



GSMP:
General Specifications Change Notification (GSCN)

WR #	GSCN Name	Effective Date
17-000073	GTIN Reuse Cessation – Disclaimer Only	4-Jul-2017

1 **Associated Work Request (WR) Number:**

17-000073

2 **Background:**

The GS1 UniqueID Industry Engagement Group received survey data from many of the world’s largest brand owners, online companies and retailers on the topic of GTIN reuse. These survey results were analysed along with sector-specific data from the apparel and fashion industry. This data was combined with feedback from the UniqueID MSWG members to develop a recommendation on GTIN reuse based upon the business challenges and current industry practices. The result of this effort was a recommendation to stop GTIN reuse.

The proposed changes to the GS1 General Specifications below are part of the next steps from the UniqueID MSWG which include:

1. Adapt the GS1 General Specifications as necessary to ensure that all references to reuse of GTIN for Retail are removed and that they are replaced with statements that identify GTIN as a key that should not be reused (either forever or for an exceptionally long period of time, such as 99 years)
 - o It is expected that ensuring non-reuse is the responsibility of the company which allocated the GTIN (GTIN issuer). This responsibility is based on efficient GTIN management and an “active” license of the GCP used to create the GTIN.
2. Set a “sunrise” or “effective date” for these changes to go into effect December 2018 (date has been determined by the GS1-internal “Non-reuse Readiness Project Plan” currently in development within GS1, and which will be available).
3. Ensure that the caveat for GTINs that are issued to products that are never produced continue to be allowed to be reissued after their currently-defined term (of 12 months after deletion from all seller catalogues).



4.3.5 Lead time in re-using a GTIN

A GTIN allocated to a trade item that has become obsolete must not be reused for another trade item until at least 48 months have elapsed after:

- the expiration date of the last original trade items produced with that number
-or-
- the last original trade items produced with that number have been supplied to the customer.

The following sector-specific rules apply:

- Apparel: In the case of clothing the minimum retention period is reduced to 30 months.
- Healthcare: Companies must ensure that GTINs allocated to regulated healthcare trade items SHALL never be reused.
Exception: regulated healthcare trade items that have been withdrawn from the market and are reintroduced may use the original GTIN if they are reintroduced without any modifications or changes which require a new GTIN as specified by the GTIN Management Standard.
- Technical industries: GTINs that are marked directly on components and parts, such as used in rail rolling stock and infrastructure, SHALL never be reused (also see [2.1.42.1.42.1.4](#) Direct marking).

For other trade items, brand owners should consider a longer period depending upon the type of goods and/or any regulatory framework. For example, steel beams may be stored for many years before entering the supply chain, and processes should be put in place to ensure that the GTIN is not reallocated for a significant period of time.

In addition, when contemplating the reuse of a GTIN, consideration should be given to the use of data associated with the original GTIN by trading partners for statistical analysis or service records, which may continue long after the original trade item was last supplied.

If a GTIN has been assigned to an item, which was then never actually produced, the GTIN may be deleted from any catalogue immediately without first being marked as discontinued. In this exceptional case the GTIN may be reused 12 months after deletion from the seller's catalogue.

Important Note: The standard for GTIN Reuse will be changed in December 2018: a GTIN allocated to a trade item SHALL NOT be reallocated to another trade item. The only exceptions include:

- If a GTIN has been assigned to an item, which was then never actually produced, the GTIN may be deleted from any catalogue immediately without first being marked as discontinued. In this exceptional case, the GTIN may be re-used 12 months after deletion from the seller's catalogue.
- Trade items that have been withdrawn from the market and are reintroduced may use the original GTIN if they are reintroduced without any modifications or changes that require a new GTIN as specified by the GTIN Management Standard.

4.3.6 Data alignment

When a new Global Trade Item Number (GTIN) is assigned to a trade item, it is essential that the brand owner provide the detailed information to trading partners about the item's characteristics. This information should be provided at as soon as possible before the trade item is actually traded. Expediting GTIN information to buyers reduces order exception handling and reduces the lead time in getting goods to the selling floor.

4.3.6.1 Data alignment best practice

A number of actions are vital to ensure that Global Trade Item Numbers (GTINs) are accurately communicated within the supply chain. These ensure that the data associated with any scanned barcode can be associated with accurate, up-to-date data. This is particularly essential for items scanned at the point-of-sale where the absence of accurate data may have legal implications.

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