

KNOWLEDGE BYTES | **SEPTEMBER 2026** | **WEEK 1**

Theme: From Product Identity to Trusted Data

Your Product Has an Identity. What Information Does It Tell?

A barcode is just the beginning.
The information behind it helps your business be understood, trusted and chosen.



IDENTIFY

Your unique GS1 identifier



DESCRIBE

Your product information



CONNECT

Your business and product data



VERIFY

Information behind the product identity



Every scan can lead to a question.
Trusted information builds confidence.

Dear GS1 Malaysia Member,

In today's connected marketplace, a barcode does more than appear at the checkout. Your GS1 identifier gives your product a **unique identity** — but the information connected to that identity also matters.

A retailer, marketplace, distributor or business partner may need to know:



WHO?
Who is behind the product?



Know the brand owner or manufacturer.



WHAT?
What does this GTIN identify?



Understand the exact product being traded.



IS IT ACCURATE?
Is the information accurate, up to date and supports regulatory fulfilment?



Ensure the information is current, complete, reliable and supports regulatory fulfilment.



CAN IT BE VERIFIED?
Can others validate the product identity?



Validate the product identity with confidence.

Did you know?

A GS1 identifier is designed to uniquely identify products, companies and other entities within the GS1 system.

But **identification is only the beginning.**

Accurate and well-maintained product information helps give greater context to that identity. As products move across retailers, marketplaces and supply chains, having accurate and up-to-date product information becomes increasingly important for identification, verification and trust.



Why Does This Matter to Your Business?

Your barcode is not just a number. It is part of your product identity. If a retailer, marketplace or business partner looked up your product today, would they have the information they need?



Industry Insight

Product information is no longer used in just one place. As products move across different business channels, **accurate and reliable information supports better decisions and smoother business processes.**

Retailers, marketplaces and trading partners increasingly rely on accurate product and business information to support:

- **Better product listings**
- **More efficient operations**
- **Regulatory fulfilment**
- **Greater business confidence**



How Ready is Your Business?

Take **3 minutes** to check what information sits behind your product's GTIN.

Question	Yes	No
Can your product be clearly identified using its GTIN?	☐	☐
Do you know where your GTINs are currently being used or shared?	☐	☐
Is your product information accurate and up to date?	☐	☐
Is it clear who is responsible for maintaining your product information?	☐	☐
Can your product information be easily verified when requested by a business partner?	☐	☐

Your Next Step

● **5/5 – YOU'RE ON TRACK**

Your product information practices are on the right track. Keep it accurate and up to date.

● **3–4/5 – TIME FOR A REVIEW**

You have a good foundation, but there may be areas that need attention.

● **0–2/5 – TIME TO TAKE ACTION**

Start reviewing your GTIN usage, product information and data responsibilities.

The GS1 Takeaway

A GTIN gives your product a unique identity—but identification is only the starting point.

The information connected to that identity helps others understand **what the product is, who is behind it, and whether the information can be trusted.**

As products move across retailers, marketplaces and supply chains, accurate and reliable information becomes increasingly important for building confidence and supporting better business decisions.

A unique identity starts the connection. Accurate information helps build trust.

Coming next week

Same barcode. Different Levels of Trust.

A barcode can identify a product. But does having a barcode automatically mean the same level of confidence?

Next week: Explore why the information behind a product identity can make a difference in how confidently others interact with it.

Contact GS1 Malaysia

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Thank you for being part of the GS1 Malaysia community.

Protecting your Products. Protecting your Brand. Strengthening your Business