

KNOWLEDGE BYTES | SEPTEMBER 2026 | WEEK 2

Theme: From Product Identity to Trusted Data

SAME BARCODE. DIFFERENT LEVELS OF TRUST.

Two products can have a **barcode** and a unique identity.
But the level of confidence others have in the information behind that identity may not be the same.

LOW TRUST



Limited information
Incomplete or missing



Unclear source
Unknown or unreliable



Difficult to verify
Hard to validate



Lower confidence
More risk in decision making and transactions.



**SAME BARCODE
BUT IS
THE CONFIDENCE
THE SAME?**



The barcode identifies.
**Trusted information
builds confidence.**

HIGH TRUST



Clear information
Complete and relevant



Reliable source
Known and trusted



Easy to verify
Can be validated



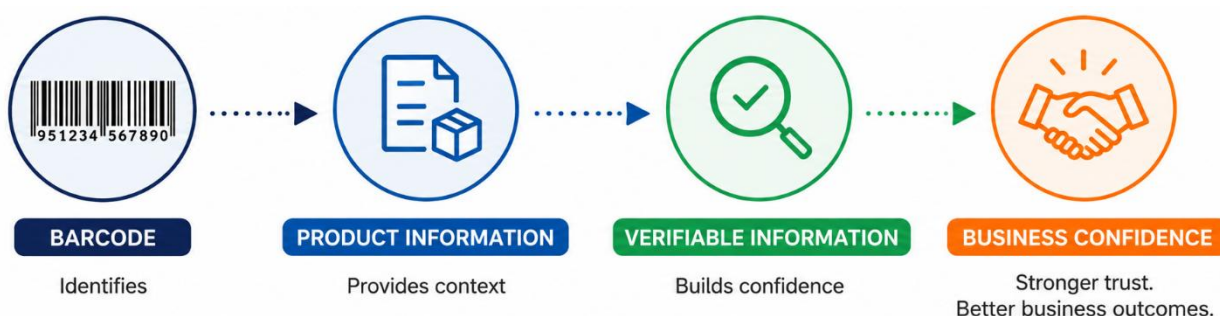
Higher confidence
Stronger trust in decisions and business relationships.

Dear GS1 Malaysia Member,

A barcode can give a product a unique identity. But does having a barcode automatically mean that others have the same level of confidence in the information behind it?

When a retailer, marketplace, distributor or business partner needs to understand a product, identification is only part of the picture. They may also need information that is clear, reliable, current and easy to verify.

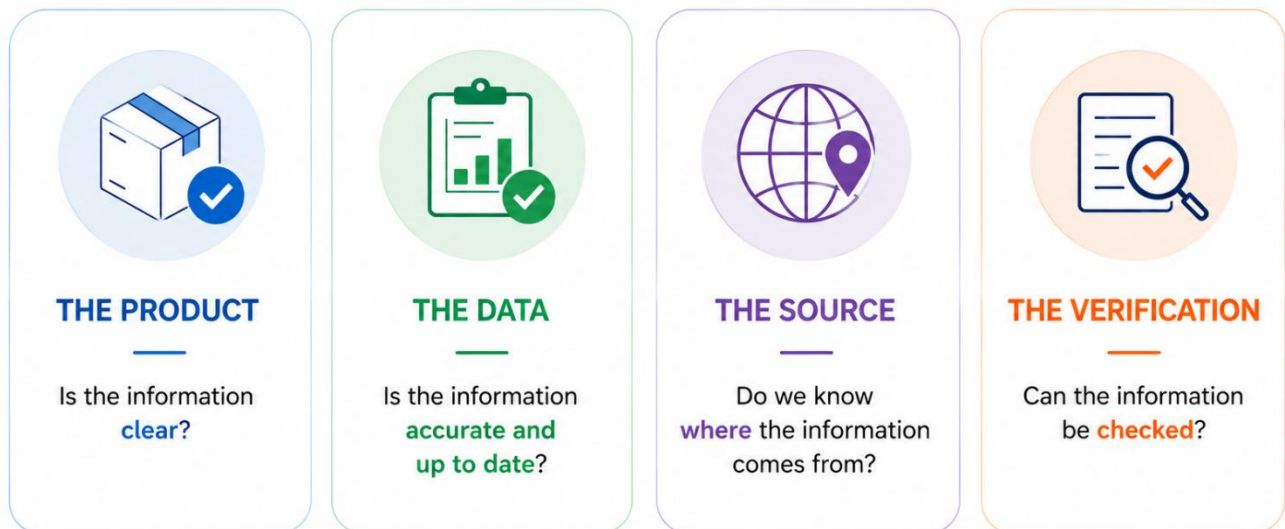
This week, let's explore why the same barcode can lead to different levels of trust—and what that could mean for your business.



Did you know?

A barcode helps identify a product—but identification alone does not automatically provide the full level of confidence a business may need.

When a product is being listed, traded or assessed, businesses may need confidence that the **product information is clear, the data is accurate and up to date, the source of the information is known, and the information can be verified when needed.**



Why Does This Matter to Your Business?

Your barcode may identify your product, but businesses often need more than an identifier **to confidently list, assess or work with it.**

When product information is unclear, incomplete, outdated or difficult to verify, it can affect how confidently retailers, marketplaces, distributors and business partners understand and interact with your product.



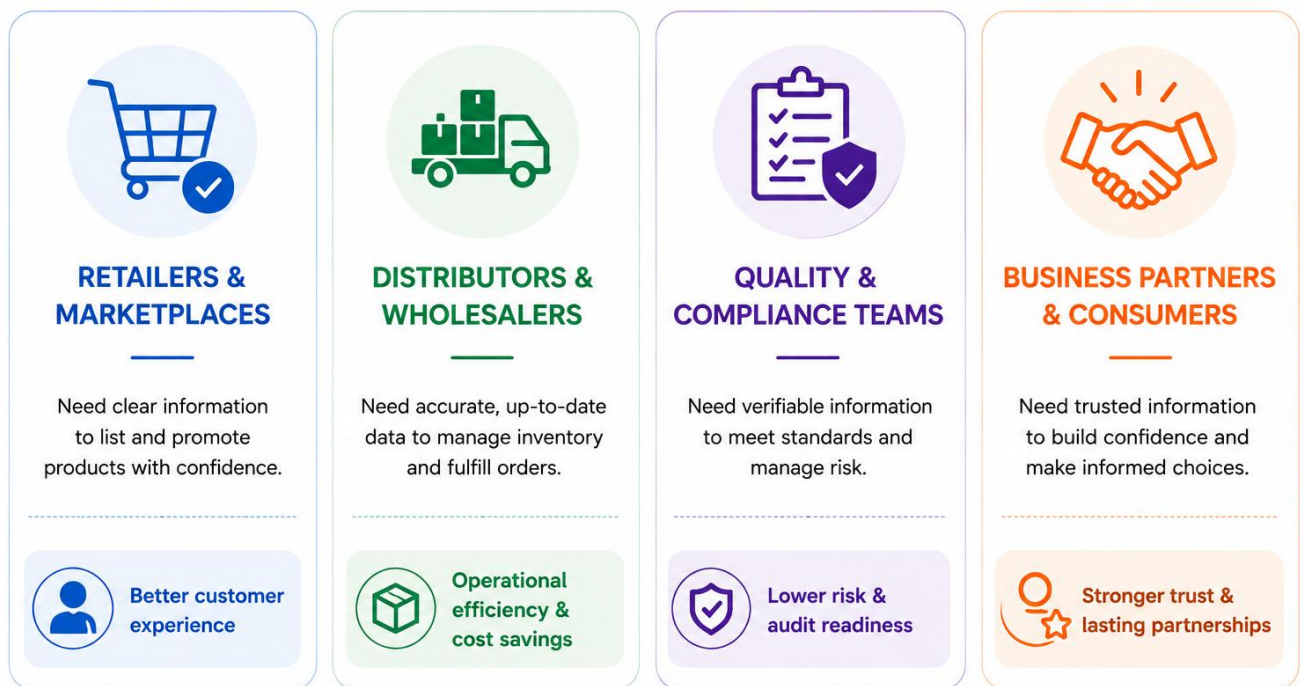
Think about your business - if someone scanned or searched for your GTIN today, would they know what the product is, trust the information they find and be able to verify it when needed?

Industry Insight

Businesses across the supply chain rely on **complete, accurate and verifiable product information to make confident decisions.**

Retailers and marketplaces need reliable information to list and present products accurately. Distributors and wholesalers rely on up-to-date data to support smoother operations, while quality and compliance teams may need information that can be checked and verified.

The more reliable your product information is, the more confidently it can be used across different business processes and channels—creating greater value across the entire supply chain.



How Ready is Your Business?

Take **3 minutes** to check the level of confidence behind your product information.

Question	Yes	No
Can others easily access the key information about your product?	☐	☐
Is your product information regularly reviewed and updated?	☐	☐
Do you know where the information connected to your GTIN comes from?	☐	☐
Can your product information be checked when requested?	☐	☐
Are you confident others receive reliable information about your product?	☐	☐

Your Next Step

● 5/5 – YOU'RE BUILDING CONFIDENCE

Your product information has a strong foundation for building trust.

● 3–4/5 – THERE IS ROOM TO STRENGTHEN

Some areas may affect how confidently others can use your product information.

● 0–2/5 – START BUILDING TRUST

There may be gaps between product identification and trusted information.

The GS1 Takeaway

A barcode can identify a product. But identification alone does not create confidence.

The information behind the barcode—how accurate, current and reliable it is—can influence how confidently retailers, marketplaces and business partners interact with your product.

The barcode identifies. Trusted information builds confidence.

Coming next week

When Your Product Enters a New Market, Can Your Data Keep Up?

Expanding into new markets can bring new opportunities—but it may also mean new data requirements, business partners and expectations.

Next week: Explore whether your product information is ready to move as your business grows.

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