



The Global Language of Business

How Does a GTIN Help Me Grow?



There were 5.4 million applications to start companies in 2021, a 53% jump from pre-pandemic levels in 2019, according to [Census data](#). With so many new growth opportunities for entrepreneurs today, many have chosen to enhance their speed to market by licensing Global Trade Item Numbers (GTINs) from GS1 US to create barcodes.

What's in a U.P.C. Barcode?

U.P.C. barcodes have a unique number, a GTIN®, encoded into them. The retail industry agreed more than 50 years ago that a product should have its own GTIN to identify what the product is and who makes it. Millions of businesses, whether they sell online or in stores, trust GS1 US for this type of unique product identification.



Whether you sell in store or online, using GTINs sourced directly from GS1 US means...



Interoperability across retailers



Improved search engine optimization



Global recognition for your brand



Seamless communication with logistics partners

*In this publication, the letters "U.P.C." are used solely as an abbreviation for the "Universal Product Code," which is a product identification system. They do not refer to the UPC, which is a federally registered certification mark of the International Association of Plumbing and Mechanical Officials (IAPMO) to certify compliance with a Uniform Plumbing Code as authorized by IAPMO.

Maintain a Growth Mindset

Help your products live up to their potential!



Listing your products on marketplaces

Marketplaces like Amazon require a GS1-sourced GTIN as part of their onboarding process. Many of them use the GS1® database to verify GTINs.



Utilizing a logistics provider

Getting your fulfillment handled professionally is a significant growth moment. GS1-sourced GTINs provide a unique identity for your product, resulting in easier inventory management.



Selling in a store

National and local retailers usually require a U.P.C. barcode on your product to ensure ease at check out. Consider including a GS1 US-issued U.P.C. barcode in your package design, even if you don't sell in stores yet.

Source Matters

Businesses that opt for another source for GTINs may risk losing out on future business opportunities, as many retailers only accept GTINs issued directly from GS1.

GS1-sourced GTINs boost the confidence of both sellers and buyers because they link the brand owner directly to the product.

GTINs from GS1 US also help make products easier to find by consumers. In fact, sellers who added "correct GTINs" to their product data saw conversions increase by up to 20%, according to [Google data](#).



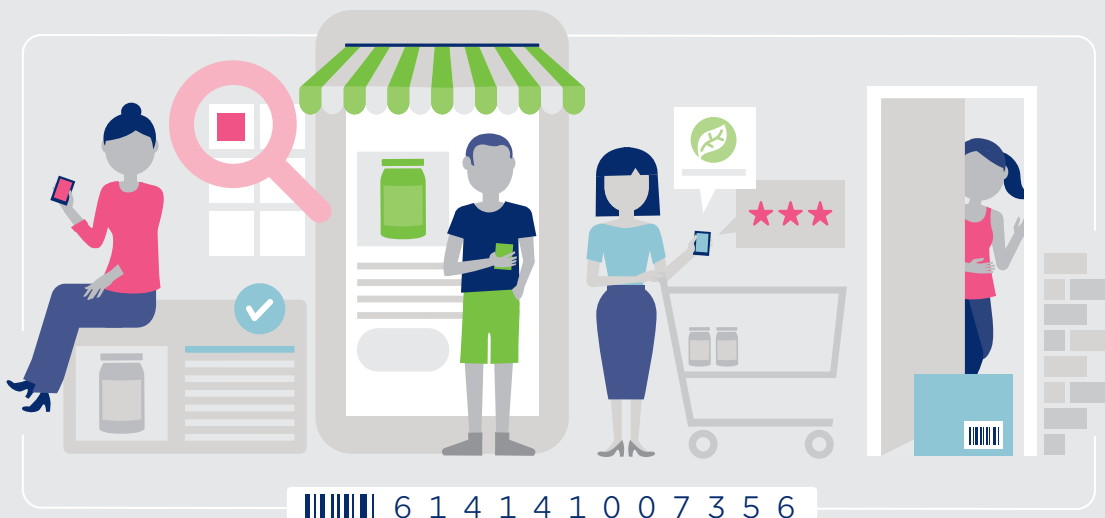
Member Testimonial:

Angelle Albright, founder of Chemo Beanies

"One of the first things we did when we started our company in 2010 was get GTINs from GS1 US. It was essential to us scaling our business from the get-go and showed retailers that we meant business! The process was easy and invaluable to our growth."

Find out more about GTINs from GS1 US by visiting:

www.gs1us.org



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