Recommendation 1
- Permit labelers to barcode GTINs without embedded NDC numbers, as long as they follow GS1 allocations rules and standard structure
- Labelers to maintain and manage relationship between NDCs and associated GTINs

Recommendation 2
- Permit labelers to barcode using DataMatrix 2-D barcode structure
Recommendation 1

Justification
- Reduce country specific identifiers in barcodes to increase efficiency and ability of global labelers to provide multi-national labeled product to global customers
- Reduce mutually exclusive country specific implementations and infrastructure

Impact
- Stock-out reduction in US market
- Cost reduction and increased efficiency in global supply chain
- No change to current management of NDCs
- US FDA afforded flexibility to change NDCs without impacting GTIN structures used in barcodes
- Consumers: minimal impact except possibly update database
Recommendation 2

Justification
- Advantages of DataMatrix over linear barcode symbologies:
  - Smaller; more robust; more data storage
- Additional features:
  - Within ISO&GS1 standards; most technology verifiable 2-D code
  - Utilized on pharmaceutical packaging globally, outside US
  - Preferred code for direct part marking: leverageable to devices

Impact
- Maximum standardization in healthcare and across global regions
- Minimal impact on packaging operations
- Include dynamic information (eg. lot number and expiry date)
- End-user potential upgrade of legacy systems from laser scanning to image verification
Contact details

Rich Hollander, Pfizer
Peter Tomicki, Baxter
Volker Zeinar, B Braun

The global language of business

www.gs1.org