



WHY GS1 Malaysia, NOT 3rd Party Reseller?

GS1 Malaysia has received complaints from our customers and members that **several suspicious companies** have contacted them to try to sell barcodes to them.

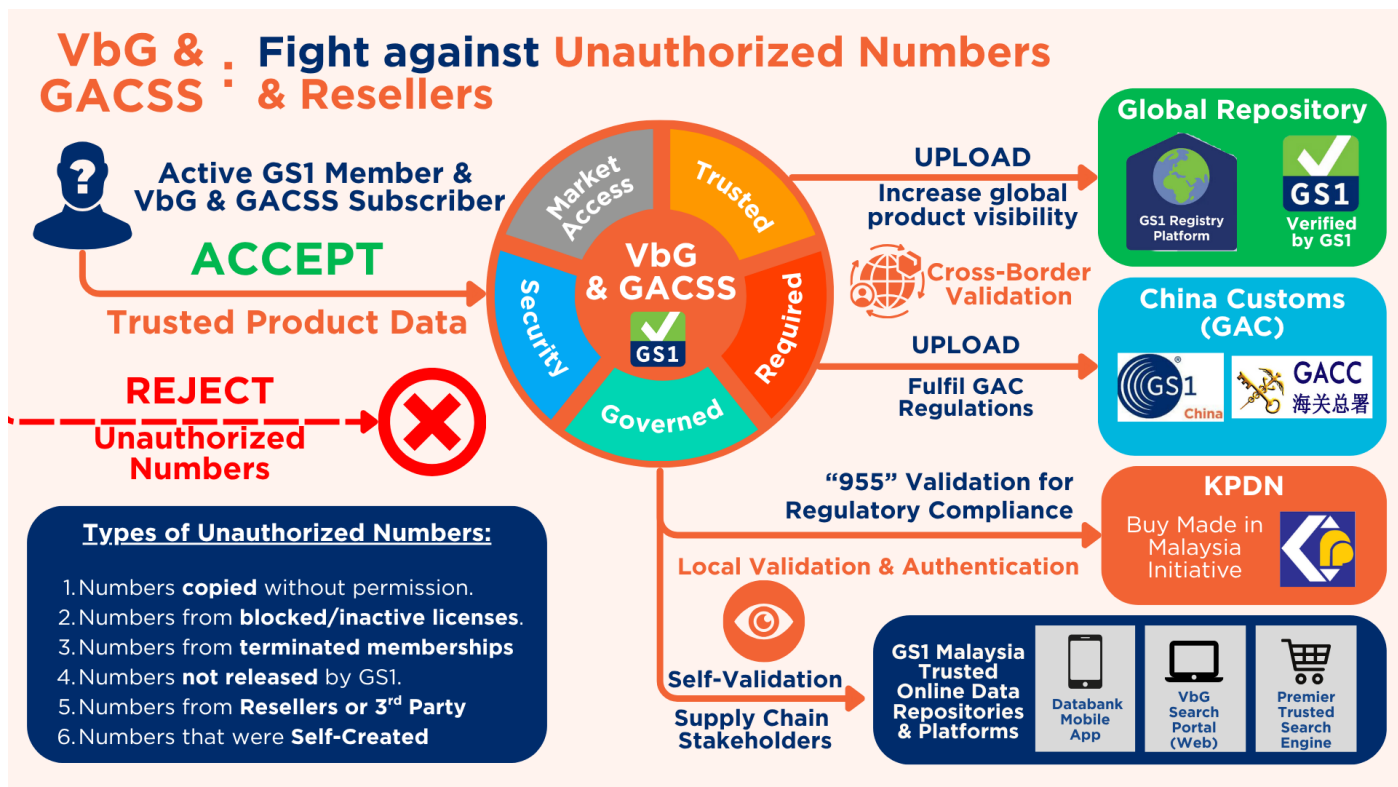
This is considered a serious violation of customer and member data confidentiality and is against the **Malaysian Personal Data Protection Act (PDPA) 2010**.

GS1 **does not condone, collaborate, or authorise** organisations such as **Barcodes Malaysia, Barcode Savers** and "**OEM Group**" or their representative "**Hani - +6011-****8380**" to sell or offer GS1 barcodes or GS1 Memberships. The use or dissemination of unauthorised numbers is **not supported** nor **recognised** by GS1.

If you are directed to purchase or apply for unauthorised barcode numbers by unauthorised resellers, you are requested to inform GS1 Malaysia immediately for further action to protect your data and confidentiality.

Here is an example of an unauthorized barcode reseller:

The most important differences between GS1 Malaysia and Unauthorised Resellers are as follows:

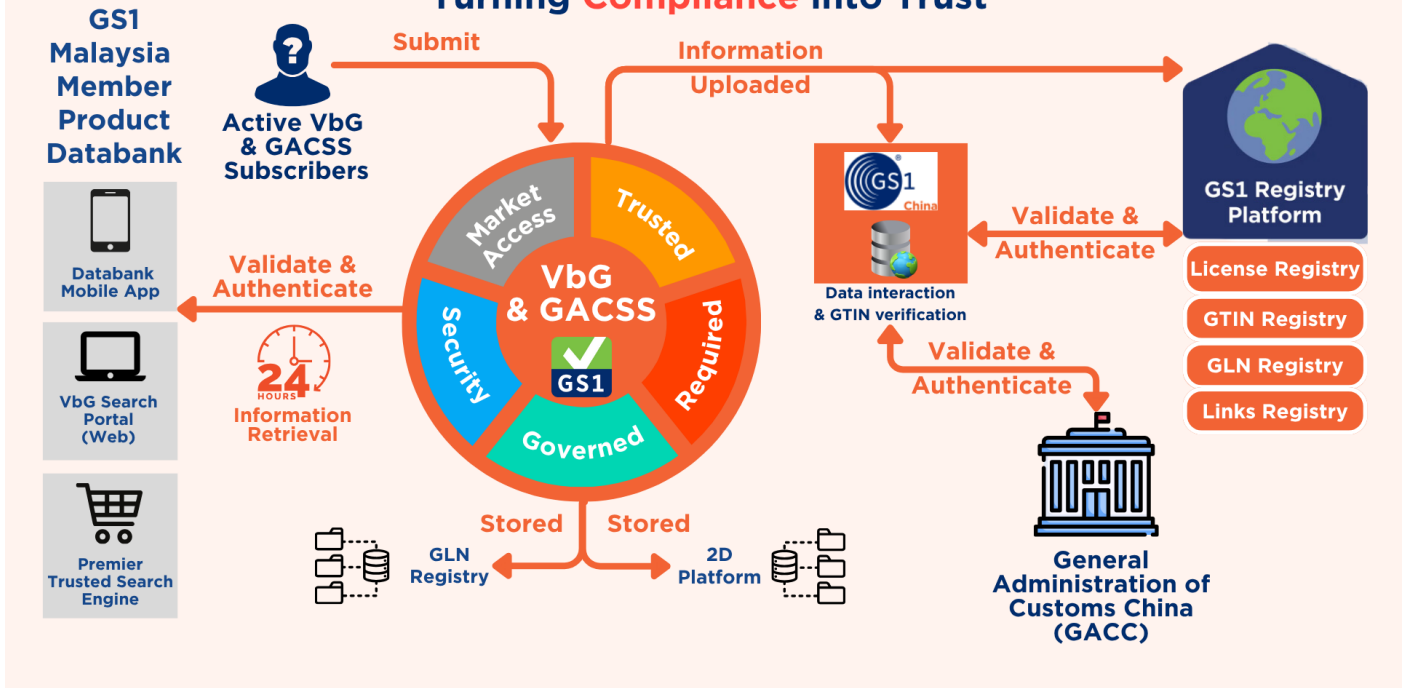


Benefits & Special Features Under GS1 Barcode Membership	 Globally Recognised GTINs Issued by GS1! 	SAY NO  Unauthorised Barcode Numbers 
	GS1 Malaysia Membership (Consists of Features, Services, Platforms & Support)	Unauthorised 3rd Party Reseller
Product barcode numbers & identifiers	➢ GS1 Malaysia Standard GTIN Membership provides up to 1,000 unique barcode identifier numbers. ➢ 24/7 after sales services & support for the protection of brand and product identity, integrity, and governance ➢ Validation and authentication by the GS1 Community ➢ Support against misuse of barcode number (e.g., counterfeiting, fraud, duplication, etc.) ➢ For more information, click here.	➢ Only Single Number or One Number. ➢ NO after sales services & support for brand or product identity and integrity. ➢ NO validation or authentication available. ➢ NO support for misuse of barcode number. ➢ NO Global Recognition. ➢ NO Assurances of non-duplication or resale.
Globally Unique & Recognised Identifiers	➢ GS1 Identifiers are recognised worldwide through over 118 GS1 local & global organisations and the following:  6 billion GS1 barcodes scanned daily  100 million products carry GS1 barcodes  More than 2 million companies use GS1 standards	

Global Member Data Management – VbG & GACSS Enable Validation & Authentication	➤ The Verified by GS1 & GAC Support & Services (VbG & GACSS) a subscription-based support package that consolidates all product management-related services, platforms, and support for greater market visibility and market share growth. ➤ Available to all GS1 Active Members ➤ VbG & GACSS manages: ○ VbG Search Portal (web-based portal) ○ Databank Mobile App (Android devices) ○ Premier Trusted Search Engine (Trusted Search Engine) ○ GS1 2D Repository Platform (Track & Trace Platform) ○ GS1 Malaysia GLN Registry (Entity & Location Repository) ○ Global Registry Platform (GRP) / Verified by GS1 (VbG) (Global Registries for Company, Product, Entity, Location & Links)	
GS1 Services & Capacity Building	➤ Barcode Certification (<i>terms and conditions apply</i>) ➤ Capacity Building & Implementation ○ Fulfilling Market & Regulatory Guidelines Using GS1 Standards ○ GS1 2D Standards & VbG-PDSS Fulfil Global Circularity & Sustainability ○ GS1 Malaysia 2D Repository Platform ○ How GS1 Global Location Numbers (GLN) Enable Compliance to Green Regulations ○ Member Capacity Building Initiative (jointly organised with FMM Institute) ○ Business Consultation	
Recognised by Global & Local Retailers, Marketplaces & Regulatory Agencies	➤ Ministries e.g., KPDN, MOH, MITI ➤ Regulatory Agencies e.g., US FDA, EU MDA, EFPIA, NPRA, MDA ➤ Retailers & Distributors e.g., AEON, Caring, Lotus's, MYDIN, IKEA ➤ Marketplaces e.g., Google Shopping, Amazon, Panda Mart	
GS1 License Certificate: Verify Ownership	➤ GS1 GTIN Membership License* ➤ GS1 GLN Membership License* ➤ GS1 Member Products Certificate ➤ GS1 China Authorisation Declaration Certificate <i>* Free for the current financial year only, all additional certificate issuance has a processing fee.</i>	
Barcode Ownership Transferable?	➤ Yes (<i>terms and conditions apply</i>)	

The GS1 Data Ecosystem – How we protect your product data & identity

Verified by GS1 (VbG) Enables Authentication & Validation Turning Compliance into Trust



Don't know if your barcodes are unauthorised or unrecognised? Use GS1's Self-Check!

Kindly take note of GS1 Malaysia's official communication channels, as follows:

- Official GS1 Malaysia Emails:

gs1malaysia@gs1my.org
membership@gs1my.org

- Official GS1 Malaysia WhatsApp:

+6014-3933 228 (Membership, Service & Support)
+6011-1616 8228 (Membership, Service & Support)

- Official GS1 Malaysia Land Line:

+603-6286 7200

- Official GS1 Malaysia Website:

<https://www.gs1my.org>

Thank You.

GS1 Malaysia Berhad (1201396-K)

(A Company Limited by Guarantee)

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