Number (GTIN)**