Are your products using Unauthorised GS1 Barcode Numbers?

For over 40 years, **GS1 has provided a reliable system** to help businesses thrive by enhancing efficiency, security, stability, and sustainability.

However, a growing threat is undermining this system: **Unauthorised Barcode Numbers**. These unauthorised numbers, when used to identify trade items, can create significant problems for the brand owner, the retailer, and everyone else in the supply chain.

WHAT are Unauthorised Barcode Numbers?

Let's **PREVENT** Unauthorised Barcode Usage!

Protect your brand integrity now with GS1 authorised barcode numbers

What are UNAUTHORISED BARCODE NUMBERS?

- Non-renewal of a valid GS1 license for more than 1 standard year will change the assigned barcodes into unauthorised barcode numbers.
- Continued usage of GS1 barcode numbers that have been revoked / belong to a terminated GS1 membership
- Authentic & Active GS1 barcode numbers being copied by 3rd party without permission
- A party uses GS1 keys that have not yet been assigned
- GS1 barcode numbers that are not purchased/assigned directly from GS1
- A GS1 member subscriber gifts, transfers/sells GS1 barcode number to a 3rd party

Did you know?

All GS1 barcode numbers linked with
suspended or inactive GS1 Memberships
are also considered as
Unauthorised Barcode Numbers.

WHO offers/sells Unauthorised Numbers?
Unauthorised Resellers

Known Resellers:
- **Barcodes Malaysia**
- **Barcode Savers**
- **OEM Group**

The best independent source for barcode numbers in Malaysia.

BUY BARCODES   More about our barcodes

About (Ringkasan) Barcodes Malaysia

Barcodes Malaysia adalah salah satu cawangan yang di iktiraf dan disahkan sebagai ahli Internatior Network, dimana mereka telah ber operasi di lebih daripada 120 buah negara di seluruh dunia.

International Barcodes berpengalaman lebih daripada 10 tahun didalam industry ini dan mereka ad di dalam bidang pembelian dan penjualan barcode.

Mereka adalah salah satunya "reselier" Barcode GS1 yang di iktiraf di seluruh dunia.

← **Untrue!**
This is untrue; GS1 has never authorized other companies to sell our barcode numbers!

GS1 NEVER Authorised
other companies/any 3rd parties to sell
GS1 Barcode License!

"OEM Group" – Hani - +6011-**8380**
An Unauthorised Reseller

Get your barcode numbers from GS1 directly or through a reputable reseller

Ensure your barcode numbers come from the GS1/UCC system. Our barcodes were first issued by the UCC, the organisation now known as GS1-US. These numbers do not incur annual GS1 fees and are free from GS1's control. All of our stock originates with the UCC, are globally unique numbers prefixed 060 – 089, and have never been assigned to any products before. Fundamentally our numbers work like any other barcode supplied by GS1 and are suitable for use in Malaysia and globally with very few exceptions.

The purchase authentic, valid and globally unique barcode numbers while avoiding GS1 Malaysia fees visit our buy barcodes page.

WHY Does This Matter to my Company?

Using Unauthorised Numbers **compromises** the **integrity** of GS1 identification, leading to:

- **Market Confusion:** Multiple products sharing the same number can cause confusion. Products or companies may be incorrectly identified, affecting trust.

- **Shipping Delays / Rejection:** Products may be held at customs / rejected entirely due to barcode numbers inability to be verified which cause severe delays of shipment, additional cost born by company and many more consequences.

The Cost of Cutting Corners

The use of Unauthorised Numbers can lead to a range of costly issues:

1. Additional Operational Costs	• Rising Supply Chain and Marketplace Costs • Reprinting and Relabelling Expenses • Unnecessary Troubleshooting Efforts

2. Lost Sales and Market Share	3. Negative perception by trading partners	4. Restricted Access to GS1 Services

IMPORTANT The importance of an active **GS1 membership license** **IMPORTANT**

When you subscribe to GS1 Malaysia, you receive a GS1 Membership License just for your company. This license is **not for sharing with others, including related companies**, to prevent confusion and disputes. If you cancel your membership, your GS1 barcodes will be returned to GS1 Malaysia.

The importance of this license is that it **confirms and differentiates your barcode numbers as authorized, preventing unauthorized use**.

Furthermore, with GS1 Malaysia's premium support package, **Verified by GS1 & GAC Support & Services (VbG & GACSS) Support Package**, your data is recorded on GS1's trusted data repositories, shown below:
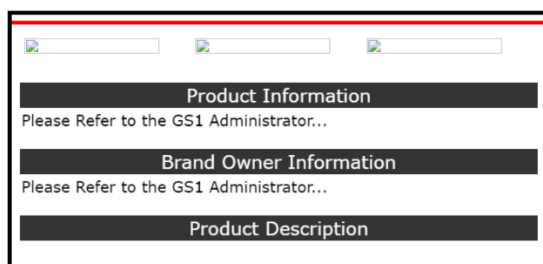
1. **Member Product Databank** – A repository managed by GS1 Malaysia containing trusted product and company data.

2. **Premier Trusted Search Engine** – Helps your business stay competitive, speed up product availability, and meet retail requirements, powered by the Member Product Databank.

3. **GS1 Global Registry Platform** – A global GS1 database in line with the Verified by GS1 initiative, providing reliable product data for global verification.

HOW does maintaining my license & data help my company?

Maintaining an active license each year is **vital** to ensure that your barcode numbers remain valid and verifiable. If your membership is **inactive**, the following will occur:

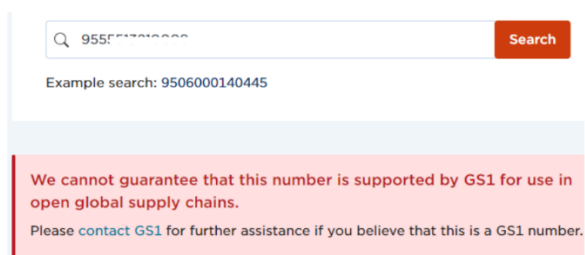## An Inactive or Invalid GS1 Membership License in GS1 Repositories

Product Information
Please Refer to the GS1 Administrator...
Brand Owner Information
Please Refer to the GS1 Administrator...
Product Description

Q 955_____

Search

Example search: 9506000140445

We cannot guarantee that this number is supported by GS1 for use in open global supply chains.
Please contact GS1 for further assistance if you believe that this is a GS1 number.

INACTIVE   **INACTIVE**

GTIN no longer recognised or can be found on local and global GS1-managed repositories

If your membership is **active** but you are not **submitting product data** or you are not a **VbG & GACSS subscriber**:

A Valid GS1 Membership License but no product information

Brand Owner Information

Company / Name :
GS1 Malaysia Berhad
Registration No :
1201396-K
Address :
Wisma FMM, No. 3 Persiaran Dagang, PJU 9,
Bandar Sri Damansara 52200,
Kuala Lumpur, Malaysia

EXAMPLE

Postc...
522
T...

GS1 ⓘ This number is registered to ▮▮▮▮ Sdn Bhd.

Company information

Information about the company that licenced this GTIN

Company Name	▮▮▮▮ Sdn Bhd
Address	▮▮▮▮ Malaysia
Website	Unknown
License Key	955▮▮
License Type	GS1 Company Prefix
Global Location Number (GLN)	Unknown
Licensing GS1 Member Organisation	GS1 Malaysia

Licence information was provided by GS1 Malaysia and was last updated on 27 Jul 2023.

ACTIVE

Recognised as a GS1 Member but vulnerable to counterfeiting & misuse

Only by maintaining an **Active GS1 Membership License AND VbG & GACSS support package** while **submitting your product information** can you ensure that your product can be validated and authenticated:

A Valid GS1 Membership License & Submitted Product Data

Product Information

Name :
DATES JUICE
Brand :
▮▮▮▮
Quantity :
1000
Units :
ml
Dimensions :
270mm x 90mm x 90mm
Country of Origin :
MALAYSIA
Classification (Class) :
50202400 - Non Alcoholic Beverages - Not Ready to Drink
Classification (Brick):
10000309

Certification

Status :
Y
Certification Body :
JAKIM
Certificate Expiry :
2026-07-31
Certificate No. :
▮▮▮▮

Brand Owner Information

Company / Name :
▮▮▮▮ Sdn Bhd
Registration No :
▮▮▮▮-D

GS1 ⓘ This number is registered to ▮▮▮▮ Sdn Bhd.

Product information | Company information

DATES JUICE

NO IMAGE

GTIN	0955▮▮
Brand name	(en-GB)▮▮
Product description	(en-GB) DATES JUICE
Product image URL	Unknown
Global product category	10000309 Fruit Juice Drinks – Not Ready to Drink (Shelf Stable)
Net content	1000 Millilitre
Country of sale	Malaysia

ACTIVE

Can be Recognised, Validated & Authenticated Globally

Learn More about VbG & GACSS

Your membership status affects regulatory compliance!

Only Active GS1 Members can comply with **industry regulations and requirements!** Here are some regulations that require your GS1 Membership:

1. **Unique Device Identification (UDI)** – Required for all medical device goods imported into the US, EU and a multitude of other countries, UDI compliance hinges on having a verifiable identifier from an accredited UDI issuing agency.

2. **China GAC "Single Window" GTIN Reporting** – Required by the **General Administration of Customs of China (GAC),** the regulation requires all **imported goods** flowing into mainland China to have a **valid and verifiable GS1 GTIN barcode**.

3. ### Strategic Partnership between GS1 Malaysia and KPDN

DID YOU KNOW?

GS1 Malaysia is a **Strategic Partner** to the **Ministry of Domestic Trade (KPDN)** where both parties work closely to create awareness in the industry to help companies understand the importance of GS1 Keys and to ensure their products is visible on GS1's trusted data repositories, such as the **Member Product Databank**.

Both parties also work closely to further promote the **"Love Malaysia, Buy Made-In-Malaysia Products" Initiative,** where GS1 members are encouraged to:
   a. Have a **valid GS1 Malaysia Membership**,
   b. Have **submitted** their products into GS1 repositories for **validation** and **authentication**,
   c. Have indicated the **country of origin** when submitting their product information.

Strategic Partnership Certification from KPDN to GS1 Malaysia

The Importance of GS1 Keys

Protect Your Business and the Integrity of the GS1 System

By ensuring the use of only authorised GS1 numbers, businesses can avoid these pitfalls, **protect their reputation**, and **maintain strong relationships** with their trading partners. The GS1 system is built on trust, and **protecting that trust is key** to sustained success.

GS1 Keys are crucial for modern business operations. They're essential for **verifying and authenticating** product information, beyond just retail checkouts. **Businesses, government agencies and marketplaces** use GS1's product catalogs to connect with trusted and recognised product data.

Kindly contact GS1 Malaysia via our communication channels for any questions:

- Emails: gs1malaysia@gs1my.org
- WhatsApp: **+6014-3933 228, +6011-1616 8228**
- Land Line: **+603-6286 7200**
- Website: https://www.gs1my.org

Thank You.