GS1 Identification Number and Barcode for Non-Retail Unit
GS1 Barcode Identification Numbers MUST be assigned by a company who is a Member of GS1 Organisation. A Member of GS1 Organisation should be the product’s brand owner. If your company is a distributor/trader who does not assign the barcode number on the product, please contact GS1 Malaysia for further assistance.

**Retail Unit**
Retail unit refers to the **item sold in the retail stores**. Retail unit is assigned Global Trade Item Number (GTIN-13) 13 digits. The barcode symbol for retail unit is **EAN-13**. Refer to the example below:

Company prefix is **955123456** and company assigns 3 (three) digits item reference number followed by a Check Digit to form GTIN-13 (Global Trade Item Number)

Examples of retail unit identification number:
1. Product A = 955123456206C
2. Product B = 955123456207C

*(Please go to our GS1 Malaysia website to calculate the “C” which is the Check Digit)*

**Non-retail Unit**
Non-retail unit refers to **item not sold through point of sale (POS)** in the retail stores. It is NOT the unit consumer purchase.
Non-retail Number and Barcode

Company who is Member of GS1 Malaysia under Category A or B does not need to apply for new membership to implement barcode on non-retail (e.g. carton). You may use the existing Company Prefix GS1 Malaysia has assigned to your company to create barcode number for non-retail/carton. You have 3 (three) options to barcode the non-retail/carton:

**OPTION A. ITF-14 Barcode**

![Barcode Image]

Your company needs to allocate non-retail identification number (GTIN). To use ITF-14 company must form GTIN-14 (14 digits). Examples of non-retail identification number:

You may use the number assigned to retail unit and add indicator “1”, “2” or “3” up to “8” infront of the GTIN and recalculate the Check Digit.

1. 1955123456206C = Product A x 50 units
2. 2955123456206C = Product A x 100 units
3. 1955123456207C = Product B x 8 units
4. 2955123456207C = Product B x 12 units

**OR**

You may assign a new GTIN (this number cannot be reallocated to new product in the future) and add a digit “0” in front.

1. 0955123456208C = Product A x 50 units
2. 0955123456209C = Product A x 100 units
3. 0955123456210C = Product B x 8 units
4. 0955123456211C = Product B x 12 units

*(Please go to our website to calculate “C” which is the Check Digit.)*

Check Digit must be **re-calculated.** Please note that ITF-14 barcode adapt well to corrugated materials and can be printed directly on carton (please choose the right magnification/size).
OPTION B. GS1-128 Barcode

The assignment of the barcode number is the same as for ITF-14 barcode. (01) is the Application Identifier.

OPTION C. EAN-13 Barcode

Assign new GTIN-13 for the non-retail/carton.
1. 955123456208C = Product A x 50 units
2. 955123456209C = Product A x 100 units
3. 955123456210C = Product B x 8 units
4. 955123456211C = Product B x 12 units

(Please go to our website to calculate the “C” which is the check digit.)

Please note that EAN-13 barcode does not adapt very well for direct printing on corrugated material/carton. Therefore company is recommended to print on sticker and paste on the carton if they choose this option.

All companies are advised to attend the GS1 Workshop (Module 1&2). Please refer to GS1 Malaysia website for dates. Please set up appointment with GS1 Malaysia should you require more information.

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GS1 Malaysia
Wisma FMM, No. 3, Persiaran Dagang, PJU 9, Bandar Sri Damansara, 52200 Kuala Lumpur.
Tel: +603 6286 7200 Fax: +603 6276 1042
Email: gs1malaysia@gs1my.org
Website: www.gs1my.org