



GS1 Barcoding & Label Generation

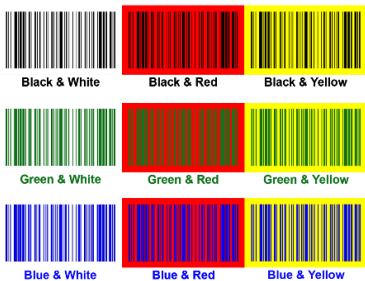
Before a company can begin using barcodes, they must create the numbers that go inside the barcode. These numbers are called GS1 Identification Keys. To obtain a GS1 Company Prefix contact the GS1 Member Organization in your country. They will also help you to determine if you should include static or dynamic information in your barcodes, and what numbers to assign to your trade items.

Once you have that information, it is time to generate a digital file for the barcode and print it on your packaging or label. There are 4 main ways to do this:

DIGITAL FILE	BARCODE SOFTWARE	PRINT COMPANY	SOFTWARE & PRINTER
You will need a digital file of the barcode to print. Some GS1 Member Organizations provide this service free of charge. Some will require you contact a company that specializes in barcodes.	Purchase the software to generate your own digital file of the barcode.	Contact a print company that specializes in barcodes to print barcoded labels for you.	Weekday, weekend, or holiday scheduled preventative maintenance Includes remote support and training Requires minimum spare parts stocked.

When deciding which option is right for you, here are some points to consider:

- If your barcode has static information, for example a product identification number (GTIN) on a cereal box, and you need a large volume of labels, then your best bet is to ask a printing company to print your labels.
- If you need a small volume of labels or need to print labels with dynamic information (when you include serial numbers on your product labels), then having your own software and printer is essential.



[Contact us](#) for more information or help deciding which solution is best for you.



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