Case Study: Preparing the GTIN Management Guideline

GS1 Japan established its Retail & CPG WG with the members of retailers, wholesalers, manufacturers and database providers for industries related to general consumer goods supply chains. This WG mainly share and discuss about GS1 Standards. For example, it provides latest trend of GS1 Standards and develops tools to promote the adoption of GS1 standards in Japan.

Following the release of GTIN Management Standard and Decision Support Tool by GS1 in June 2016, a GTIN subcommittee consisting of members from the Distribution Code Committee studied tools. As a result of their discussions, it was decided that the GTIN Management Guidelines would be prepared based on the comments of the committee members. The guidelines were issued in February 2017 and released on the GS1 Japan website (http://www.dsri.jp/standard/identify/gtin/pdf/GTIN_guideline201702.pdf).

The contents of the guidelines are based on the GTIN Management Standard and Decision Support Tool. A Japanese version of the GS1's GTIN Management website was not created as it was deemed imperative to establish a one-stop reference material site housing all GTIN operational rules, including not only contents of the new GTIN Management Standard but also the differences between the old and new guidelines,

Fig. 1 Cover of GTIN Management Guideline (left), example of contents (right)

the basics of GTIN, actual examples of the application of the rules and the FAQs.
The following contents are in the GTIN Management Guideline.

 • **About the GTIN Management Guideline**

Differences between the old and new guidelines and other information are described.

 • **The Basics of GTIN**

Overview of GTIN, its fundamentals and its major utilization forms are explained.

In order to spread the name of GTIN - since the local name JAN code is widely established in Japan, various utilization forms of GTIN, such as EPC/RFID and a barcode displaying GTIN and attribute information by using AI, are explained in this part.

 • **Description of 10 GTIN Management Rules and Practical Examples**

Focusing on cases where new GTIN management is necessary, the core contents of the GTIN Management Standard, which are now organized in 10 rules (reduced from the former 46 rules) are

described along with practical examples set in Japan, accompanied by illustrations.

 • **Frequently Asked Questions**

Answers for frequently asked questions and clarifications of major misunderstanding concerning GTIN are included.

Especially for assembled packages such as carton units, the use of GTIN-14 is common in Japan, whereas GTIN-13 is not generally known enough except in some product categories. Due to reports from users who experienced problems using GTIN-13 for carton units, we have included detailed explanations of how to utilize GTIN correctly.

The new GTIN Management Guideline have been favorably received by users in Japan, as it contains comprehensive and organized information on GTIN use from the basics of GTIN to the utilization methods, making it easier to refer to and understand.