



Kenya



A ROAD MAP TO GETTING STARTED WITH GS1 AND BARCODES

What do I need to start using The GS1 system?

1. GS1 company Prefix
2. Item Reference- GTIN (Global Trade Identification Number)
3. Global user manual
4. Bar Codes

1. OBTAIN A COMPANY PREFIX

You need to get a GS1 company prefix by contacting GS1 Kenya and becoming a member by filling out a membership form. On becoming a member and paying the necessary membership dues you will be issued with a membership certificate containing an GS1 company prefix.

In general the GS1 Company Prefix comprises 6-10 digits depending on the need of the company.

The GS1 Company prefix, unique worldwide, is the first part of the number used to uniquely identify a product or service:

Example:

GS1 COMPANY PREFIX								
6	1	6	1	2	5	7	5	7

2. ITEM REFERENCE (GTIN)

GS1 Kenya will assign you a number bank that your organization will use as an item reference.

The item typically has 1-6 digits, it is a non significant number which mGS1s that the individual digits on the number do not relate to any classification or convey any specific information.

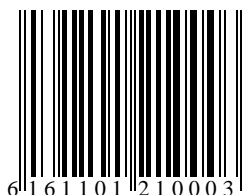
The best way to allocate item references is sequentially. Some companies produce the same article in several countries or in several plants. In this case the GTIN should be allocated centrally and managed by one of the companies in the group or one of its production facilities.

3. BAR CODES

The next step is to generate the barcodes you require for your products from the list of numbers you have been allocated to identify your products (GTIN)

A bar code is a series of parallel vertical lines(bars) and spaces that represent data that can be scanned and interpreted by a reader(scanner) More than 200 different styles or languages (symbolologies) were invented but only a handful are used regularly. They are code 39, ITF-Interleaved 2 of 5, code 128, GS1 and GS1 standards. GS1 enables any product to be uniquely identified by a number any where in the world.

Example of a GS1 13 Bar code



What does the bar code contain?

Most people think it contains descriptive data like product information, and price but, in actual fact, in the majority of the applications it contains a unique reference number. The number, when read is sent to a computer that looks up the information in a database.

Think of it as a license plate number that does not mean much in itself but when it is entered into a relevant database, it produces a wealth of information about the vehicle.

For most people the most common encounter with the bar code is at the neighborhood supermarket. Basically everything and anything in the retail sector that will eventually be scanned at the point of sale has a bar code attached to it. In fact a cashier has a hard time selling you something that doesn't have a bar code. Its applications have extended to other sectors and are now found on ID cards, invoices, cheques, and the like. Barcodes are not only applicable in the retail sector but are applied for such operations as, Inventory management, logistics tracking, warehouse management and asset management.

Having the bar code, you are now ready to apply the barcode on to your packaging or trade item. Bar codes can be affixed directly on the package or by placing adhesive stickers onto the product. Work with your printer or packaging expert to get it right. Inquire about printers and packaging experts if you require assistance.

5. USER MANUAL

On becoming a member of GS1 Kenya you will receive a USER MANUAL that is basically a hand book on the GS1 system. The manual contains all the technical specifications you need with regard to using the system as well as frequently asked questions relating to Numbering and bar coding. REFER TO THIS MANUAL WHENEVER IN DOUBT!

6. HELP DESK

In Case the user manual is unable to address any query that you may be having, you are welcome to call our help desk and speak to our member services personnel or mail to info@gs1kenya.org

7. NUMBERING YOUR TRADE ITEMS.

General rules:

1. A separate unique GTIN is required for every different trade item. The basic unique characteristics of the trade item are:
 - ❖ Product type and variety
 - ❖ Brand name
 - ❖ The dimensions of the packaging and its nature
 - ❖ The quantity of the product
 - ❖ If the trade item is a grouping, the number of elementary items contained, and their subdivision in sub packaging units, the nature of the grouping (carton, pellet, box-pellet e.t.c)
2. Once it has been defined, the GTIN of the trade item must not change as long as the characteristics of the trade item do not change.
3. A major modification of the basic elements which characterize the trade item will generally lead to new GTIN.
4. A multi pack, made up of several identical (homogenous multipack) or different (heterogeneous multipack) trade items intended for sale as one unit is also itself a trade unit. It is identified by another GTIN
5. When a product is placed in a presentation pack or gift pack, the GTIN bar coded on the product itself must be different from that printed on the pack.
6. Various vintages of a wine, the annual edition of a map, a diary or an appointment book are different trade items. In general where date is important, different GTINs are required.
7. A company which owns the brand name of the product regardless of where and by whom it has been manufactured, is responsible for the numbering (GTIN)

It will therefore be:

The Manufacturer or supplier

If the company manufactures the product or has it manufactured in any country and sells it under a brand name, which belongs to the manufacturer or supplier.

Importer or wholesaler

If the importer or wholesaler has the product manufactured in any country and sells it under a brand name, which belongs to the company. If the importer transforms the product (e.g. modifying the packaging)

The retailer

If the retailer has the product manufactured in any country and sells it under a brand name which belongs to the retailer.

ENQUIRIES

Member Services:

Janet Rosana

P.O Box 3243 -00200

Nairobi

Tel. (+254) 20 4452680/1, 238 5270, 0710-122252, 0735-965168

Connaught Apartments, Suite 14,

Ground Floor, Lantana Road, off Rhapta Road,

Behind New Rehema House, Westlands

E-mail: info@gs1kenya.org