

TOP 6 REASONS

Why Staying Active as a GS1 Member is IMPORTANT

As a GS1 Member, You Get More than Just Barcode Numbers!

By staying active as a GS1 member, you are assured of **fulfilment of regulatory guidelines, product identity governance** and **brand protection** that can help your business achieve greater efficiency, enhance product safety, and so much more in the long run.

Here are the **top 6 reasons why staying active as a GS1 member is important for your business.**



1. Fulfilling Regulatory and Country-Specific Report Requirements on Product Identity Governance

GS1 issues **GS1 Licenses** representing your GS1 Membership that allow for company, product & brand validation, which is used to fulfil **cross-border export declarations and country specific requirements** for countries such as **Australia, New Zealand, China** and **Vietnam**, by regulatory agencies such as **US & EU FDA** for medical device & pharmaceutical product validation to e-marketplaces such as **Amazon** and **Google** for the same reason.

Just like a personal ID, your **GS1 barcode number** is a unique identity derived from your GS1 License used to identify your trade items or locations/assets across the supply chain globally, and GS1 serves as a governing unit to **provide product identity governance and brand protection to your business**. GS1 also helps to fight against unauthorised numbers to ensure that your identity is well protected and not used by any third party for unethical purposes such as counterfeiting intentions. In the event when there is a dispute of product identification, GS1 Malaysia will help facilitate the brand owners in verifying product authenticity.

GS1 Malaysia also ensures that your brand complies with current retailer requirements by providing access to our trusted product data repository, the **[GS1 Malaysia Member Product Databank](#)** that works 24/7 (**accessible only to active VbG-PDSS subscribers**). It is a trusted source where retailers and

consumers can access to **check the validity of your product barcodes and information**. Your products will also be listed in the [GS1 Global Registry Platform](#), a data repository containing GS1 Member product data from all over the world, to enable greater market access for your brand and products all over the world. As of November 8, 2021, the GS1 Global Registry Platform consists of **over 150 million GTINs**.

GS1 Malaysia also works closely with **local government bodies and agencies** such as the **Ministry of Health (MOH)**, **National Pharmaceutical Regulatory Agency (NPRA)** and **Medical Device Authority (MDA)** in track and trace initiatives, as well as being the **Strategic Partner** to the **Ministry of Domestic Trade and Cost of Living (KPDN)** in helping companies to understand the importance of GS1 Keys and to ensure that their products are visible on the **Member Product Databank**.

Both GS1 Malaysia and KPDN also work closely to further promote the **“Love Malaysia, Buy Made in Malaysia Products” Initiative** where active members are encouraged to indicate the **country of origin of their product** when submitting the product information to the Member Product Databank.



2. Gain Access to Marketplaces

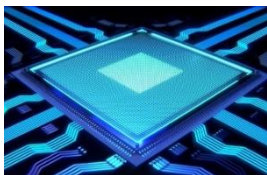
Amazon, Google, and many other marketplaces have outlined measures to address issues of unauthorized numbers being used on their platforms. One of the measures taken is for sellers to fix their GTINs on their products before listing them on their platforms. As an active GS1 member, you have the advantage of penetrating into marketplaces such as Amazon and Google when your products are fixed with GTINs. This will also ultimately help optimize your product visibility and increase product sales. Click to learn more about [Amazon](#) and [Google's](#) stance on the adoption of GS1 best practices.



3. Greater Product Visibility

The **GS1 Malaysia Verified by GS1: Product Databank Support & Services (VbG-PDSS)** is a support package that manages and governs your company's product data. Subscribers to this standalone but complementary service ensure accurate validation and authentication of their product data. All product data submissions to GS1 are sent to our local and global data repositories, such as the **Member Product Databank** and **GS1 Global Registry Platform**.

The **GS1 Malaysia Premier Trusted Search Engine**, is a trusted product search engine that provides easy access your company's product data to retailers, marketplaces, and regulators, thus creating greater visibility for your products and assisting with validation and product curation. There are currently over 1,400 Retailers' Dashboard users.



4. Effective Traceability

While we use GTINs to identify our trade items, what can we use to identify the whereabouts of our trade items to ensure effective traceability as they move through the supply chain? Well, [GLN \(Global Location Numbers\)](#) is the answer. GLN is designed to accurately identify a **legal entity, asset, location**. It is used for any location that needs to be identified for use in the supply chain worldwide.

In recent months, GLN has become of an important significance in both the local and global contexts.

- GLNs was used by the National Pharmaceutical Regulatory Agency (NPRA), Ministry of Health, to effectively trace the distribution of Covid-19 vaccines in Malaysia.
- GLNs support the implementation of sustainability and circularity initiatives such as EU deforestation free regulation (EUDR) by identifying locations down to the plot of land and individual resource, allowing for accurate track & trace of products sold to the European Union.



5. Consultative Services & Specialized In-House Training Support

As an active GS1 Malaysia member, you can benefit from our dedicated [consultative services](#) on matters related to your GTIN membership or GLN Licenses. Our Consultancy Services team provides cost-effective advisory services and specialised in-house trainings to assist company members to get the best value from GS1. Regardless of your company's size, you can take advantage of our team's significant experience, expert guidance, and independent advice to support improvements in your supply chain operations.



6. Membership License & Member Product License

Last but not least, as an active GS1 member, you will be issued with the relevant [GS1 licenses](#) as a proof of compliances to GS1 best practices. GS1 licenses serve as important documents used to validate your **company's membership and product information**.

With that said, your GS1 Membership is worth more than what has been defined above and are used for more than just to get your barcode numbers. By keeping your membership active, your business will continue to flourish, and rest assured that the adoption of GS1 standards in your business will help drive business efficiency and strengthen product sustainability.

Contact our Membership Team to get further information:

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Thank You.