GS1 US Data Hub® | Product
GTIN Creation and Barcode Generation Guide

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About this Guide

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.

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.

This guide will cover the following questions with step-by-step instructions:

- **How do I enter a new product and get a GTIN?**

- **How do I access my barcode images?**

- **How do I change product information?"**

- **Frequently Asked Questions**

ℹ️   ## 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. Understanding the different product statuses is essential. Please take a moment to review the resources below for more detailed information.

Selecting the Status for a Product
What Fields Can be Changed

Before You Get Started

ℹ️ As you create a GTIN, a progress bar will guide you through each step.
Let's take a look at how it works!

Step 1: Basic Product Information
Enter essential product details to initiate the record in Data Hub.

Note: Once this step is completed, you can freely move between steps without needing to exit and reopen the record.

Step 2: Assign Your GTIN and Get Your Barcode
Generate a Global Trade Item Number (GTIN) to create your barcode.

Step 3: Enhance Your GTIN Data *(Optional)*
Add product details to improve visibility on the GS1 Registry Platform (GRP).
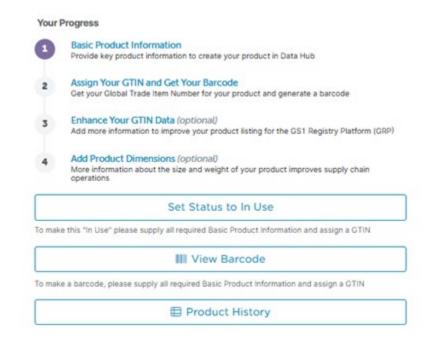
Step 4: Add Product Dimensions *(Optional)*
Input size and weight data to support supply chain operations.

Additional Capabilities:
Set Status to In Use: Available once required fields in Step 1 are complete and a GTIN is assigned.
Set Status to Archive: Available once a product status is set to In Use and used when a product has been discontinued.
View Barcode: Also requires completion of Step 1 and GTIN assignment.
Product History: View changes and updates made to the product record.

How Do I Enter a New Product and Get a GTIN

Before you can generate a barcode, you must first create a new product record and assign an available GTIN.

1. From the GS1 US Data Hub homepage, click Products, then the "Add New Product". This will take you to Step 1, entering the Basic Product Information.
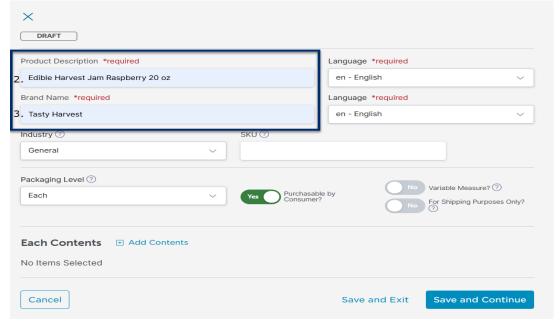

2. Enter the Product Description.
This is the product description used for trading partners, and not the description you use for consumers. A best practice is to include brand name, type of product, variation (e.g., color, flavor, scent), and net contents. There is a 200-character limit.

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

3. Enter the Brand Name.
This is the brand name you use with consumers. There is a 70-character limit.

4. **Select the Industry**.
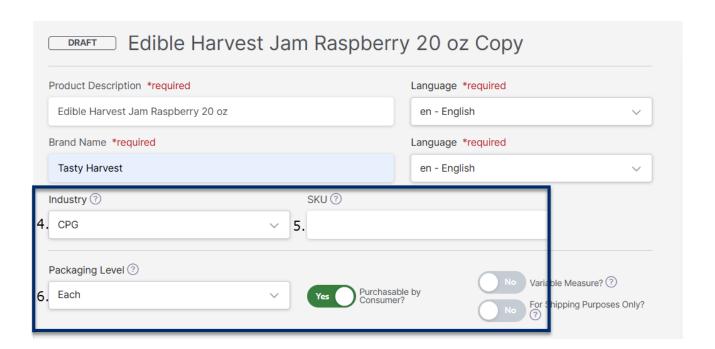This is primary industry where the product is sold.

ℹ️ **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 product 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**.

6. **Select the Packaging Level.**
"Each" is the default packaging level, and typically the consumer unit sold at check out or online. For more information, view the Packaging Level article.

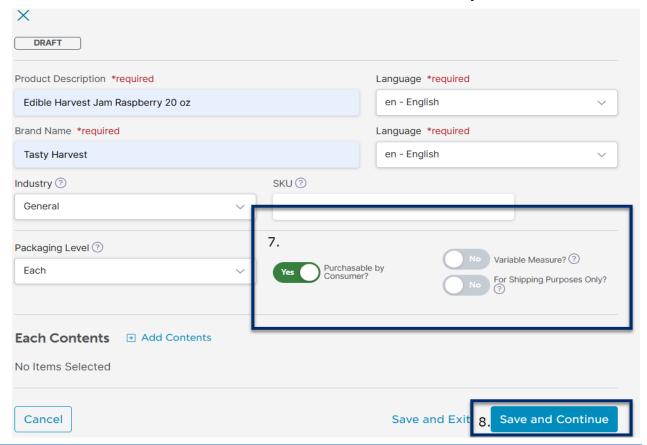**7.** **Please confirm the following about your product:**
You must select either "Yes" or "No" for one of the following:

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

Is your 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. For guidance on creating a shipping case, refer to the Create a Case article.

Is your product "**Variable Measure?**" Since most products are fixed measure trade items rather than variable measure trade items, this field will display "No". For more information on variable measure items, view the Is this item Variable Measure article.

8. **Click the Save and Continue button to move on to Step 2.**

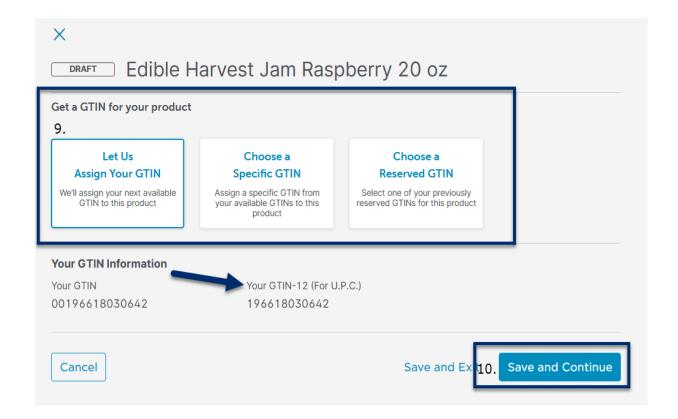# How Do I Enter a New Product and Get a GTIN? (continued)

9. **Assign a 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.

10. **Click the Save and Continue button to move on to Steps 3 & 4.**
    Your product is now saved, placed in the **PreMarket** status and a GTIN has been assigned.
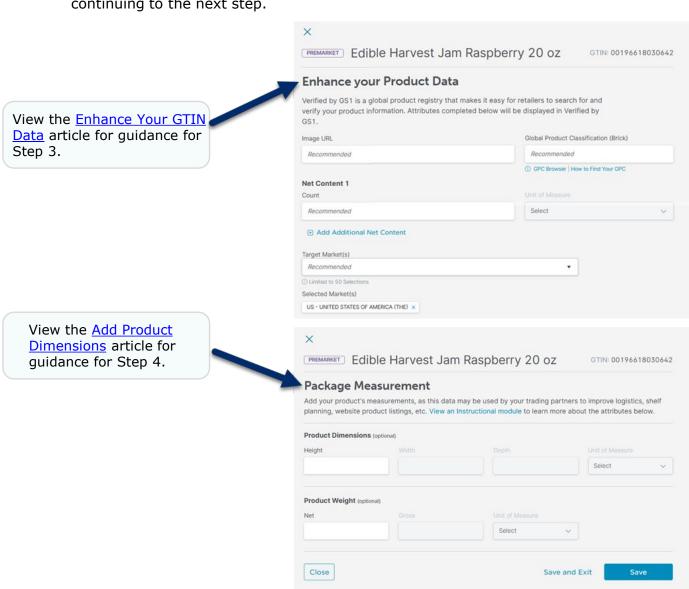
11. Optional: Enhance Your GTIN Data (Step 3) and Add Product Dimensions (Step 4).

While the product is in the **PreMarket** status, consider adding other product information before changing the status to **In Use.**

Certain product attributes cannot be changed after you set the status is **In Use.** For more information, review the What Fields Can Be Changed article.

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

View the Enhance Your GTIN Data article for guidance for Step 3.

View the Add Product Dimensions article for guidance for Step 4.

This is an important step. When a product is set to **In Use**, the GTIN is **permanently** assigned to the product, and cannot be deleted. For more information, view the [Delete or Archive a GTIN](#) article.

Certain changes may require the need to create a new product and assign a new GTIN. View the [What Fields Can be Changed](#) article for guidance.

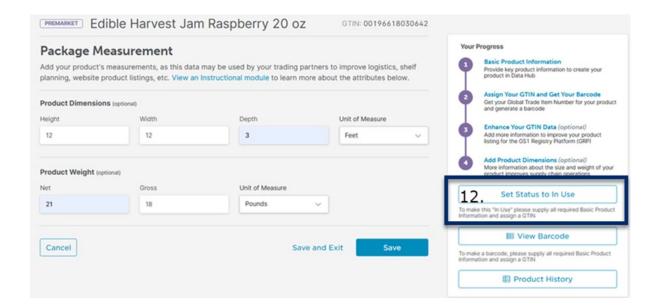So here are three questions to consider before setting the status to In Use:
- **Are the product attributes and packaging final?**
- **Are you ready to produce and sell this product to consumers?**
- **Are you ready to share this information with trading partners?**

If the answer to these questions is "yes", click **Set Status to In Use**. If "no", click **Save and Exit**.

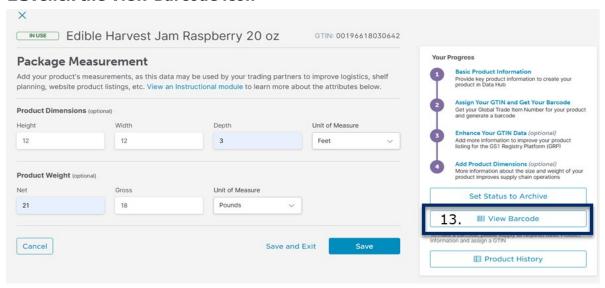**12. Click the Set Status to In Use button.**
This will change the product's status to **In Use**.

Now that the product is In Use, the product is shared with GS1 US Data Hub View/Use subscribers, and with users globally and freely via the Verified by GS1 service. For more information, view the [Product Share](#) article.

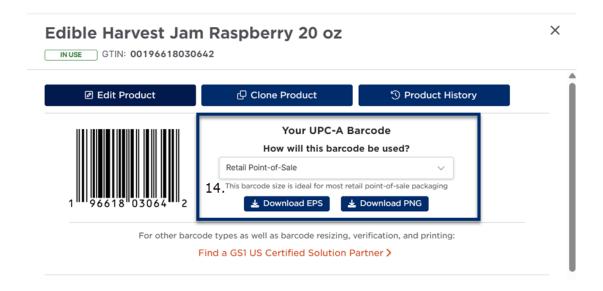# How Do I Enter a New Product and Get a GTIN? (continued)

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

13. Click the View Barcode icon

14. Choose to download either a PNG or EPS file

To generate a UPC-A Barcode, choose the Retail Point-of-Sale option. You can choose to download an EPS or PNG file. For more information on these file types and barcode options, view the [Barcodes Available in Data Hub](#) article.
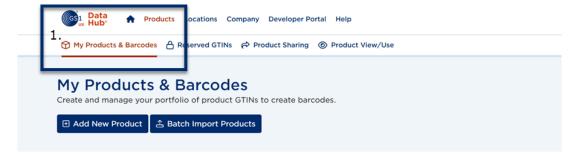

> ℹ️ For other barcode types as well as barcode resizing, verification, and printing, find a GS1 US Certified Solution Partner here: https://spfinder.gs1us.org/
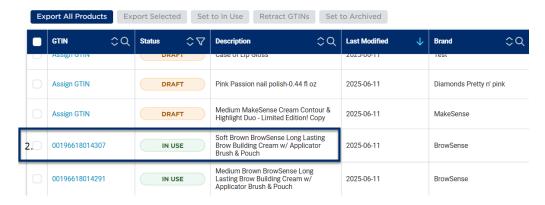
How Do I Access My Barcode Images?

Once a barcode has been created, you can return to GS1 US Data Hub at any time to access it. Follow the instructions below.

1. **Click Product to view the My Products & Barcode page.**
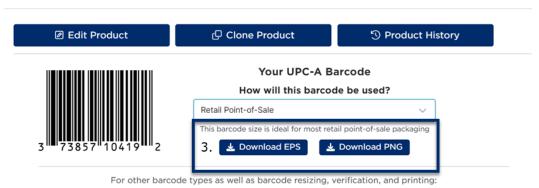

2. **Click the GTIN link for the In Use product. (Note: PreMarket products display an FPO barcode; Draft products don't include barcode images.)**

3. **The Product Record will open, and you can now choose to download an EPS or PNG file.**

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.

Note: Certain fields cannot be changed based on the status of the product detail record: **Draft**, **PreMarket**, **In Use** and **Archived**. For more information, visit the [Selecting the Status for a Product](#) and [What Fields Can be Changed](#) articles.

1. **Click Product to view the My Products & Barcode page.**

2. **Click the GTIN link for the product.**

3. **Click the Edit Product button.**

4. **After making the changes, click <u>Save and Continue</u> to save and make additional changes or <u>Save and Exit</u> if no further changes are necessary.** The product information will be saved. Click **Product History** to learn when any changes took place and who in your company made the changes.

Frequently Asked Questions (GTIN-12 Creation and Assignment)

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 How can I reserve GTINs?

A For instructions on reserving a GTIN, visit the Create a Product and Generate a Barcode article.

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. If more capacity is needed, you can license an additional prefix or identifier.

Q Can I export this GTIN/product data?

A Yes, view the Export Product and GTIN Data article for guidance.

Q Do I need to complete Step 3 (Enhance Product Data)?

A While Step 3 is optional, some of these additional attributes are shared with the GS1 Registry Platform. This makes it easy for retailers and others to confirm your product information through the Verified by GS1 program. For more information view the Enhance Your GTIN Data article.

Q Do I need to complete Step 4 (Add Package Measurement)?

A While Step 4 is optional, when trade item measurements are accurate and consistent, data flows smoothly between partners—reducing errors and boosting efficiency.

Q How do I clone a product?

A For instructions on using the clone feature, visit the Create a Product and Generate a Barcode article.

Q I've received an error that states I've reached capacity, what does this mean?

A When you license a GS1 US GTIN or GS1 US Company Prefix, you choose how many GTINs you need for barcode assignment. Once you've exhausted the allotted amount, you will need to license an additional identifier.

Frequently Asked Questions (GTIN-14 Creation/Shipping Cases)

Q **Can I create a shipping case using GS1 US Data Hub?**
A Yes, to create a shipping case, view the [Create a Case and Generate a Barcode](#) article. Note: GS1 US Data Hub does not support the creation of a SSCC.

Q **What packaging level do I choose?**
A View the [Packaging Levels](#) article to learn more about the different levels of packaging and when to use them.

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 for packaging, 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.

Q **What if my case is sold to consumer?**
A Select "Yes" for **Purchasable by Consumer?** 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-14 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?'** must also be selected.

Q **How do I view my product's Hierarchy?**
A For instructions on viewing your product's hierarchy, visit the [Create a Case and Generate a Barcode](#) article.

Frequently Asked Questions (Product/GTIN Changes)

Q **I'm removing a product from the market. Can I delete it?**

A 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 and retract a GTIN if the status is PreMarket. **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.

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." To learn more, view the What Fields Can Be Changed? article.

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. To learn more, view the What Fields Can Be Changed? article.

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. To learn more, view the GS1 Package and Product Measurement Standard.

Frequently Asked Questions (Barcodes)

Q **What barcodes can be found in GS1 US Data Hub?**
A View the [Barcodes Available in GS1 US Data Hub](#) article for the complete list.

Q **What does this FPO on my barcode mean?**
A FPO stands for "For Placement Only" (FPO). This watermark barcode is for product and packaging design purposes only. To obtain the "final" barcode, you will need to click Set Status to In Use

Q **Now that I have my barcode, what are my next steps?**
A View the [Work With My UPC-A Barcode](#) article for guidance on changes you can make to the UPC-A, placing it onto your product's packaging, and more.

Q **Where do I place my barcode on my package?**
A View the [Place Barcodes on Packing](#) article for guidance.

Q **Can I make the barcode size smaller?**
A The 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 barcode image requirements with your [GS1 Standards Professional Barcode and Image and 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 **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 **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.