



Dear GS1 Malaysia Member,

In this week's Knowledge Bytes, we look at the real cases involving **GTIN ownership, unauthorised use and verification** — and what businesses can learn from them.

Did you know?

GS1 Standards have been protecting our members' brand & product identity integrity since 1988. GS1 identifiers become especially important when product identity or GTIN ownership is questioned.

This week's real cases show how proper GS1 identification and governance can help businesses protect their product identity and brand trust.

CASE 01



UNAUTHORISED USE OF GTINS



What happened?

A business discovered that its GS1 identifiers were being used by another party without proper authorisation.



GS1's role:

Verified the legitimate ownership of the GTINs.



Business lesson:

Always monitor your GS1 identifiers and act quickly on any unauthorised use.

CASE 02



GTIN OWNERSHIP VERIFICATION

- What happened?**
The China Embassy approached GS1 Malaysia to validate GTIN ownership following concerns involving fraud and misrepresentation.
- GS1's role:**
GTIN ownership validation.
- Business lesson:**
Reliable product identification can help establish legitimate ownership when questions arise.

CASE 03



GTIN MISUSE & FRAUD

- What happened?**
Concerns arose over the potential misuse of GS1 identifiers, including the risk of fraud and misrepresentation.
- GS1's role:**
Provide trusted identification standards and support verification of legitimate GTIN ownership.
- Business lesson:**
Reliable GS1 identification helps businesses protect their product identity and reduce the risks associated with misuse and fraud.

4 WAYS GS1 CAN HELP PROTECT YOUR BUSINESS



PROTECT YOUR GTIN OWNERSHIP

Keep evidence of your legitimate GS1 membership and GTIN allocation.



VERIFY BEFORE YOU TRUST

When product identity or ownership is questioned, accurate GS1 records can support verification.



KEEP YOUR PRODUCT DATA UPDATED

Maintain accurate product information so your records remain reliable.



CONTROL WHO USES YOUR GTINs

Monitor how your GS1 identifiers are used and address unauthorised use promptly.



Your barcode is not just a number. It is part of your product identity.

Good GS1 governance helps businesses establish, maintain and demonstrate legitimate product identification.

Industry Insight

A **GS1 identifier** represents your company's product identity. When ownership or authenticity is questioned, **accurate GS1 records and proper governance** can help support verification and protect trust in your brand.

This Week's Business Check

Keep your GTINs protected. Keep your product identity trusted.
Take **3 minutes** to review:

Question	Yes	No
Do you know which GTINs are assigned to your company?	☐	☐
Can you demonstrate legitimate ownership of your GTINs?	☐	☐
Are your product records accurate and updated?	☐	☐
Do you know where your GTINs are being used?	☐	☐
Is access to GTIN information controlled internally?	☐	☐

Your Score

 5/5 – GS1 Ready

Your company appears to have good GS1 governance practices.

 3–4/5 – Review & Improve

There may be gaps in your GS1 governance process that should be addressed.

 0–2/5 – Action Required

Your business should prioritise reviewing its GTIN and product identification governance.

The GS1 Takeaway

A trusted product identity starts with proper GS1 governance. Keeping your membership active, maintaining accurate product information and knowing how your GTINs are being used can help your business respond more confidently when product identity or ownership is questioned.

Coming next week

Knowledge Bytes Live: Protecting Your Brand Starts with GS1 Membership

Have questions about this month's topic?

Join our complimentary **Knowledge Bytes Live** session for a focused discussion on the topics covered in this month's Knowledge Bytes, with an opportunity to **ask questions and clarify your concerns with the GS1 Malaysia team.**

1st session - 28 August 2026 | 4:15 PM | Online via Zoom

Subsequent sessions – every last Tuesday of the month

Registration link:

<https://us06web.zoom.us/launch/jc/86845409614>

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