



The Global Language of Business

# Barcodes Made Easy

with GS1 Ireland



[www.gs1ie.org](http://www.gs1ie.org)

## Getting started

GS1 Ireland is here to provide you with the barcodes you need to get your products listed in retail and online.

To create barcodes you will need a range of numbers allocated exclusively to your company. This is granted by way of an annual licence. There are different licences depending upon the size of your product range now, and allowing for future growth.

## Which licence?

**Barcode Licence (standard) – GCP 9:** – this is the standard licence for most companies and allows for up to 1,000 unique products & outer cases to be identified.

**Artisan Barcode Licence – GCP 11:** – to help small producers get up and running a bank of 10 numbers can be made available to new businesses with a turnover under €1 million p.a.

If you will need more than 1,000 numbers (e.g. clothing sector) please contact us directly about a larger scale licence (called a GCP 7).

**Note:** Barcode licences cannot be exchanged or upgraded as each licence is for a specific set of numbers. If you run out of numbers, simply apply online for an additional licence (at the relevant annual licence cost). All licences must be paid for annually while still in use.

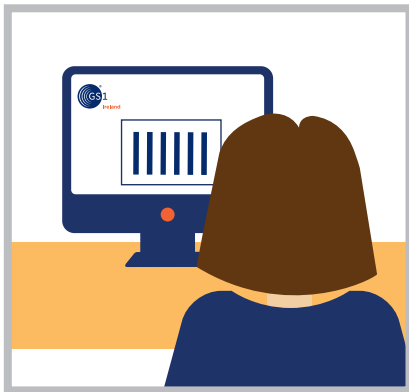
## Online registration

Registration is completed online at [www.gs1ie.org/Join-GS1](http://www.gs1ie.org/Join-GS1)

### What do you need to register?

Certain information about your company is required to complete registration. We recommend you have this information to hand before you start in order to make the application process as quick and as straight forward as possible.

- Company information (name, address, email)
- Companies Registration Office (CRO) or Registered Business Name (RBN) Number
- VAT Number (or PPS number if not VAT registered)
- Bank Details for Direct Debit (mandatory)
- Contact details for primary licence contact and accounts person (name, tel, email)
- Payment method for initial licence fee.



**Step 1:** Register and pay online at [www.gs1ie.org/join-gs1](http://www.gs1ie.org/join-gs1)



**Step 2:** Receive your licence details and certificate by email



**Step 3:** Log on to Barcode Manager to register your products for a barcode number

## Fee payment

Barcode licence fees are based on turnover bands (or estimated first year's turnover if your business has yet to publish accounts). These fees are detailed on our website [www.gs1ie.org/fees](http://www.gs1ie.org/fees).

**Payment** – The first year's licence (charged pro-rata) can be paid by credit card, bank transfer (EFT) or cheque. Please allow for 2 - 3 days for your EFT or cheque payment to reach us.

**Direct Debit** – A direct debit must be established to facilitate the annual renewal of barcode licences. This is a mandatory part of registration. Please note the first year's licence fee is not collected by direct debit.

## We're here to help

Our helpdesk staff would be happy to help you with any queries or issues you may have.

**E:** [helpdesk@gs1ie.org](mailto:helpdesk@gs1ie.org)  
**T:** (01) 208 0660

# Benefits of choosing a GS1 barcode

## Unique

With a GS1 licence you have the sole right to use your range of barcode numbers. Your barcode is linked to your business alone and can be identified through the global registry.

## Verifiable

With a barcode linked to your company, retailers and distributors can look up your barcode number to verify its ownership. This can be useful in the event of a recall or to help detect counterfeits and forgeries.

## Traceability

The unique barcode number attached to your product is a key component for traceability and tracking systems globally.

## Scalability

GS1 product identification numbers form the basis of several solutions that growing businesses may eventually need to use such as EDI and digital data sharing.



## Barcode Manager

**Barcode manager is a web-based tool used to register and activate your products.**

**Fast** - With a streamlined barcode number creation process, Barcode Manager helps you create barcode numbers quickly and efficiently.

**Accurate** - Use Barcode Manager to track the barcode numbers you have used, reducing the risk of error and duplication.

**Secure** - Barcode Manager gives you an external, online backup of all your barcodes and product descriptions.

**Easy to use** - Barcode Manager has a user friendly interface, with easy to follow instructions.



## Barcode symbol images

If your packaging designer or printer is unable to generate the barcode symbols for you, you can use Barcode Manager to download high resolution image files. Each barcode symbol requires 1 image credit. Credits can be purchased through the GS1 Ireland website.



## Barcode verification

As a new member you will receive two free barcode symbol verifications. This service will help you ensure that your symbols are correctly structured and ready to be printed.

To avail of this service simply send us 2 print-ready pack samples by post.

## What's Next?

Once you have completed your online licence registration and have received your unique company prefix, simply log on to **[www.gs1ie.org/Barcode-Manager](http://www.gs1ie.org/Barcode-Manager)** to begin allocating barcode numbers to your products.

## Get your business in the spotlight!

We love to hear about new businesses and new products. As you take the final steps to get your product on the shelves why not tweet us @GS1Ireland with a picture and details of where your product is available? You can also share your news & successes with us on Facebook.



[twitter.com/gs1ireland](https://twitter.com/gs1ireland)



[facebook.com/gs1-ireland](https://facebook.com/gs1-ireland)



[@BestofIrish](https://www.instagram.com/BestofIrish)

We feature a Member of the Month on our website and in our industry emails to showcase some of the latest products available in Ireland. Interested in seeing your product in the spotlight? Email your details along with a picture of your product and your website address to **[marketing@gs1ie.org](mailto:marketing@gs1ie.org)**.



## With you every step of the way

As your business grows your need to identify, capture and share product information will increase and your business will evolve beyond barcodes.

**Electronic Data Interchange (EDI)** – As the volume of your business sales grow you may need to adopt an automated ordering and invoicing system (called EDI) instead of paper-based documents. At this point, we will be able to help you get up and running and provide you with a licence for a unique EDI mailbox number called a Global Location Number (GLN).

**Data Quality** – With expansion you may begin to sell online or to use a variety of online data sharing portals. Data quality can become a challenge but GS1 offers services to help you prepare complete, consistent, accurate, and time stamped product information in line with industry standards.

**Traceability** – Did you know you can also use GS1 standards and standards-based solutions to help you comply with international regulations for product safety and traceability? GS1 is here to advise you if you need help specifying and implementing a traceability solution for your organisation.

### Training & The GS1 Learning Zone

At any stage feel free to contact our Helpdesk to answer any technical questions you may have about GS1 standards and supply chain. If your query is more in-depth you might benefit from some in-company training for you and your team.

We also offer an elearning platform called the GS1 Learning Zone where you can learn about GS1 standards and the benefits to your business, at a time that suits you. All new members have access to the free “Getting Started with GS1” course which will provide you with an overview of how to generate product codes (GTINs) as well as create EAN 13 barcode symbols. Details on accessing the Learning Zone will be sent to you after your barcode licence is issued. To find out more or to register an account now please visit [www.gs1ie.org/elearning](http://www.gs1ie.org/elearning)

## Eager to get started?

While you complete your application and wait to receive your globally unique GS1 prefix and certificate why not watch this short video tutorial which will introduce you to the basics of GS1 barcodes and what's involved in getting your product set up and ready to sell in stores and online.

[www.gs1ie.org/New-Member-Tutorial](http://www.gs1ie.org/New-Member-Tutorial)



### GS1 Ireland

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### Connect with us

