



Barcodes

EAN, UPC, GTIN

Sourcing & Packaging

An Overview

- Recent media coverage about bad barcodes
- Mainly due to Chinese sellers using barcodes from existing products

Two Options:

1. Join GS1 in the location that your company is based
2. Buy barcodes from a reputable reseller (not eBay!)
www.barcodetalk.com is recommended

Option 1: Joining GS1

Advantages:

- You will receive a unique company identifier to use on any products
- There is zero chance of getting a previously issued barcode
- You can contact GS1 if there are any issues

Option 1: Joining GS1

Disadvantages:

- You are essentially 'renting' the barcodes. If you stop paying, you are not allowed to use these barcodes any longer.
- The fees vary based on location (Hong Kong is extremely expensive)
- It's unclear what happens if you stop paying, or if you wish to sell one of your products to another company.

Option 2: Buying from a barcode Reseller

Advantages

- Far less expensive
- Once bought, the barcode is yours to keep
- You can sell your product to another seller without issue

Option 2: Buying from a barcode Reseller

Disadvantages

- Higher risk of barcode seller dishonesty
- No support from GS1 if an issue arises

The BIG Takeaways:

Always do your research: You can ask for recommendations and listen to advice, but always research thoroughly on your own.

Location will determine cost: GS1 costs vary significantly based on your Company's location

If you don't join GS1, buy from a trusted reseller: Look for seller reviews and don't just buy from the cheapest reseller
