

Guiding Principles

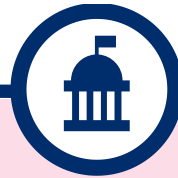
Guiding Principles

The following guiding principles should be considered by any brand owner when introducing changes to an existing product.

At least one of the guiding principles must apply for a GTIN change to be required.



1. Is a consumer and/or trading partner expected to **distinguish** the changed product **from previous / current products**?



2. Is there a **regulatory/liability disclosure requirement** to the consumer and/or trading partner?



3. Is there a **substantial impact to the supply chain** (e.g., how the product is shipped, stored, received)?

GTIN Management Rules

10 Simple Rules (Summary)

1. New product introduction
2. Declared formulation or functionality
3. Declared net content
4. Dimensional or gross weight change
5. Add or remove certification mark
6. Primary brand
7. Time critical or promotional product
8. Pack/case quantity
9. Pre-defined assortment
10. Price on pack

GTIN Management Rules

1. New product introduction

A "new product" is defined as a product that does not currently exist or has not been available for sale and is an addition to the brand owner's portfolio/is new to the marketplace.

Any new product requires the assignment of a new GTIN.



GTIN Management Rules

1. New product introduction - Business scenarios

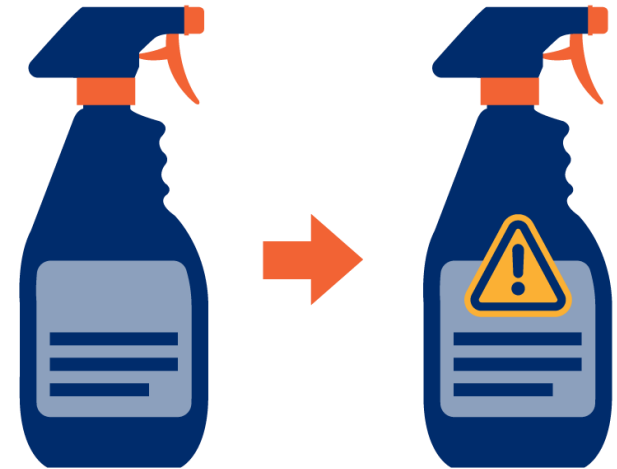
- A mobile phone producer is adding a model with new features to its product offering.
- A product line is to include a flavour or aroma of a product that does not currently exist in the brand owner's portfolio, and will be an addition to other flavours or aromas in the portfolio.
- A product's packaging is in English and a Spanish-language-only version of the same product is created.
- A seasonal modification where brand owner expects the consumer/trading partner to be able to uniquely order the product.
- A new television model with new functionalities (e.g., WiFi and streaming capabilities).
- A new jeans wear line includes various sizes of a particular style and colour of jeans (30x30, 30x32, 32x30, 32x32, etc.). Each style, colour and size variation is considered a unique product and is assigned a unique GTIN.

GTIN Management Rules

2. Declared formulation or functionality

“Functionality” is defined as the particular use or set of uses for which something is designed. “Formulation” is defined as a list of the ingredients or components used to create a trade item.

A change to the formulation or functionality that affects the legally-required declared information on the packaging of a product and also where the brand owner expects the consumer or supply chain partner to distinguish the difference. Both conditions must be met and requires the assignment of a new GTIN.



GTIN Management Rules

2. Declared formulation or functionality

Business scenarios

- A product includes nuts, which introduces a new allergen which is a legally-governed declaration and must be distinguishable by the consumer.
- A change in formulation reducing sugar by 50% to make the trade item “low sugar”.
- Ammonia (a potentially hazardous ingredient) is added to the formula which may cause an issue with how consumers/trading partners currently use or store the product.
- Previously frozen salmon is now sold as fresh salmon.

GTIN Management Rules

3. Declared net content

“Net Content” is defined as the amount of the consumable product of the trade item contained in a package, as declared on the label, which may include: net weight, volume, count, units, etc.

Any change (increase or decrease) to the legally-required declared net content that is printed on the pack, requires assignment of a new GTIN.



GTIN Management Rules

3. Declared net content

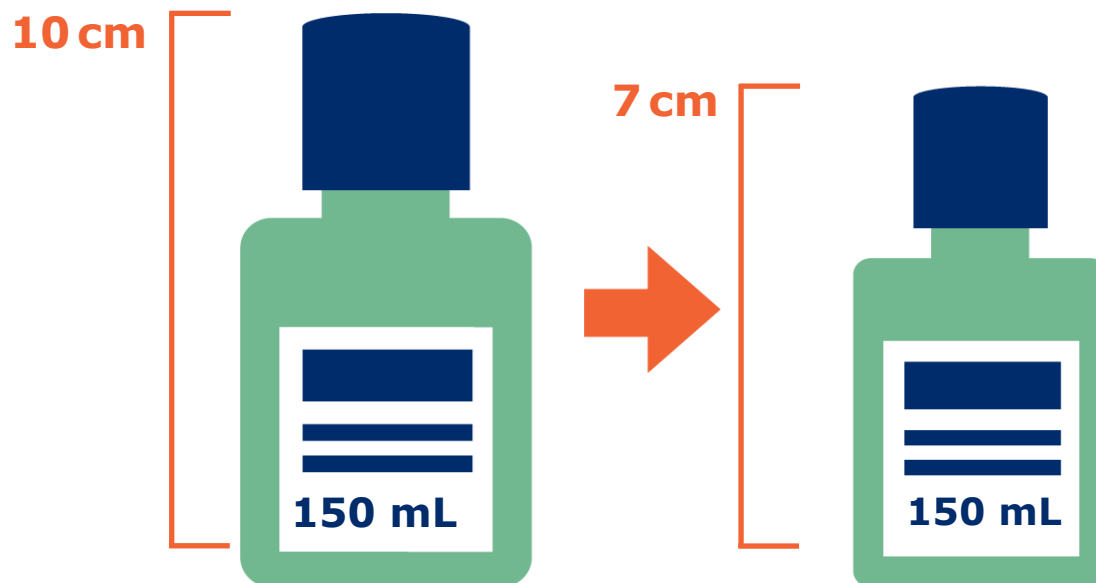
Business scenarios

- The declared number of diapers in a package of disposable diapers changes from a 14 to a 12 count.
- The declared net weight of a bag of salty snacks increases from 680 g (24 oz.) to 794 g (28 oz.).
- The declared count of the number of razors in a package changes from 4 to 6.
- A bonus amount of product is now included in the pack and in the declaration to the consumer. For example, a 4 pack (count) of lip balm is increased and is declared as a 6 pack (count) bonus pack. The additional product (2 count) is declared to the consumer (is now 6 count).

GTIN Management Rules

4. Dimensional or gross weight change

A change of over 20% to a physical dimension, on any axis, or gross weight, requires assignment of a new GTIN.



GTIN Management Rules

4. Dimensional or gross weight change

Business scenarios

- Packaging of a product changes from plastic to glass, increasing the gross weight of a product by 50% from 0.34 kg (0.75 lb) to 0.68 kg. (1.5 lb).
- The height of a box of laundry detergent changes by 40% from 7.6 cm (3 in) to 10.64 cm (4.2 in).
- A case or pallet orientation (there is no change to the item inside) may be changed such that one or more axis changes by more 20%.

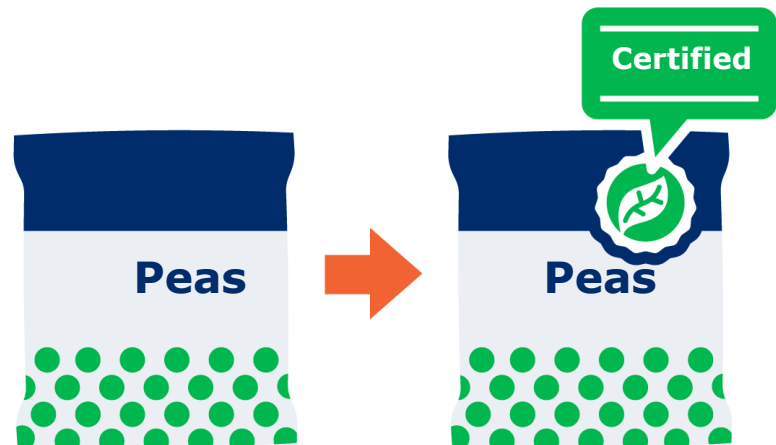
GTIN Management Rules

5. Add or remove certification mark

A change to packaging to add a new, or remove an existing certification mark (e.g., kosher, UL or CE) that has significance to regulatory bodies, trading partners or to the end consumer, requires assignment of a new GTIN.

Business scenarios

- Removal of a Halal or Kosher certification mark from a product's packaging.
- Addition of an "Energy Efficiency" logo provided by a government approved agency.
- Removal of a certification mark: ORGANIC.



GTIN Management Rules

6. Primary brand

The primary brand is the brand most recognisable by the consumer, as determined by the brand owner, and can be expressed as a logo and/or words.

A change to the primary brand that appears on the trade item, requires assignment of a new GTIN.



Brand A

Brand AA

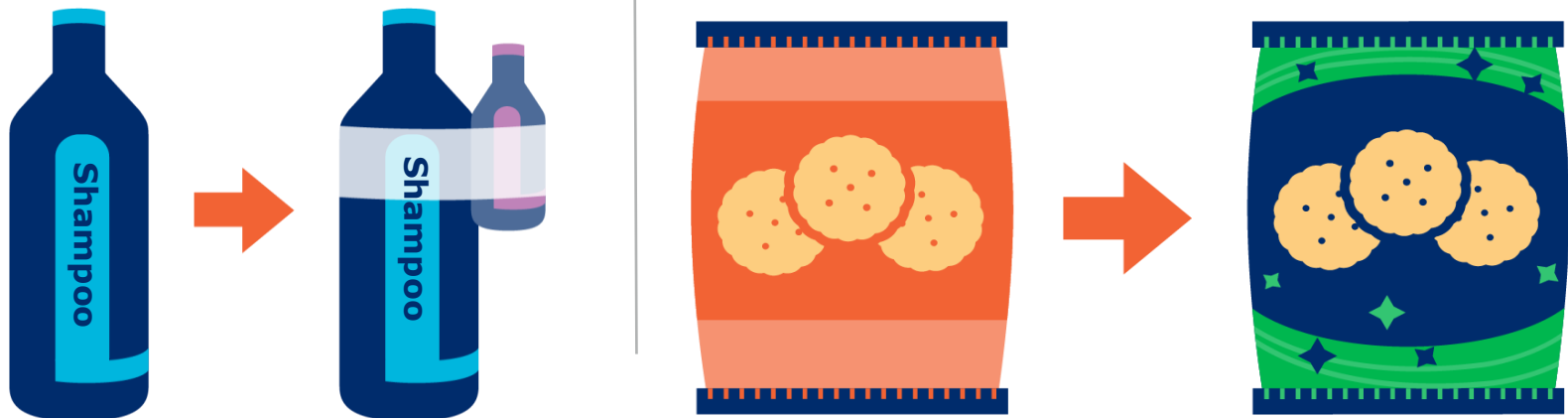
Business scenarios

- The company's primary brand name changes from "Old Edge Computers" to "Leading Edge Computers".

GTIN Management Rules

7. Time critical or promotional product

A change to a product that is being promoted (including packaging changes) for a specific event or date, impacting the required handling in the supply chain to ensure the trade item is available for sale during a specified time period, requires assignment of a new GTIN.



GTIN Management Rules

7. Time critical or promotional product

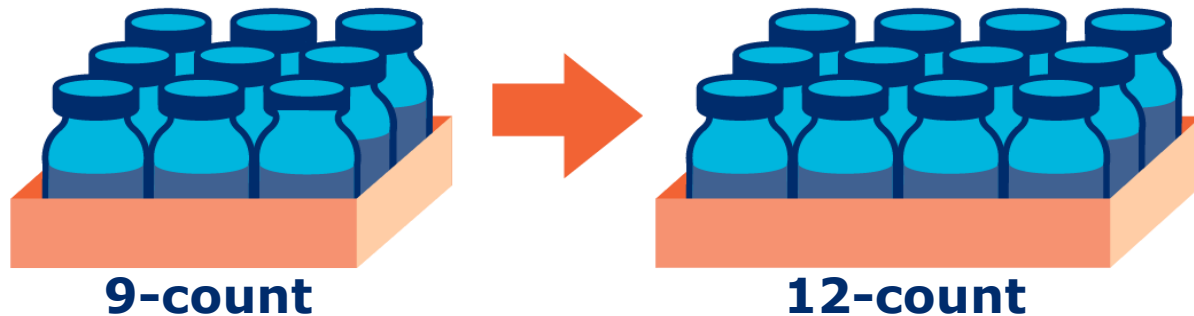
Business scenarios

- A free trial item (not identified with its own GTIN) is attached to an existing item for a promotional period, the declared net content of the original item is unchanged and packaging dimensions or the gross weight of the product are NOT changed by more than 20%.
- For a period of two months, holiday images are portrayed on a product. Holiday trees are added to a box of tissues.
- A unique product package is introduced for the "Back to School Season".
- World Cup logos are added to product packaging for a limited time.
- For a period of time, a manufacturer attaches a \$1 off coupon to a "Giant" size bottle of laundry detergent. The coupon is intended for redemption at time of purchase.
- A promotional version of a product is launched with "Special offer" printed on the packaging.

GTIN Management Rules

8. Pack/case quantity

A change to the number of trade items in a case or a change to the quantity of cases in a pre-defined pallet configuration, requires assignment of a new GTIN.



Business scenarios

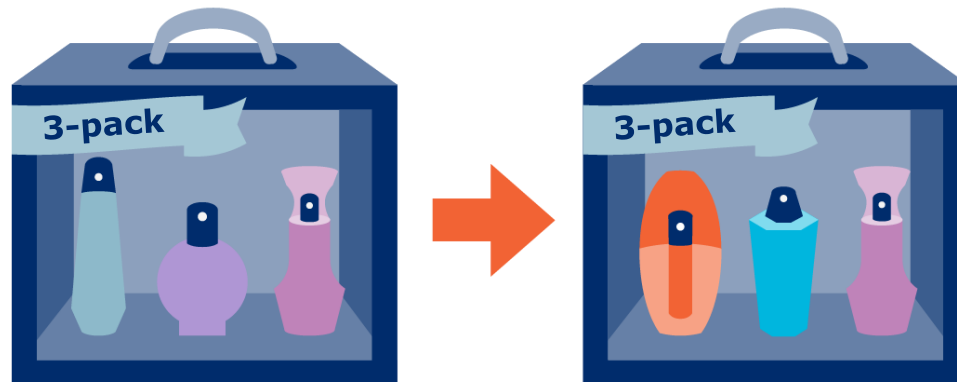
- A case configuration changes from containing 8 trade items to containing 12 trade items, the case needs to be uniquely identified.
- A pallet configuration changes from containing 12 cases to containing 16 cases, the pallet needs to be uniquely identified.

GTIN Management Rules

9. Pre-defined assortment

A pre-defined assortment is defined as a pack of two or more trade items that are combined and sold together as a single trade item (may also be referred to as a bundle).

A change, addition or replacement of one or more trade items included in a pre-defined assortment, requires assignment of a new GTIN.



GTIN Management Rules

9. Pre-defined assortment

Business scenarios

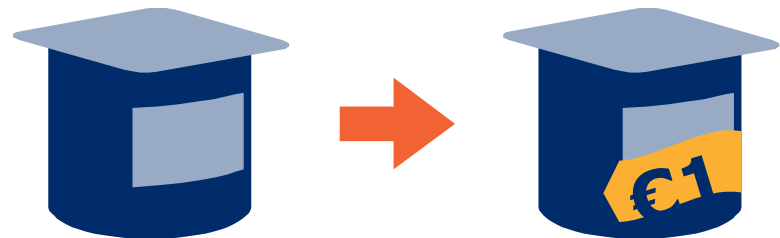
- A fragrance variety within a three pack of perfumes is changed and one of the bottles of fragrances is replaced with a new scent.
- A combination pack of shampoo and conditioner is changed to be shampoo and deep moisturising hair mask.
- A package containing multiple blue coloured shirts is changed and a yellow coloured shirt replaces one of the existing blue shirts.

GTIN Management Rules

10. Price on pack

'Price on pack' is defined as when the brand owner includes pre-pricing as part of the package graphics. This is not considered a price marked on a price ticket, sticker, hangtag or anything that could be removed from the package or product.

Any addition, change or removal of a price marked directly on the product package (not recommended), requires assignment of a new GTIN.



Business scenarios

- The pre-printed price on a package changes from RM3 to RM2.
- A selling price of RM8 is added to a product's packaging.
- The Manufacturing Suggested Retail Price (MSRP) is set at RM2.20 and is included in the packaging graphics.