



GSMP:

## General Specifications Change Notification (GSCN)

WR #	GSCN Name	Effective Date
18-316	North American Coupon Code Update	12-Dec-2018

### Associated Work Request (WR) Number:

18-316

### Background:

Since the initial request for AI (8112) for use with paperless coupons in the US market, industry groups developing processes for enabling its use have widened the scope in order to ensure the AI is fit for use and able to provide maximum benefits to industry. This work request seeks to remove information specifying that AI (8112) is only for use with paperless offers and modernize other North American coupon code wording.

### GS1 General Specification Change:

The recommended changes are highlighted below, relative to GS1 General Specifications version 18.

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~~been captured. Processing of coupons at a point-of-sale usually consists of validity checks and deduction of its value.~~

#### **Symbol X-dimension, minimum symbol height, and minimum symbol quality**

See section [5.9.3.1](#), *GS1 symbol specification table 1*.

#### **Symbol placement**

Not applicable

#### **Unique application processing requirements**

~~Processing of coupons at a point-of-sale usually consists of validity checks and deduction of its value. For a description of processing requirements, see section Z.~~

### **2.6.3.6 Coupon code identification for use in North America (AI [8110](#))**

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#### **Application description**

This GS1 Application Identifier ([AI](#)) has replaced the [GS1 US U.P.C.](#) Prefix 5 system in 2011. The [AI \(8110\)](#)-new system is in use has been rolled-out for paper coupons only.

See GS1 US for the *North American Coupon Application Guideline using GS1 DataBar Expanded Symbols* for detailed information on GS1 US coupon code data content.

~~A stimulus for change is the fact that GS1 US has begun issuing variable length GS1 Company Prefixes and retailers are expected to accept imported products identified with GS1 Company Prefixes. Both changes will lead to an increasing number of coupon mis-redemptions if the full Company Prefix is not processed. This will impact retailers, manufacturers, and coupon processing agents.~~

~~The new coupon format has a large number of fields (many of them optional) for specifying the more complex coupon offers in use today. Data encoded in the coupon barcode is used to identify the source (typically a manufacturer) producing the coupon, the conditions for fulfilling the offer and the specific save value offered to the consumer.~~

### **2.6.3.7 ~~Positive offer file~~ Paperless cCoupon code identification for use in North America (AI [8112](#))**

#### **Application description**

See GS1 US for the North American ~~c~~Coupon ~~a~~Application ~~g~~Guideline using ~~GS1 DataBar Expanded Symbols~~ for detailed information on GS1 US coupon code data content.

~~When a [traditional AI \(8110\) paper coupon](#) transaction occurs at ~~the point-of-sale~~, the [record data string elements](#) are used to convey the purchase requirement and savings value so that the coupon can be processed accordingly. It is not possible to reliably validate a specific list of GTINs or systematically ensure serialized coupons are not used more than once across retailers. The use of [AI \(8112\)](#) prompts point-of-sale systems to make a call-out to an external positive offer file that maintains offer details that retailer point-of-sale systems use to validate the offer and expire it to prevent further use. [AI \(8112\)](#) can be used with paperless or paper offers if the offer details have properly been set up with the positive offer file. ~~of the transaction is the cash in the drawer, this is reconciled against the transaction log in the retailers accounting system. When a coupon is presented and redeemed, the coupon is treated just like cash and it also is used to reconcile the cashiers till. When a paperless coupon is accepted and redeemed at point-of-sale there is no record of the transaction as there is for paper coupons and cash transactions. If a paperless coupon is presented using the same GS1 Application Identifier as is used for paper coupons the reconciliation process and the audit requires the paper backup. If a paperless coupon is presented using its own AI, the requirement for a paper backup is not required, since the transaction log will note that the coupon is paperless.~~~~

~~The paperless coupon format has a large number of fields (many of them optional) for specifying the more complex coupon offers in use today. Data transmitted is used to identify the source (typically a manufacturer) producing the paperless coupon, the conditions for fulfilling the offer and the specific save value offered to the consumer.~~



AI	Data Content	Format (*)	FNC1 required (***)	Data title
723s (***** **)	<u>Certification reference</u>	N4+X2+X..28	(FNC1)	CERT # s
8001	<u>Roll products (width, length, core diameter, direction, splices)</u>	N4+N14	(FNC1)	DIMENSIONS
8002	<u>Cellular mobile telephone identifier</u>	N4+X..20	(FNC1)	CMT No
8003	<u>Global Returnable Asset Identifier (GRAI)</u>	N4+N14+X..16	(FNC1)	GRAI
8004	<u>Global Individual Asset Identifier (GIAI)</u>	N4+X..30	(FNC1)	GIAI
8005	<u>Price per unit of measure</u>	N4+N6	(FNC1)	PRICE PER UNIT
8006	<u>Identification of an individual trade item piece</u>	N4+N14+N2+N2	(FNC1)	ITIP or GCTIN (*****)
8007	<u>International Bank Account Number (IBAN)</u>	N4+X..34	(FNC1)	IBAN
8008	<u>Date and time of production</u>	N4+N8+N..4	(FNC1)	PROD TIME
8009	<u>Optically Readable Sensor Indicator</u>	N4+X..50	(FNC1)	DPTSEN
8010	<u>Component/Part Identifier (CPID)</u>	N4+X..30	(FNC1)	CPID
8011	<u>Component/Part Identifier serial number (CPID SERIAL)</u>	N4+N..12	(FNC1)	CPID SERIAL
8012	<u>Software version</u>	N4+X..20	(FNC1)	VERSION
8013	<u>Global Model Number (GMN)</u>	N4+X..30	(FNC1)	GMN or BUDI-DI (*****)
8017	<u>Global Service Relation Number to identify the relationship between an organisation offering services and the provider of services</u>	N4+N18	(FNC1)	GSRN - PROVIDER
8018	<u>Global Service Relation Number to identify the relationship between an organisation offering services and the recipient of services</u>	N4+N18	(FNC1)	GSRN - RECIPIENT
8019	<u>Service Relation Instance Number (SRIN)</u>	N4+N..10	(FNC1)	SRIN
8020	<u>Payment slip reference number</u>	N4+X..25	(FNC1)	REF No
8110	<u>Coupon code identification for use in North America</u>	N4+X..70	(FNC1)	-
8026	<u>ITIP of contained pieces</u>	N4+N18	(FNC1)	ITIP CONTENT
8111	<u>Loyalty points of a coupon</u>	N4+N4	(FNC1)	POINTS
8112	<u>Positive offer file coupon code identification for use in North America (AI 8112)</u>	N4+X..70	(FNC1)	-
8200	<u>Extended Packaging URL</u>	N4+X..70	(FNC1)	PRODUCT URL
90	<u>Information mutually agreed between trading partners</u>	N2+X..30	(FNC1)	INTERNAL
91 to 99	<u>Company internal information</u>	N2+X..90	(FNC1)	INTERNAL

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Field Code Changed

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NOTES:

(\*): The first position indicates the length (number of digits) of the GS1 Application Identifier. The following value refers to the format of the data content. The following convention is applied:

- n implied decimal point position
- N numeric digit
- X any character in figure 7.11-1
- N3 3 numeric digits, predefined length
- N..3 up to 3 numeric digits
- X..3 up to 3 characters in figure 7.11-1

(\*\*): If only year and month are available, DD must be filled with two zeroes.



The data string transmitted from the barcode reader means that the element string denoting the loyalty points of a coupon has been captured. This element string must be processed together with the Global Coupon Number, AI (255) of the coupon to which it relates (see section 4.14.2).

When indicating this element string in the non-HRI text section of a barcode label, the following data title SHOULD be used (see also section 3.2): **POINTS**

### 3.9.183.9.20 Positive offer file Paperless coupon code identification for use in North America (AI 8112)

See GS1 US for the North American cCoupon aApplication gGuidelines using GS1 DataBar Expanded Symbols for detailed information on GS1 US coupon code data content.

The positive offer file paperless coupon data string is constructed by starting with a coupon GS1 Application Identifier (8112), followed by the required and optional data elements, until all desired data is encoded (or the limit of 70 digits-characters is reached).

Figure 3.9.20-1. Format of the element string

GS1 Application Identifier	Formatted according to rules of North American cCoupon aApplication gGuidelines using GS1 DataBar Expanded Symbols
8 1 1 2	X <sub>1</sub> ————variable length————>X <sub>70</sub>

The data string transmitted means that the element string denoting a positive offer file paperless coupon code for use in North America has been captured.

### 3.9.193.9.21 Extended packaging URL: AI (8200)

The GS1 Application Identifier (8200) indicates that the GS1 Application Identifier data fields contain the identification of a brand owner authorised URL to be used in mandatory association with GTIN AI (01) encoded in one symbol.

Figure 3.9.21-1. Format of the element string

GS1 Application Identifier	Brand owner authorized URL
8 2 0 0	X <sub>1</sub> ————variable length————>X <sub>70</sub>

The data transmitted from the barcode reader means that the element string denoting the Extended Packaging URL for a trade item has been captured. This element string SHALL be processed as specified in section 2.1.142.1.142.1.15 to obtain one URL address associated with the trade item identified by the GTIN.

When indicating this element string in the non-HRI text section of a barcode label, the following data title SHOULD be used (see also section 3.2): **PRODUCT URL**

## 3.10 GS1 Application Identifiers starting with digit 9

### 3.10.1 Information mutually agreed between trading partners: AI (90)

The GS1 Application Identifier (90) indicates that the GS1 Application Identifier data field contains any information mutually agreed between trading partners.

The data field shows the information agreed between the two trading partners. The field is alphanumeric and may contain all characters contained in figure 7.11-1. It may also be used to incorporate data preceded by ASC MH10 Data Identifiers.

Figure 3.10.1-1. Format of the element string

GS1 Application Identifier	Data field
9 0	X <sub>1</sub> ————variable length————>X <sub>30</sub>

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