WR #	GSCN Name	Effective Date
18-334	GTIN Non-reuse for items never produced	**16 July 2019**

Associated Work Request (WR) Number:

N/A

Background:

With GTIN non-reuse becoming universal on January 1, 2019, a gap in the GenSpecs has been identified that may cause problems for users. In particular, GenSpecs v18 Section 4.3.5 "Lead time in reusing a GTIN" states: 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.

GS1 General Specification Change:

The recommended changes are highlighted below, relative to GS1 General Specifications version 19.1

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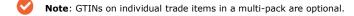
items. A multi-pack is assigned a GTIN that is different from the GTIN that may be assigned to the individual trade items. Generally components of a multi-pack are not marked with individual GTINs. Each different multi-pack of the same trade items (e.g., three-pack socks versus six-pack socks) must have a different GTIN assigned. Each different multi-pack GTIN must also have its own trade item/colour ID/size ID.

For a set-pack, each different trade item within the set-pack will be assigned a GTIN, maintaining the one-to-one relationship between trade item/colour ID/size ID and the GTIN. The individual trade item GTIN must be marked to enable retail point-of-sale scanning and may or may not be orderable separately outside the set-pack(s). A separate, unique GTIN is assigned to each set-pack. Different set-packs are assigned different GTINs when either the trade item or quantity contents are different. The figure below provides a summary of the requirements.

Figure 4.3.4.3.1-1. Requirements by pack type

Pack				Individual items of the pack		
	Orderable by retailer	Sellable to consumer	GTIN marked	Orderable by retailer	Sellable to consumer	GTIN marked
Pre-pack	Yes	No	Yes	Maybe	Yes	Yes
Multi-pack	Yes	Yes	Yes	No	No	No
Set-pack	Yes	Yes	Yes	Maybe	Yes	Yes

Note: GTINs on individual trade items in a multi-pack are optional.

Note: GTINs in a set-pack are required because the individual pieces are available for sale to the consumer.

Note: Individual components of pre-packs and set-packs may be ordered separately based on individual partnership agreement.

4.3.4.3.2 Gift with purchase/purchase with purchase/collateral item

A gift with purchase is a trade item given to a consumer as part of a promotional event, contingent on the consumer making a purchase of another item or items. A gift with purchase is considered inventory and has no retail value.

A purchase with purchase is a trade item sold to a consumer at a special price as part of a promotional event, contingent on the consumer purchasing another item or items. A purchase with purchase is considered inventory and has a retail value. When assigning and tracking Global Trade Item Numbers (GTINs) for gift with purchase and purchase with purchase trade items, GTINs SHOULD be assigned to all gift with purchase and purchase with purchase items and be marked with a GTIN to enable point-of-sale scanning.

A collateral item is a trade item delivered from a manufacturer to the retail selling floor that is not considered inventory and has no retail value (e.g., a display case that needs to be identified but has no retail value). GTINs SHOULD be assigned to all collateral items.

4.3.4.4 GTIN allocation considerations for direct marking

The master data linked to the GTIN marked on the item (see section 2.6.14) will generally apply for the item at time of production and first purchase. The master data will no longer apply when changes are made to the trade item (refurbishment, upgrade, memory extension, etc.). When such changes are made the GTIN as marked on the item MAY remain the same, and companies will need to ensure that it is clear to all parties which master data may change over time.

4.3.5 GTIN non-reuse

An allocated GTIN SHALL NOT be reallocated to another trade item. The only exceptions are:

■ The GTIN may be deleted from all catalogues without first being marked as withdrawn or discontinued and may be reused 12 months after it is deleted or after it is last shared with a trading partner (whichever is later) if both: ~~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.~~

  □ the GTIN is published in an externally accessible manner (e.g., to a catalogue or directly to a trading partner) with a status that indicates that it is draft, preliminary, investigational, or some equivalent status other than final, withdrawn, discontinued, or deleted; and

  ■□ the trading partners with whom the GTIN is shared agree that it may be reused, either as a condition of receiving the data (e.g., the GTIN is sent to the trading partners as part of an investigational product development phase) or after deletion (e.g., all trading partners confirm that the draft, preliminary, or investigational GTIN has not been propagated to a system that would be adversely affected by reuse of the GTIN).

■ If the GTIN is never published in an externally accessible manner (e.g., to a catalogue or directly to a trading partner), it may be reused immediately.

■ 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.

✅ **Note:** The GTIN non-reuse rule went into effect on 1 January 2019 in response to digital business demand. GTINs discontinued and withdrawn from the market prior to 1 January 2019 may be considered for reuse one final time (*). However, companies are strongly advised to follow the non-reuse rule for **all** GTINs to avoid risks of conflicting data.

(*) If a GTIN was withdrawn prior to 1 January 2019, the previously applicable rules must be adhered to (see section *4.17.1 Deprecated GTIN reuse rules*).

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.

The GTIN provides a supply chain solution for the identification of any item that is traded (priced, invoiced, or ordered). Overall supply chain costs are minimised by all partners in the supply chain adhering to identical GTIN Management Standards (see section *4.3.2*).

The following best practices are proposed for all items. It has been developed by manufacturers, distributors, and retailers to help eliminate any confusion between product identification and product listing in the retailer's database in the supply chain.

1. GTIN Management and the barcoding of the GTIN are technical processes with rules detailed in these *GS1 General Specifications*. Product listing is the act of adopting a new product in an assortment by a commercial organisation. Product listing is the result of commercial negotiations between purchaser and seller. For example, GTIN Management should be independent from product listing.

2. For management reasons, or to ensure that correct information is communicated to the final consumer, changes to an item may require a new GTIN. A new GTIN does not automatically

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