



GS1 US Data Hub® | Product

Create/Manage

User Guide

June 13th, 2025

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Manage Your Products and Create Your Barcodes

This guide is intended for companies that have licensed a GS1 Company Prefix* and are seeking instructions to create and manage products using GS1 US Data Hub. This includes assigning GTINs to these products, generating barcode images, and more.

When you log into GS1 US Data Hub, follow these three steps to get your barcode:

1. Click the **Add New Product** link and start creating your product detail record.
2. Assign one of your available GTINs to this item.
3. If you are ready for the item to be bought/sold by trading partners, click the **Set Status to In Use** button and click **View Barcode** to download your barcode.

Here are some common questions this guide will answer:



"How do I enter a new product and get a GTIN?"



"How do I get a U.P.C. barcode for a product's package?"



"How do I change product information?"



"How do I get a GTIN and barcode for a shipping case?"



"I'm taking a product off the market; can I delete it?"



"How do I export my product data?"



Quick Tip Before You Get Started:

When a product is added to GS1 US Data Hub, its journey is reflected through the product lifecycle. A product starts as a **Draft** and moves to **PreMarket** when a GTIN is assigned. Next it is considered **In Use** when it is shared with the marketplace and may later become **Archived** when it is no longer sold.



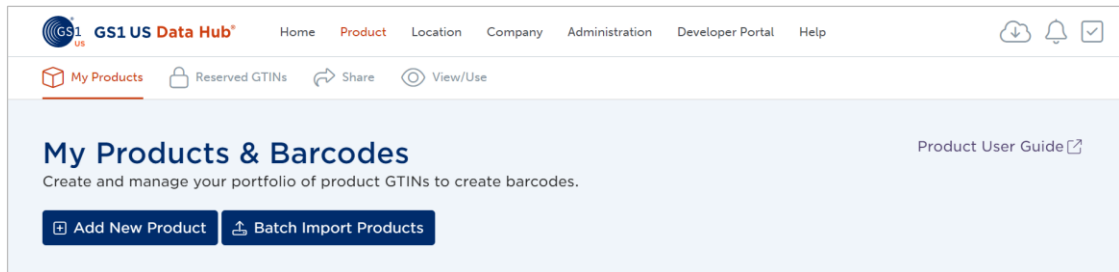
* **Note:** if you licensed a GS1 US GTIN (a single GTIN), this product is already available in GS1 US Data Hub, in the **In Use** status. Please view the [Work with My GTIN](#) article in the Help Center to learn how to manage this GTIN.



"How Do I Enter a New Product and Get a GTIN?"

Before you can generate a barcode, you must first create a new product and assign an available GTIN. These are the basic steps to enter a product that is sold to consumers.

1. Click Product, then Add New Product button below.



2. Enter the Product Description.

This is a "functional description" to share with retailers, not the marketing description that is used for consumers. A best practice is to include brand name, type of product, variation (e.g., color, flavor, scent), and net contents. There is a 200-character limit.

For example, "**Edible Harvest Jam Raspberry 20 oz.**"

3. Enter the Brand Name.

This is the product line that is used with consumers. There is a 70-character limit.

4. Select the Industry.

This will help retailers and other GS1 US Data Hub Product View/Use subscribers filter by "industry" when searching for products.



CPG = Consumer Packaged Goods (groceries, personal care and beauty products, home cleaning products, etc.);
General = General Merchandise (toys, flooring, appliances, etc.)

5. Optional: Enter the SKU

This is the Stock Keeping Unit, which is an internal identifier that your company may assign to products to help track inventory. The SKU can be alphanumeric. There is a 70-character limit. You can add or change the SKU for this product, even after you set the status to **In Use**.





"How Do I Enter a New Product and Get a GTIN?" (Continued)

6. Select the Packaging Level.

"Each" is the default, and typically the consumer unit sold at check out or online.

7. Confirm the type of product in the "Yes" or "No" fields.

You must select either "Yes" or "No":



Purchasable by Consumer? "Yes" is the default selection when you select the "Each" packaging level. Selecting "Yes" will enable the UPC-A barcode image to be generated for this product.

For Shipping Purposes Only? If "Yes" is selected for **Purchasable by Consumer?**, then this field defaults to "No." You should only select "Yes" if the item is a shipping and receiving trade item, and NOT sold to consumers at retail or online.

Variable Measure? Most products are fixed measure trade items, not variable measure trade items, so this field should display "No." A variable measure trade item, like a wheel of cheese or deli meat sold by weight, does NOT receive the GTIN-12. A product that has different sizes, such as jars of sauce in 10, 20 and 30 oz jars, is NOT a variable measure trade item. These jars of sauce are three fixed measure trade items that require three unique GTINs.



8. Click the Save and Continue button.

Save and Continue

9. Assign Your GTIN to your product.

The default option is **Let Us Assign Your GTIN.**

GS1 US Data Hub will assign the next available GTIN to this product. This available GTIN is displayed under the **Your GTIN** heading.

GS1 Company Prefix	Available GTINs
09200064	(9,892/10,000 Available GTINs)
1230000100	(4/1/100 Available GTINs)
1230000107	(6/9/100 Available GTINs)
5410108	(100,000/100,000 Available GTINs)

Your GTIN Information
Your GTIN: 00920006401000
Your GTIN-12 (For U.P.C.): 920006401000

10. Click the Save and Continue button.

Save and Continue

Your product is now saved, placed in the **PreMarket** status and a GTIN has been assigned.

Optional: you can now generate a "test" barcode to try on your packaging design **BEFORE** setting the status to **In Use**. Click the "View Barcode" button. A "For Placement Only" or "FPO" barcode image is generated.





"How Do I Enter a New Product and Get a GTIN?" (Continued)

You must now set the status of this product to **In Use** before you can generate a scannable barcode that can be placed on your final packaging.

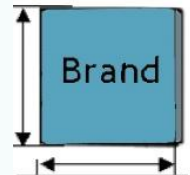
11. Optional: Add Additional Product Information.

While the product is in the **PreMarket** status, consider adding other product information before changing the status to **In Use**. This is because key product attributes cannot be changed after you set the status is **In Use**.

Step 3 – Enhance Your GTIN Data (visit Appendix B for details).



Step 4 – Add Product Dimensions, (visit Appendix C for details)



Note: If adding additional product information, click the **Save** button before continuing to the next step.

12. Click the Set Status to In Use button.

This will change the product's status to **In Use**.

Set Status to In Use

This is an important step. When a product is set to **In Use**, the GTIN is **permanently** assigned to the product.

If key attributes need to be changed, such as unit of measure or net contents, you will have to create a new product and assign a new GTIN. So here are three questions to consider before taking this step:

- **Are the product attributes and packaging final?**
- **Are you ready to produce and sell this product to consumers?**
- **Are you ready to share this information with trading partners?**

If the answer to these questions is "yes", click **Set Status to In Use**.

The GTIN is now permanently assigned to this product. By default, the product is shared with GS1 US Data Hub View/Use subscribers, and with users globally and freely via the Verified by GS1 service.

Continue to Page 8 to generate your barcode for this item.





"How Do I Enter a New Product and Get a GTIN?" (Continued)

Q What's the difference between the GTIN-12 field and GTIN field?

A The GTIN-12 field is used with the UPC-A barcode. The GTIN field also shows the same GTIN-12 but in a 14-digit format, for database storage, in which two leading zeros have been added. The GTIN field may also display GTIN-14s assigned for upper level packaging, such as shipping cases.

Q Can I add attributes, such as Net Weight, after the status is set to In Use?

A Yes. If you left "Weight" and the physical dimensions blank when you set the status to **In Use**, you can add this information to the product at a later date.

View Appendix B to learn which attributes can be modified for an **In Use** product.

Q What if my company reserved a GTIN for this product?

A When you assign a GTIN, do not click the "Let Us Assign Your GTIN" button. Rather, click the "Choose a Reserved GTIN" and locate the GTIN that was reserved for this product.

Q Can I see how many GTINs are left for a Company Prefix?

A Yes, from the GS1 US Data Hub Home page, scroll down to "Your Prefix Use" to view the number of GTINs that can be assigned. If your company has multiple Company Prefixes, select the prefix to view the capacity.

Want to Learn More?

[GTIN Management Standard \(GS1 Web Site\)](#)

[An Introduction to the Global Trade Item Number \(GS1 US Guidance – PDF\)](#)

[GS1 Package and Product Measurement Standard \(GS1 US Guidance – PDF\)](#)



"How Do I Get a U.P.C Barcode for a Product's Package?"

After you have set the status to **In Use** for your product, you can view the barcode and download the barcode image.

1. Click "My Products" to view products.

Barcodes are available for products with the **In Use** status.



2. Click the product description link for the In Use product.

The product detail record displays then launches the screen below.

Showing 12,479 Results

Search All Items

Export All Products Export Selected Set to In Use Retract GTINs Set to Archived Clear Filters Columns

	GTIN	Status	Description	Last Modified	Brand	GS1 Company Prefix	Packaging Level	SKU
<input type="checkbox"/>	00373857104222	PREMARKET	test	2025-06-06	test	0373857	Each	
<input type="checkbox"/>	00373857104215	IN USE	Tasty Harvest, Jam, Raspberry, 20 oz.	2025-06-04	Tasty Harvest	0373857	Each	555RJZ

3. The View Barcode screen displays. Click the dropdown arrow under How will this barcode be used?

Choose the Retail Point-of-Sale option to generate a UPC-A Barcode

Your UPC-A Barcode

How will this barcode be used?

Retail Point-of-Sale

Retail Point-of-Sale

Both Retail Point-of-Sale and Distribution

4. Choose to download either a PNG or EPS file.

Note: the EPS format is for graphic designers requesting vector file artwork.

Tasty Harvest Jam Blueberry 20 oz

IN USE

GTIN: 00373857101887

Edit Product Clone Product Product History

Your UPC-A Barcode

How will this barcode be used?

Retail Point-of-Sale

This barcode size is ideal for most retail point-of-sale packaging

Download EPS Download PNG

For other barcode types as well as barcode resizing, verification, and printing
Find a GS1 US Certified Solution Partner >



For other barcode types as well as barcode resizing, verification, and printing, find a GS1 US Certified Solution Partner here:

<https://spfinder.gs1us.org/>

CONTINUE



"How Do I Get a U.P.C Barcode for a Product's Package?" (Continued)

Q **Can I make the "Minimum" barcode size smaller?**

A The "Minimum" barcode size that's generated in GS1 US Data Hub, is based on the smallest level of magnification, as noted in the GS1 General Specifications. This is so the barcode symbol can be read by all available scanners. It's recommended that you discuss "Minimum" barcode image requirements with your [GS1 Standards Professional Barcode and Image and vendVendor](#).

Q **Can I crop this barcode image?**

A U.P.C. barcodes have a fixed relationship between barcode height and width, so if one dimension is modified, the other dimension must be altered by a proportional amount. For this reason, you should NOT resize or crop these barcodes, as that may not scan at checkout. For a barcode size other than the ones provided, please contact a [GS1 Standards Professional Barcode and Image and Print Vendor](#).

Q **Can I get an EPS or "Vector" barcode image file?**

A Yes, GS1 US Data Hub provides both the PNG and EPS file type.

You also have the option of working with a [GS1 Standards Professional Barcode and Image and Print Vendor](#).

Q **Will this barcode scan?**

A Yes, the barcode image will scan as intended (when there are no image modifications made). However, you need to take an important step to ensure the product is properly identified at retail point-of-sale. You must share product / GTIN / barcode data with your trading partners, so they can then populate their databases. This enables their point-of-sale scanners to retrieve the product data using the GTIN within the scanned barcode.

Want to Learn More?

[Work with My UPC-A Barcode Image \(Help Center Article\)](#)

[Barcodes Available in GS1 US Data Hub \(Help Center Article\)](#)

[Creating a Barcode for a Retail Item \(Micro Learning – GS1 US University\)](#)

[Place Barcodes on Packaging \(GS1 US Web Site\)](#)

[GS1 US Barcode Chart – PDF \(GS1 US Web Site\)](#)





"How Do I Change Product Information?"

If you want to edit a saved product detail record, or you want to add new information, follow these steps. What attributes can be edited is based on the status of the product detail record: **Draft**, **PreMarket**, **In Use** and **Archived**.

1. Click My Products to view your saved products.

Use the filtering tools to filter by Status, Description, Brand, GTIN, etc.

Note: if you enter three or more numbers in the GTIN or GS1 Company Prefix filters, only products that start with the numbers display.

2. Click the Product Description link.

The product detail record displays.



3. Click the Edit Product button.

Click the Number under the "Your Progress" header to locate the desired attributes. Based on the status of the product, you may not be able to edit certain attributes. Refer to Appendix A to learn which field can be changed. Here is a brief summary:

Draft

You can change any attribute while the product is in the **Draft** status.

You can also delete this product from GS1 US Data Hub.

PreMarket

Because the GTIN has been assigned, you cannot change the GTIN or the Packaging Level. For certain higher level packaging items, "child" contents cannot be changed. Visit Appendix A for details.

In Use

Key attributes cannot be changed, such as net weight and unit of measure. If these attributes change, you should archive the current product, then create a new product and assign a new GTIN. Visit Appendix A to learn which fields can be changed.

Archived

Changes cannot be made to a product in the **Archived** status.

The only action you can take is to change the status back to **In Use** and make specific changes, if available.

4. After making the changes, click Save and Continue (or Save).

The product information will be saved. If this product is **In Use**, then both GS1 US Product View/Use Subscribers and GS1 Registry Platform viewers will see these changes. Click **Product History** to learn when any changes took place and who in your company made the changes.





"How Do I Change Product Information?" (Continued)

Q Can I change the Product Description for a product that's been shared with the marketplace?

A Yes, you can change the Product Description for an **In Use** product. This is commonly done to correct a typographical error.

You cannot change this to reflect a new product, per the GTIN Management Standard: "Any new product requires the assignment of a GTIN."

Q Can I change the Brand Name for a product that's been shared with the marketplace?

A Yes, you can change the Brand Name for an **In Use** product. This is commonly done to correct a typographical error.

Based on the impact of the Brand Name change on your trading partners, you may want to consider assigning a new GTIN, per the GTIN Management Standard: "A change to the primary brand that appears on the trade item, requires assignment of a new GTIN."

Q Can I change the Net Content for an In Use product?

A No, GS1 Standards state that "any change (increase or decrease) to the legally-required declared net content that is printed on the pack, requires assignment of a new GTIN."

Learn more about changing the Net Content and Unit of Measure fields in Appendix B.

Q Can I change the height of my product packaging? The Net Content is not changing.

A Yes, but only up to 20% of the packaging's original height. GS1 standards state that "a change to a physical dimension, on any axis, or gross weight over 20%, requires assignment of a new GTIN."

GS1 US Data Hub follows this standard, enabling you to make a change up to 20% of a product's original height, weight, depth or gross weight.

Want to Learn More?

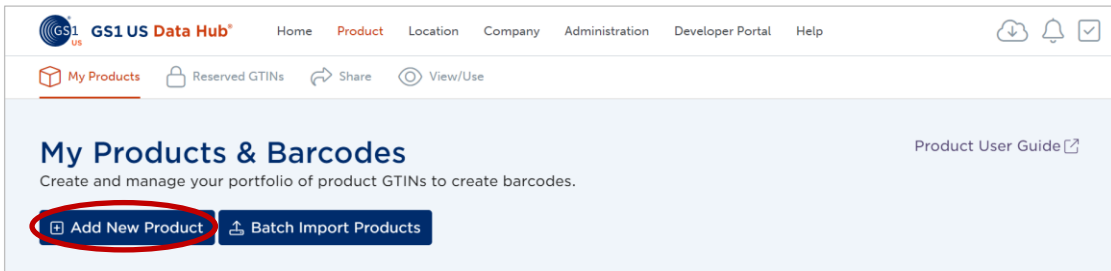
[GTIN Management Standard \(GS1 Web Site\)](#)



"How Do I Get a GTIN and Barcode for a Shipping Case?"

Each different packaging item must be identified by a unique GTIN. For example, a company that makes jam should assign a different GTIN to the inner pack, case, etc. that holds quantities of the "Each" jar of jam. GS1 US Data Hub follows a product hierarchy. This means you need to first create the "Each" item before creating the "shipping" trade item. Follow these steps to enter a shipping case.

1. Click Product, then click Add New Product button below.



2. Enter the Product Description.

This is a "functional description" to share with retailers, not the marketing description that is used for consumers. One recommendation is to include the Product Description of the item(s) going into this case, followed by the type of Packaging and Quantity. There is a 200-character limit.

For example, "**Edible Harvest Jam Raspberry 20 oz – Case of 20.**"

3. Enter the Brand Name.

This is the product line that is used with consumers. There is a 70-character limit.

4. Select the Industry.

This should be the same Industry that you selected for the item that will go into this case.

5. Optional: Enter the SKU

This is the Stock Keeping Unit that your company may assign to products to help track inventory. The SKU can be alphanumeric. There is a 70-character limit. You can add or change the SKU for this product, even after you set the status to **In Use**.





"How Do I Get a GTIN and Barcode for a Shipping Case?" (Continued)

6. Select the Packaging Level.

For this set of instructions, select "Case." A case is defined as a standard shipping unit that contains a quantity of a **single** "Each" item (packaged either individually or grouped as an inner pack). In other words, all items in the case must contain the same GTIN.



Want to Select Another Packaging Level?

If you select a packaging level such as Inner Pack or Mixed Case (shown here), you can still follow these instructions, but refer to the [Packaging Levels](#) article in the Help Center for more details.



7. Confirm the type of product in the "Yes" or "No" fields.



You can select either "Yes" or "No":

Purchasable by Consumer? This defaults to "No" when you select the "Case" packaging level.

For Shipping Purposes Only? Because "No" is displayed above, then this field defaults to "Yes," meaning this is a shipping and receiving trade item, and NOT sold to consumers.

Variable Measure? Most products are fixed measure trade items, not variable measure trade items, so this should display "No." A variable measure trade item has at least one characteristic that varies: weight, dimension, quantity contained, or volume information. Examples include a wheel of cheese or deli meats sold by the pound.



8. Click the Save and Continue button.

Save and Continue

9. Select the item to go into this case.

Click the **Add Contents** link.

+ Add Contents

A window displays, listing all products. Search for the item to add, check the box for this item, then click **Add to Container**.

Add to Container

Choose a product to add to this container

Description	GTIN	Packaging Level	Status
<input type="checkbox"/> Tasty Harvest Jam Blueberry 20 oz	00373857101687	Each	<input type="button" value="IN USE"/>
<input checked="" type="checkbox"/> Tasty's Cherry Jam 20 oz	00850019778557	Each	<input type="button" value="IN USE"/>

1 Product Selected

Note: If you select "Mixed Case," you can select more than one item.





"How Do I Get a GTIN and Barcode for a Shipping Case?" (Continued)

10. Enter the quantity.

In the Qty field, enter the quantity of this item going into the case. You cannot change the quantity after you change the status to **In Use**.

11. Click the Save and Continue button.

12. Assign a GTIN to your product.

When you select **Let Us Assign Your GTIN** and "Yes" was selected for **For Shipping Purposes Only?**, GS1 US Data Hub assigns a **GTIN-14** to the case.

Note: if you selected "Mixed Case", the GTIN-14 is not assigned, as there are two or more unique GTINs contained in a Mixed Case. The GTIN that is assigned is a GTIN-12 using a new Item Reference.

13. Click the Save and Continue button.



Your product is now saved and in the **PreMarket** status and your GTIN has now been assigned. When your product information is final, you can set the status to **In Use**. This will enable you to generate a barcode, as described below.

14. Click the Set Status to In Use button.

This will change the product's status to **In Use**.



This is an important step. After the status is set to **In Use**, the Quantity cannot be changed. And this GTIN is **permanently** assigned to the product. If the **Quantity** of the case changes, you will need to create a new case and assign a new GTIN.

Here are three questions to consider before taking this step:

- Are the product attributes and packaging final?
- Are the "Child" item and Quantity in the case final?
- Are you ready to share this information with trading partners?

If the answer to these questions is "yes", click **Set Status to In Use**.





"How Do I Get a GTIN and Barcode for a Shipping Case?" (Continued)

15. Click the product description link for the In Use product.

Showing 12,479 Results

[Export All Products](#) [Export Selected](#) [Set to In Use](#) [Retract GTINs](#) [Set to Archived](#) [Clear Filters](#) [Columns](#)

	GTIN	Status	Description	Last Modified	Brand	GS1 Company Prefix	Packaging Level	SKU
<input type="checkbox"/>	00373857104222	PREMARKET	test	2025-06-06	test	0373857	Each	
<input type="checkbox"/>	00373857104215	IN USE	Tasty Harvest, Jam, Raspberry, 20 oz.	2025-06-04	Tasty Harvest	0373857	Each	55SRJZ

The product detail record displays, then launches the screen below. The Barcode screen displays.

Barcode Type – ITF-14 is the option, because “Yes” was selected for **For Shipping Purposes Only?**.

Tasty Harvest Jam Blueberry 20 oz - Case of 8

IN USE

GTIN: 10373857101884

[Edit Product](#) [Clone Product](#) [Product History](#)



10373857101884

Your ITF-14 Barcode

[Download EPS](#) [Download PNG](#)

For other barcode types as well as barcode resizing, verification, and printing:

[Find a GS1 US Certified Solution Partner >](#)

16. Choose to download either a PNG or EPS file.

Note: the EPS format is for graphic designers requesting vector file artwork.





"How Do I Get a GTIN and Barcode for a Shipping Case?" (Continued)

Q What if my case is sold to consumers?

A Select "Yes" for **Purchasable by Consumers?** after selecting Case as the packaging level.

This will enable you to generate a GTN-12 for use in a UPC-A barcode for this case.

Q When does the GTIN get assigned?

A A GTIN-14 is assigned when you select:

- Inner Pack, Case, Pallet, or Display Shipper, and only one item is selected for contents;
- "Yes" for **For Shipping Purposes Only?**;
- **Let Us Assign Your GTIN** button

Q Why does the GTIN start with the number "1"?

A This is known as the Indicator Digit, and it's only found in the GTIN-14.

If you create another case that contains this same trade item, but with a different quantity, the new GTIN will start with the number "2" and so on, up to the number "8".

Q When a GTIN-14 is assigned, does this reduce the Company Prefix Capacity?

A No, and this is one of the benefits of the GTIN-14, as it helps preserve the GTIN capacity for a Company Prefix. The GTIN-14 has the same "Item Reference" as the GTIN of the item that was added as contents, so the number of "Available" GTINs is not reduced. The number of Item References is what determines the capacity of a Company Prefix.

Want to Learn More?

[Packaging Levels \(Help Center Article\)](#)

[Creating a Case \(Micro Learning – GS1 US University\)](#)

[Packaging Levels \(Micro Learning – GS1 US University\)](#)

[An Introduction to the Global Trade Item Number \(GS1 US Guidance – PDF\)](#)



"I'm Taking a Product Off the Market; Can I Delete It?"

In GS1 US Data Hub, if the product status is **PreMarket** or **In Use**, the "Delete" function is not an option.

However, you can "delete" a product if it is still in the **Draft** status. Here is a brief summary of your options, based on the status of the product:

Draft

Click the "Delete" link to delete this product from GS1 US Data Hub.

Any information you entered, such as Brand Name and Product Description, will not be saved.

PreMarket

You cannot delete the product without first retracting the GTIN, so it can be assigned to another product.

Click the **Retract PreMarket GTIN** button*. The product detail record will be deleted, and this GTIN will be available to be reused immediately.

In Use

When the status is set to **In Use**, the GTIN and this product detail record are permanently attached to each other. The GTIN is not available to be assigned to another product.

If you remove this product from the marketplace, you can change the status of the product detail record to **Archived**.

Archived

The GTIN and product detail record for an **Archived** product are permanently attached to each other. The GTIN is not available to be assigned to another product.

Product details cannot be changed when a product is in the **Archived** status. The only action you can take is to change the status back to **In Use** and then make specific changes, if needed.



***Before You Click the Retract PreMarket GTIN Button:** Per the GS1 General Specifications: "an allocated GTIN shall not be reallocated to another trade item." So there are questions to consider before you click the **Retract PreMarket GTIN** button. Visit the [GS1 General Specifications](#), Section 4.3.5, for more details.





"How Do I Export My Product Data?"

You can export all of your product information in a spreadsheet, so you can upload this data into another application, such as an ERP or PIM system. Visit the "My Products" screen and click "Export all Data" to export all items, or filter products by status, date created, etc. You can also select specific products to export. Follow these steps to export product data.

1. Click the **My Products** link from the main **GS1 US Data Hub** screen.

The **My Products** screen displays, listing all the products created for your company in GS1 US Data Hub, spanning all prefixes (if applicable).

Showing 12,479 Results

Search All Items

Export All Products | Export Selected | Set to In Use | Retract GTINs | Set to Archived

GTIN	Status	Description	Last Modified	Brand	GS1 Company Prefix	Packaging Level	SKU
00373857104215	IN USE	Tasty Harvest, Jam, Raspberry, 20 oz.	2025-06-04	Tasty Harvest	0373857	Each	55SRJZ
00373857104208	PREMARKET	test 2	2025-06-04	test 2	0373857	Each	
00373857104178	IN USE	Picture of Nectar	2025-06-04	Serpent Deflector	0373857	Each	
00860006547110	IN USE	test 3	2025-05-29	test 3	08600065471	Each	
Assign GTIN	DRAFT	test 1	2025-05-29	test 1		Each	

2. Select the **Products You Want to Export**.

If you click the **Export All Products** button, all products are exported, including those in the **Draft**, **PreMarket**, **In Use** and **Archived** status.

Export All Products



The maximum number of products that can be exported at one time is 100,000, so if your company has more than 100,000 records, use the filters to display less than 100,000 records. You can then run additional instances to export the remaining data.

You can filter the products listed, to limit the number of records you want to export. For example, you can only display **In Use** products. You can then click the **Export All Products** button. Only these filtered products are exported.

You can select individual products by checking the box in the left column. You can then select the **Export Selected Products** button. Only those products that have been selected are exported.

Status

In Use |

Draft

PreMarket

In Use

Archived

IN USE

Export Selected Products

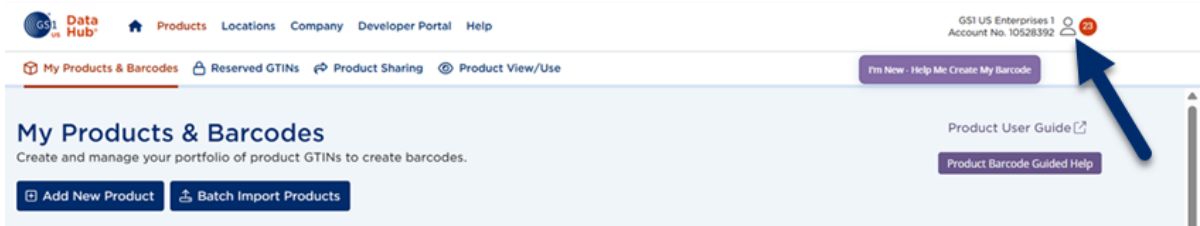
CONTINUE



"How Do I Export My Product Data?" (Continued)

3. Click the Profile Icon to get to the Export Center.

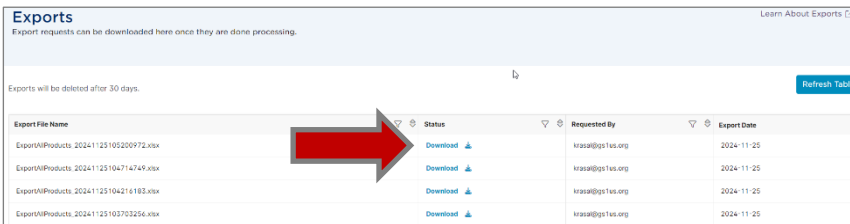
The message "Export Request Successfully Submitted" displays in a green window. The Export Center page displays, with the most recent export displayed at the top.



The Export Center also displays any other product and location export requests made by your company users.

4. Click the Download button for the file you exported.

You can now save the file to your local computer.



A	B	C	D	E	F	G	H	I	J	K	L	M
1	GS1 Company Prefix	GTIN-8	GTIN-12 (EAN)	Brand Name	Brand S.I. Product Description	Brand S.I. Product Industry	Packaging Level	Is Variable	Is Purchased			
2	70120000401181	70120000401181	70120000401181	Edible Harvest	Edible Harvest - am	CPG	Each	N	Y			
3	70120000401182	70120000401182	70120000401182	Edible Harvest	Edible Harvest - am	CPG	Each	N	Y			
4	70120000401183	70120000401183	70120000401183	Edible Harvest	Edible Harvest - am	CPG	Each	N	Y			
5	70120000401184	70120000401184	70120000401184	Edible Harvest	Edible Harvest - am	CPG	Each	N	Y			
6	70120000401185	70120000401185	70120000401185	Edible Harvest	Edible Harvest - am	CPG	Each	N	Y			
7	70120000401186	70120000401186	70120000401186	Edible Harvest	Edible Harvest - am	CPG	Each	N	Y			
8	70120000401187	70120000401187	70120000401187	Edible Harvest	Edible Harvest - am	CPG	Each	N	Y			
9	70120000401188	70120000401188	70120000401188	Edible Harvest	Edible Harvest - am	CPG	Each	N	Y			
10	70120000401189	70120000401189	70120000401189	Edible Harvest	Edible Harvest - am	CPG	Each	N	Y			
11	70120000401190	70120000401190	70120000401190	Edible Harvest	Edible Harvest - am	CPG	Each	N	Y			
12	70120000401191	70120000401191	70120000401191	Edible Harvest	Edible Harvest - am	CPG	Each	N	Y			
13	70120000401192	70120000401192	70120000401192	Edible Harvest	Edible Harvest - am	CPG	Each	N	Y			
14	70120000401193	70120000401193	70120000401193	Edible Harvest	Edible Harvest - am	CPG	Each	N	Y			
15	70120000401194	70120000401194	70120000401194	Edible Harvest	Edible Harvest - am	CPG	Each	N	Y			
16	70120000401195	70120000401195	70120000401195	Edible Harvest	Edible Harvest - am	CPG	Each	N	Y			
17	70120000401196	70120000401196	70120000401196	Edible Harvest	Edible Harvest - am	CPG	Each	N	Y			
18	70120000401197	70120000401197	70120000401197	Edible Harvest	Edible Harvest - am	CPG	Each	N	Y			
19	70120000401198	70120000401198	70120000401198	Edible Harvest	Edible Harvest - am	CPG	Each	N	Y			
20	70120000401199	70120000401199	70120000401199	Edible Harvest	Edible Harvest - am	CPG	Each	N	Y			

5. Open the XLSX file and view the data.

You'll see that products are sorted numerically, in order of GS1 Company Prefix, then GTIN.

If the file contains products in the **Draft** status, these products are listed first because the GS1 Company Prefix and GTIN cells have not been assigned to products and are blank. To learn the definitions of the values within the XLSX file, view the Product Import User Guide, Appendix A, in the Help Center.



The XLSX files displayed on the Export Center are removed after 30 days. When these files are removed, the product record detail data stored in GS1 US Data Hub is not affected.





"How Do I Export My Product Data?" (Continued)

Q Can I export all my barcode image files at the same time?

A No, each barcode image must be downloaded individually, when you are viewing the product detail record. When you export product data, the barcode images (artwork) are not included.

To download the barcode image, view the individual product detail record, click "View Barcode" button, then click the "Preview Barcode" button.

Q Can I export available GTINs - the ones I have NOT yet assigned to products?

A Yes, you can receive a list of available GTINs using the "Download All Available GTINs" template on the Import page. You can specify the quantity of available GTINs you want to view, based on your company's GTIN availability. Your company's "GTIN Availability" is displayed on the GS1 US Data Hub home page.

Q Why is there a GTIN-8 and a GTIN-13 (EAN) column in the Export spreadsheet?

A These columns are used for members who have licensed a Company Prefix for GTIN-13s from GS1 US, or members who have imported products for a Company Prefix for GTIN-13s or GTIN-8s via the Enterprise Edition subscription.

Q Why is there a Last Modified Date column in the Export Spreadsheet?

A This date represents the last time that this product detail record was modified by a user in GS1 US Data Hub.

Want to Learn More?

[Export Product and GTIN Data \(Help Center Article\)](#)

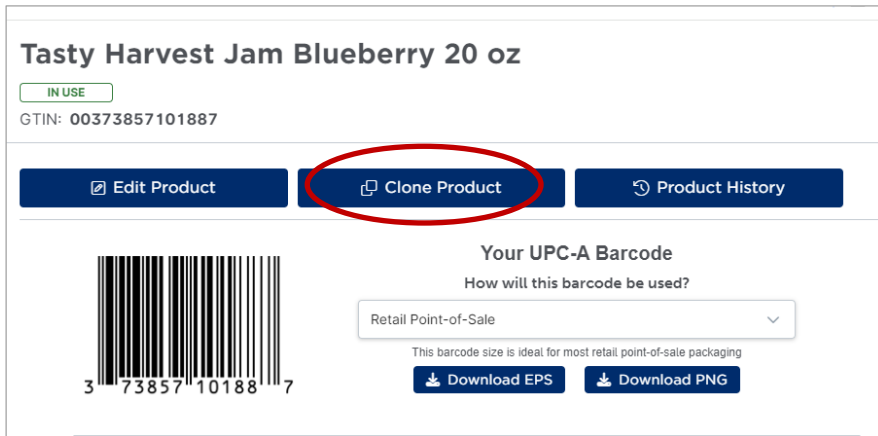
[Product Import User Guide \(PDF\)](#)

Additional Tools: Clone a Product

If you need to enter one or more items that are similar to a product that's already been entered, you can save time and reduce the risk of manual errors by using the Clone tool. To clone a product, take these steps.

1. Locate the product you want to clone.

From the **My Products** page, click the Description link of the product. The Product Detail page displays. From the Product Detail page, click the **Clone This Product** button.



The Clone tool is only enabled for **PreMarket, In Use** and **Archived** products.

2. Confirm you are cloning the right product.

The Confirm Cloning of Product dialog box displays. Click Continue. A new **Draft** product detail record is created with the same attributes.

3. Change the attributes for the new product, as needed, then save the product.

The Clone tool copies the following product attributes:

- Product Description – **Contains the word "Copy" at the end**
- Brand Name
- Product Industry
- Packaging Level
- Dimensions – **Remember to change these dimensions if needed.**
- Weight – **Remember to change this field, if needed.**
- SKU
- Comments



Make sure you adjust product dimensions to reflect the new product, before you click the **Set to In Use** button.



Additional Tools: Reserve GTINs

You may want to reserve GTINs for a future date (i.e., to assign GTINs to a product category being launched at a later date). To reserve GTINs, follow these steps.

1. Click Product, then the Reserved GTINS link.

The Reserved GTIN page displays.

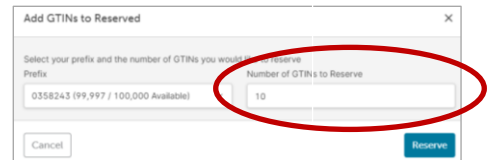


2. Click the Add Reserved link.



The **Add GTINs to Reserved** window displays.

Enter the quantity of the GTINs you want to reserve.

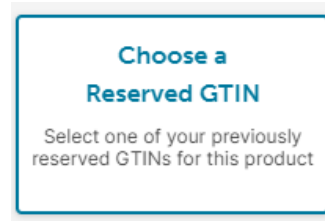


3. Click the Reserve button.



The reserved GTINs will display, based on the quantity you entered.

When you (or any user at your company with the Product Create/Manage Role) enters a new product, you can click "Choose a Reserved GTIN" and select one of the available GTINs listed.



4. Optional: View All Reserved GTINs.

The following fields display on the Reserved GTINs page:

- **Prefix** – The GS1 Company Prefix used to create the GTIN of a product.
- **GTIN** – The 14-digit representation of the Global Trade Item Number as it would be stored in a database.
- **Date Reserved** – The date the GTIN was reserved.
- **Reserved By** – The user in your company who placed the GTIN into the reserved status.



Additional Tools: View Product Hierarchy

To understand how a current product is used in different packaging configurations (inner pack, case, etc.), view the product’s Hierarchy section.

- 1. From the My Products page, locate the product you want to view. When you have located the product, click the Product Description link. The Product Detail page displays. Scroll down to view the hierarchy.

Hierarchy

GTIN 10195400239468 <div>IN USE</div>	Brand Tasty Harvest	Description Case for Single GTIN - QTY of 30	Packaging Level Case
GTIN 00195400239461 <div>IN USE</div>	Brand Single GTIN WC	Description Single GTIN WC	Packaging Level Each, QT30

- 2. Click the View All Associated Products link.

This link is displayed under the Product Hierarchy heading (when a product hierarchy exists). Any products associated with this product are listed.

- **Parents/Ancestors** –Displays higher packaging level(s) that contain the selected trade item and their relationships.
- **Hierarchy**– Shows the contents (i.e., the next lower packaging level) for the selected product. For pallets, this could show cases. For cases, could be just the individual trade item (Each).
- **Children/Descendants**– Displays lower packaging level(s) contained in the selected trade item grouping and their relationships.

All Associated Products in this Hierarchy

GTIN	Brand	Description	Packaging Level	Status
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
008141008623	Jane's Maple Syrup	Cases of Various Syrup	Mixed Pallet	<div>IN USE</div>
008141008625	Jane's Maple Syrup	Multi Case of Strawberry Syrup	Mixed Case	<div>IN USE</div>
008141008627	Jane's Maple Syrup	Case of 20oz bottles	Case	<div>IN USE</div>
008141008629	Jane's Maple Syrup	Special Syrup	Each	<div>IN USE</div>
008141008547	Jane's Maple Syrup	Flavored Syrup	Each	<div>IN USE</div>
008141008154	Jane's Maple Syrup	Organic Syrup	Each	<div>IN USE</div>
008141008984	Jane's Maple Syrup	Blueberry Syrup	Each	<div>IN USE</div>
008141008258	Jane's Maple Syrup	Pineapple Syrup	Each	<div>IN USE</div>
008141005487	Jane's Maple Syrup	Plain Maple Syrup	Each	<div>IN USE</div>
008141005698	Jane's Maple Syrup	Jane's Best Syrup	Each	<div>IN USE</div>



Appendix A: What Fields Can Be Changed?

Any attribute can be changed when the product is in the **Draft** status. This table indicates which fields can be changed when the product is in the **PreMarket** and **In Use** status. An **Archived** product can only be changed back to **In Use**.

Field	PreMarket Status: Can field be changed?	In Use Status: Can field be changed?
Product Detail Screen		
GS1CompanyPrefix	No	No
Your GTIN	No – but you can retract the GTIN	No
GTIN-12 (U.P.C) or GTIN-13 (EAN-13)	No – but you can retract the GTIN	No
Industry	Yes	Yes
Packaging Level	No	No
Product Description	Yes	Yes*
Language (Product Description)	Yes	Yes
SKU	Yes	Yes
Brand Name	Yes	Yes**
Language (Brand Name)	Yes	Yes
Variable Measure?	No	No
Purchasable by Consumer?	Yes – unless a GTIN-14 is assigned	Yes – unless a GTIN-14 is assigned
For Shipping Purposes Only?	Yes – unless a GTIN-14 is assigned	Yes – unless a GTIN-14 is assigned
Item Contents	No – unless item is a mixed case, mixed pallet or display shipper	No - changing Item Contents of higher level packaging requires a new GTIN
Qty	Yes	No - changing Quantity of contents requires a new GTIN

*A change to the Product Description is commonly done to correct a typographical error. You cannot change the Product Description to reflect a new product, per the GTIN Management Standard: "Any new product requires the assignment of a GTIN."

**Based on the impact of the Brand Name change on your trading partners, you may want to consider assigning a new GTIN, per the GTIN Management Standard: "A change to the primary brand that appears on the trade item, requires assignment of a new GTIN."

Appendix A: What Fields Can Be Changed? *(Continued)*

This table lists the optional fields displayed on the **Enhance Your GTIN Data** and **Add Product Dimensions** pages, and whether they can be modified when the product is in either **PreMarket** and **In Use** status.

Field	PreMarket Status: Can field be changed?	In Use Status: Can field be changed?
Enhance Your GTIN Data Attributes		
Image URL	Yes	Yes
Global Product Classification	Yes	Yes
Net Content 1 Count	Yes	No – however, content can be entered if this field is blank
Net Content 1 Unit of Measure (UOM)	Yes	No – however, content can be entered if this field is blank
Net Content 2 Count Net Content 3 Count	Yes - after Net Content 1 is entered	No – however, content can be entered if this field is blank
Net Content 2 and Net Content 3 Unit of Measure (UOM)	Yes	No – however, content can be entered if this field is blank
Target Market(s)	Yes	Yes
Product Description in Different Language	Yes	Yes
Brand Name in Different Language	Yes	Yes
Product Description-Short	Yes	Yes
Sub-Brand Name	Yes	Yes
Label Description	Yes	Yes
Add Product Dimensions Attributes		
Dimensions - Height	Yes	Yes - up to 20% of the original value
Dimensions - Width	Yes	Yes - up to 20% of the original value
Dimensions - Depth	Yes	Yes – up to 20% of the original value
Dimension - Unit of Measure (UOM)	Yes	No – however, content can be entered if this field is blank
Weight – Net	Yes	No – however, content can be entered if this field is blank
Weight – Gross	Yes	Yes – up to 20% of the original value
Weight – Unit of Measure (UOM)	Yes	No – however, content can be entered if this field is blank

Appendix B: Step 3 – Enhance Your GTIN Data

When adding or editing a product, Step 3 – Enhance Your GTIN Data is optional. This page contains attributes related to the Verified by GS1 service. When GS1 US Data Hub View/Use subscribers search for consumer trade items in GS1 US Data Hub, or users search the Verified by GS1 service, they will see the message “This GTIN Record has Complete Verified by GS1 Data” if the product detail record contains these attributes:

- GTIN
- Brand Name
- Product Description
- Product Image URL
- Global Product Classification (GPC)
- Net Content and Unit of Measure (UoM)
- Country of Sale Code - Target Market(s) field in GS1 US Data Hub

This message provides assurance that the GTIN has been properly constructed and is not duplicated in the system. The GTIN, Brand Name and Product Description are already required to complete a product detail record. Here are details on the remaining attributes:

- **Image URL.** Insert a web address that represents the photo(s) of this product. The address must start with either [http://](#) or [https://](#). If the URL is a valid web address and contains a PNG, JPG, GIF or BMP file, “Validated” will display in green text after you save. If the validation fails, “Validation Failed” will display but the web address will be still be saved in GS1 US Data Hub.

Image URL

www.edibleharvest.com/jampic.jpeg

- **Global Product Classification.** This is the 8-digit GPC “Brick” product code associated with your product category, based on the GS1 Global Product Classification (GPC) standard. Click the link for the GPC Browser tool to identify the GPC for your product. Click the How to Find Your GPC link to view an instructional module.

Global Product Classification

Needed for Verified by GS1 Program

[GPC Browser](#) | [How to Find Your GPC](#)



Appendix B: Step 3 – Enhance Your GTIN Data (Continued)

- **Net Content 1.** This is made up of two fields:

Count: this is the amount of the consumable product of the trade item contained in a package, as claimed on the physical label. For a multi-pack, you should indicate the net content of the total trade item (10, 4, 11.nnn). This number may be represented in whole numbers or up to four decimals.

Unit of Measure: this is the type of measure representing the **Count**, as claimed on the physical label, and may include net weight, volume, count, units, etc. A list of the most common Unit of Measures are available from the pull-down menu.

After you set the product to **In Use**, the **Net Content 1** fields CANNOT be changed.

Optional: To add a secondary Net Content that’s displayed on your packaging, such as Unit of Measure in metric, click **Add Additional Net Content**. You can also add a third Net Content, if desired.

Net Content 1

Count *required

20

Unit of Measure *required

Ounce - ONZ

Add Additional Net Content

- **Target Market(s).** Select the country or region that represents the target market(s) for this product. You can make up to 50 selections.

Target Market(s)

Needed for Verified by GS1 Program

Limited to 50 Selections

Selected Market(s)

US - UNITED STATES OF AMERICA

DE - GERMANY

IN - INDIA

JP - JAPAN

IE - IRELAND

FR - FRANCE

AU - AUSTRALIA



Appendix B: Step 3 – Enhance Your GTIN Data *(Continued)*

Note: the following three fields are displayed on the Step 3 – Enhance Your GTIN Data screen but are not required to display the Verified by GS1 message:

- **Sub-Brand Name.** This is a second level of the brand. This could be a trademark. It is the primary differentiating factor that a brand owner wants to communicate to the consumer or buyer.

Sub-brand Name

Edible And Healthy Foods

- **Product Description - Short.** A free form short length description of the trade item that can be used to identify the trade item at retail point-of-sale (POS). This allows for the representation of the same value in different languages you should not enter multiple values.

Product Description Short

Raspberry Jam 20 Oz

- **Label Description.** A literal reproduction of the text featured on a product's label in the same word-by-word order in which it appears on the front of the product's packaging.

Label Description

Edible Harvest Raspberry Jam 20 Oz - Raspberries grown by local farmers



Appendix C: Step 4 – Add Product Dimensions

When you add a new product, the optional Step 4 - Add Product Dimensions screen enables you to enter physical dimensions: height, width and depth, as well as Net Weight and Gross Weight.

As defined in the GS1 Packaging Measurement Rules Standard, measurements are based on whether the item is a:

- **Consumer trade item**, meaning it is to pass through retail point-of-sale (POS); or
- **Non-consumer trade item**, meaning it is for general distribution scanning. This includes outer cases up to the largest form of bulk packaging for trade items.

"Accurate and synchronized product dimensions enable truck and warehouse optimization, reduced reconciliations, increased productivity, improved speed to shelf, and enhanced customer service."

Source: GS1 US, "GDSN Standard Package Measurement Tolerances"

Refer to the next few pages based on the item for which you are entering physical dimensions:

Consumer Trade Items:

In GS1 US Data Hub, these are items in which "Yes" was selected for **Purchasable by Consumer?**.



Non-Consumer Trade Items:

In GS1 US Data Hub, these are items in which "Yes" was selected for **For Shipping Purposes Only?**.



Appendix C: Step 4 – Add Product Dimensions (Continued)

Consumer Trade Items:



In GS1 US Data Hub, these are items in which “Yes” was selected for **Purchasable by Consumer?**.

Yes

Purchasable by Consumer?

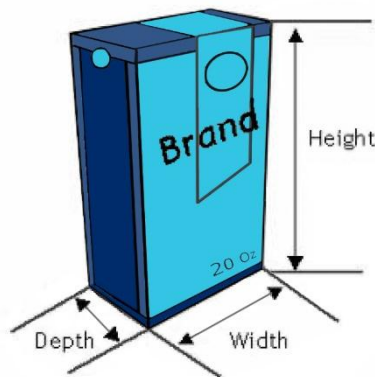
Product Dimensions:

Please refer to the GS1 Packaging Measurement Rules for detailed instructions, but below is some general measurement guidance.

First, determine the “Default Front” of the product. GS1 Standards define the Default Front as “the surface with the largest area that is used by the manufacturer to ‘sell’ the product to the consumer.”

You can then determine the height, width and depth of the item. While facing the Default Front, you must measure:

- **Height:** from the base to the top
- **Width:** from the left to the right
- **Depth:** from the front to the back



PREMARKET

Tee shirt 6.0z

GTIN: 00358243000142

Package Measurement

Add your product's measurements, as this data may be used by your trading partners to improve logistics, shelf planning, website product listings, etc. [View an instructional module](#) to learn more about the attributes below.

Product Dimensions (optional)

Height *required

Width *required

Depth *required

Unit of Measure *required

3.0

20

3.0

Select



Consumer Trade Item (Continued):



Product Weight:

After the product is set to **In Use**, the **Net Weight** cannot be changed. But you can leave the **Net Weight** field blank, then add the **Net Weight** at a later time, after the status has been set to **In Use**.


- Product Weight - Net** is the weight of the product itself. This does not include the product’s container packaging. For example, the weight of the soup you pour out of the can.

Product Weight (optional)		
Net *required	Gross *required	Unit of Measure *required
20	24	Select

 **Net Weight** cannot be changed for a product set to **In Use**.

Note: If **Net Weight** is entered, the **Gross Weight** must also be entered. The **Net Weight** cannot exceed the **Gross Weight**.

- Product Weight - Gross** is the weight of the product plus the weight of its container or packaging. For example, the weight of the jam contents plus the jar itself.

 **Gross weight** can be changed if does not exceed 20% of the original weight for a product set to **In Use**.



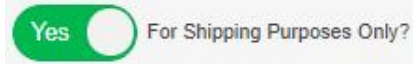
Appendix C: Step 4 – Add Product Dimensions (Continued)

Non-Consumer Trade Items:



Non-consumer trade items are identified with a GTIN and are intended for General Distribution scanning. This includes outer cases up to the largest form of bulk packaging for trade items.

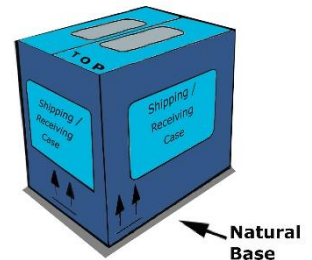
In GS1 US Data Hub, these are items in which “Yes” was selected **For Shipping Purposes Only?**



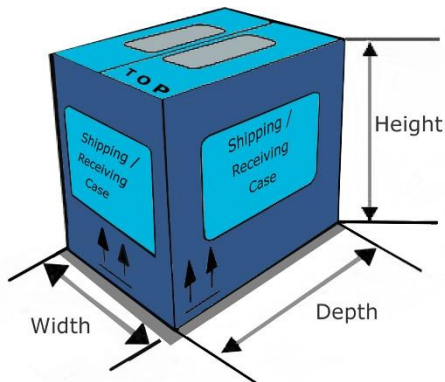
Product Dimensions:

Please refer to the GS1 Packaging Measurement Rules for detailed instructions, but below is some general measurement guidance.

First, determine the “Natural Base” of the item before determining the height, width and depth of the item. The Natural Base is the natural underside of the packaged item pre-shipment (e.g., case). After you determine the Natural Base, you can then measure:



- **Height:** the distance between the Natural Base of the non-consumer trade item and the top
- **Width:** the shorter side of the natural base of the non-consumer trade item
- **Depth/Length:** the longer side of the natural base of the non-consumer trade item



Appendix C: Step 4 – Add Product Dimensions *(Continued)*

Non-Consumer Trade Items *(Continued)*:



Product Weight:

After the product is set to **In Use**, the **Gross Weight** cannot be changed. But you can leave the **Gross Weight** field blank, then add the **Gross Weight** at a later time, after the status has been set to **In Use**.

- **Product Weight - Gross** is the weight of the current packaging, which would include the gross weight of items contained in this packaging.

Product Weight (optional)

Gross	Unit of Measure
<input type="text" value="24"/>	<input type="text" value="Ounces"/>



Gross weight can be changed if does not exceed 20% of the original weight for a product set to **In Use**.

Want to Learn More?

[GS1 Package and Product Measurement Standard \(GS1 US Website\)](#)

[GTIN Management Standard \(GS1 Web Site\)](#)



Appendix D: Definitions of Fields and Terms

Brand Name: This indicates the name of the product line used with consumers.

EAN-13: The EAN-13 is part of the EAN/UPC symbology family of barcodes (UPC-A, UPC-E, EAN-13, and EAN-8 barcodes and the two- and five-digit add-on symbols) can be read omnidirectionally. These symbols must be used for all items that are scanned at the point-of-sale and may be used on other trade items. If you have licensed a Company Prefix for GTIN-13s from GS1 US, when you log into GS1 US Data Hub, you'll see that the prefix is displayed on the main page, along with any other Company Prefixes and GS1 US GTINs you may have licensed with GS1 US.

GPC: The Global Product Classification (GPC) is a globally standardized way of grouping products into categories based on their properties, market vertical, and relationships to other products. In the GPC field, you must enter the GPC product code known as a brick.

GS1 Company Prefix: The GS1 Company Prefix is at the heart of the GS1 system of identifiers. It forms the base for a family of identifiers that are globally unique and can be used for a host of different applications. GS1 assigns GS1 Company Prefixes to entities that administer the allocation of GS1 System identification numbers. GS1 Company Prefixes are between 7 and 11 digits in length. The GS1 Company Prefix is located on your prefix certificate, and it begins with a zero "0."

GS1 US GTIN: A licensing option from GS1 US that serves as a low-cost way of launching new products in online marketplaces, e-commerce, and retail channels. The GS1 US GTIN can be licensed one at a time. There are certain restrictions. For example, GS1 US GTINs cannot be used for products that are in the Regulated Healthcare industry. They cannot be used to create SSCCs or logistics labels. They cannot be used to create coupons. They do not support the creation of mixed cases.

GTIN: Global Trade Item Numbers uniquely identify trade items at all item and package levels, ensuring that they are always identified correctly anywhere in the world. Each trade item that is different from another is allocated a separate, unique GTIN. GTINs are encountered most frequently at retail point-of-sale and on inner packs, cases, and pallets of products in a distribution/warehouse environment. They are commonly used on purchase orders and in delivery and payment documents.

Appendix D: Definitions of Fields and Terms *(Continued)*

GTIN-12: The GTIN-12 is the only GTIN that can be used in UPC-A barcodes. Components of the GTIN-12 include: eleven digits containing your U.P.C. Company Prefix and the Item Reference; and the Check digit. GS1 US Data Hub constructs the GTIN-12 when you click "Let us assign the GTIN for you" as you are adding a new product.

GTIN-13: The 13-digit GS1 identification key composed of a GS1 Company Prefix, item reference, and check digit used to identify trade items. It is represented in barcode format using the EAN-13 symbol. EAN/UPC barcodes are suitable for the retail point-of-sale (POS) because they are designed for the high volume scanning environment.

GTIN-8: The GTIN-8 Identification Number (symbology EAN-8) is sometimes used for items that do not include enough available space to permit the use of an EAN-13 or UPC-A Symbol. The GTIN-8 is used outside of the United States.

GTIN: GTIN can be used to identify "shipping and receiving" trade item packaging levels based on a GTIN-12 (or GTIN-13). When the GTIN is assigned to an item, it does not reduce the Company Prefix capacity. GS1 US Data Hub will automatically generate the GTIN if the packaging level is Inner Pack, Case, Pallet, or Display Shipper, only one "child" GTIN was added as contents, and you click "Let us Choose a GTIN for you" button.

ITF-14: This barcode is used to identify units such as cases and pallets, and is mainly seen in general distribution. The ITF-14 is typically printed on corrugated material. POS scanners cannot read the ITF-14 barcode. The ITF-14 barcode only encodes the GTIN-12 or GTIN in a 14-digit format.

Image URL: An image URL is a web address that points to a location within the Brand Owner's domain where an image file can be accessed from their image library. This domain should be public facing, meaning the location is not behind a firewall, so a user would not be required to enter any credentials to access the image.

Industry: This field is used to describe your product's industry. This industry can then be used by Data Hub Products View/Use Subscribers to filter products. CPG = Consumer Packaged Goods, and represents groceries, health and beauty products, and home cleaning products. General = General Merchandise, such as toys, flooring and appliances. You can edit the Industry for a product, even after you set the status to **In Use**.

Net Content: Net Content is a number field that holds the measure of the contents of a product package, excluding the measure of the packaging. This field is tied to the UoM field, which defines the *unit quantity* for the measurement.

Packaging Level: This attribute is used to establish container hierarchies for products. 'Each' is the lowest level of packaging. All levels can be used to create higher levels in a parent-child relationship. The status of the child item in the packaging level **MUST** be the same as the parent item (e.g., a Case in the **In Use** status cannot have **PreMarket** GTIN contents). For definitions of each packaging level, please read the [Packaging Levels](#) article in the Help Center.

Appendix D: Definitions of Fields and Terms *(Continued)*

Product Description: This field is used to describe your product for your trading partners (as opposed to the product description for consumers).

SKU: This field is optional. This is the Stock Keeping Unit that your company may assign to products to help track inventory. The SKU can be alphanumeric. There is a 70-character limit. You can add and change the SKU, even after you set the status to **In Use**.

Target Market: GS1 US technical definition for which country the product is intended to be sold. This is also referred to as “Country of Sale” within the GRP. A list of all valid country codes that can be entered in the Target Market 1 field and Additional Target Markets field are provided in the pull-down menu, and an article of all Country and Region Codes is also provided in the GS1 US Data Hub Help Center.

Unit of Measure (UoM): The Unit of Measure field identifies the measurement units being used in identifying product contents (e.g., ounces, grams, gallons, pints, etc.). This field is tied to the Net Content field, which contains the *value* for the measurement. A list of all valid Unit of Measure codes are provided in the GS1 US Data Hub Help Center.

Variable Measure: Most products in GS1 US Data Hub are NOT variable measure trade items. Rather, most products are fixed measure trade items. A product that has varied sizes, such as jars of sauce in 10, 20 and 30 oz jars, is a fixed measure trade item that requires three unique GTINs. Variable Measure trade items have at least one characteristic that varies, such as weight, number of items contained, etc., while other characteristics remain the same (i.e., whole cheeses sold by the pound or cables sold by the foot).

Verified by GS1: The Verified by GS1 service enables users globally and freely to query for product, location and company data. Only products with the **In Use** status and in which “Yes” was selected for **Purchasable by consumer?** are shared with the Verified by GS1 service.