



## Getting Started with Databar

GTINs or Global Trade Identity Number are used for unique identification of trade terms worldwide. The GS1 Company Prefix is an integral part of the GS1 system, which is assigned to the brand owner or the party responsible for delivering goods to market.

### Step 1

Join GS1 New Zealand and obtain a GS1 Company prefix.

<http://www.gs1nz.org/get-started/>

### Step 2

Assign a GTIN\* for each produce variety/PLU/Packhouse, which will uniquely identify the product as your own.

<http://www.gs1nz.org/services/barcodes/>

\* A GTIN is a globally unique 14 digit number used to identify each individual product item.

**Note:** You should also retain the PLU code on the label, as some retailers may not yet have the capability to scan GS1 Databar.

### Step 3

Send a copy of your GTIN's and corresponding PLU codes to the retailers so that they can enter these in their POS (Point of Sale) system.

### Step 4

Design your label. Talk to Chrissy Mumford - [chrissy.mumford@jenkinsfps.co.nz](mailto:chrissy.mumford@jenkinsfps.co.nz) or Kevin Jamieson [kevin.jamieson@jenkinsfps.co.nz](mailto:kevin.jamieson@jenkinsfps.co.nz) at Jenkins Freshpac Systems for help with designing your unique Databar fresh produce labels. They know about label sizes, legibility, colours, minimum barcode height requirements and will check and scan the barcode artwork for you to make sure it is accurate and works.

### Step 5

Once your label artwork is ready to go, you may need to send the artwork sample to GS1 New Zealand for barcode testing. This is independent verification that your product meets all the industry specifications and scans properly the first time.

### Step 6

Once the testing is complete and you have the interim report back from GS1 NZ, give the report to us and we'll print your labels. We also check and run extra tests on your labels during production for scan-ability and accuracy before delivering the labels.