

KNOWLEDGE BYTES | **AUGUST 2026** | WEEK 1**Theme: Protecting Your Brand Starts with Your GS1 Membership**

**Your GS1 Membership:
More than just a
Barcode**

Keep it Active & Valid!

-  Globally Unique Identification
-  Brand Protection & Product Governance
-  Global Market Access & Business Efficiency
-  Improved Customer Experience

**Trusted Identity.
Stronger Business.**

Dear GS1 Malaysia Member,

GS1 Malaysia appreciates your longstanding support of our standards, platforms, and services.

Did you know?**Every barcode carries your company's identity.**

An active GS1 membership provides more than barcode numbers. It helps businesses establish trusted product identification and supports brand protection in the marketplace.

Your GS1 membership supports:



- **Globally Unique Identification**
Ensure every product is uniquely linked to your company.
- **Brand Protection & Product Governance**
Protect your products from misuse and ownership disputes.
- **Global Market Access & Business Efficiency**
Support product listing, retail operations and exports.
- **Consumer Trust & Better Customer Experience**
Help consumers and business partners identify genuine products.

Why should you maintain your GS1 License?

As businesses expand into retail, marketplaces and international trade, product identity becomes increasingly important.

Without proper governance, companies may face:

POTENTIAL BUSINESS RISKS

If your GS1 identification is not properly managed

			
UNAUTHORISED USE OF GTINS	PRODUCT IDENTITY QUESTIONED	COUNTERFEIT PRODUCTS	OWNERSHIP DISPUTES
Your barcode numbers may be copied or misused without your knowledge, leading to loss of control over your products.	Retailers, marketplaces or authorities may question the authenticity or origin of your products.	Counterfeiters may use your GTINs on fake products, damaging your brand reputation and customer trust.	Disputes over ownership can lead to legal issues, delays and loss of business opportunities.
 BUSINESS IMPACT Revenue loss	 BUSINESS IMPACT Product rejection	 BUSINESS IMPACT Brand damage	 BUSINESS IMPACT Legal issues

3 Simple Steps to Protect Your GS1 Identity

• Keep your membership active. Keep your business protected. •

1 	2 	3 
CONFIRM GS1 MEMBERSHIP VALIDITY	CONFIRM REGISTERED CONTACT DETAILS	SECURE GTIN MANAGEMENT & ACCESS
Ensure your GS1 membership is active and up to date. An active membership protects your barcode ownership and product identity.	Keep your company and key contact information updated so GS1 Malaysia can reach you whenever important matters arise.	Restrict GTIN access to authorized personnel only. This helps prevent misuse, errors and security risks.

Industry Insight

Every **product barcode is linked to a company's identity** within the global supply chain. Proper governance helps support retail, marketplace and international trade requirements.

This Week's Business Check

Take 3 minutes to review your GS1 Membership records:

Question	Yes	No
Membership active and valid?	☐	☐
Contact details updated?	☐	☐
Barcode manager identified?	☐	☐
Records accessible to backup staff?	☐	☐
Handover process available?	☐	☐

Your Score

5/5 – GS1 Ready

Your company has established good GS1 governance practices.

3–4/5 – Review & Improve

There may be gaps in your GS1 management process that should be addressed.

0–2/5 – Action Required

Your company may face operational risks related to product identity and barcode management.

Continue Learning with GS1 Malaysia

Join our complimentary weekly sharing session to discover how GS1 standards support your business growth, strengthen product identity and build trust across the supply chain.

Why GS1 Matters: Turning Compliance into Trust

 EVERY
WEDNESDAY

 3:00 PM – 4:00 PM
(1 HOUR)

 ONLINE
VIA ZOOM

WHAT YOU WILL LEARN

 MARKET
ACCESS

 REGULATORY
COMPLIANCE

 CONSUMER
TRUST & EXPERIENCE

 RETAILERS &
MARKETPLACE
ENGAGEMENT

 SUSTAINABILITY &
CIRCULARITY

 BRAND
PROTECTION

 GS1
COMMUNITY

 DIGITAL
TRANSFORMATION

 KNOWLEDGE BYTES LIVE | WEEK 4 OF THE AUGUST SERIES

Zoom Register Link: <https://us06web.zoom.us/j/89614519211>

Coming next week

Could Outdated Product Information Put Your Business at Risk?

Discover how accurate product data protects your products, improves visibility and prepares your business for future trade.

Contact GS1 Malaysia

For more information, please reach out to us through our official communication channels:

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Thank you for being part of the GS1 Malaysia community.

Protecting your Products. Protecting your Brand. Strengthening your Business.