



# **GS1 US Data Hub® | Product**

Working with Variable Measure Trade items User Guide

> Version 5.5 March 21<sup>st</sup>, 2022

# **Table of Contents**

Variable Measure Trade Items	03
Packaging Levels	05
Constructing the GTIN (Global Trade Item Number)	06
Creating a Variable Measure Trade Item	07
Creating the GS1-128 Barcode	10
Partial List of Application Identifiers	13

#### Variable Measure Trade Items

In this guide, you'll learn how GS1 US Data Hub | Product enables you to create products that are NOT scanned at retail checkout and vary in measure/quantity.

#### Is Your Product a Variable Measure Trade Item?

As noted in the GS1 General Specifications, fixed measure trade items are those that are always produced in the same version and composition (size, weight, contents and design). For example, a jar of tomato sauce, a 12 pack of soda, a twopound chocolate bar). Even if there are slight weight variations during production (such as overfill), this still does not make the product a variable measure trade item. The declared net weight to the consumer is always the same, regardless of overfill.

Unlike a fixed measure trade item, a variable measure trade item has at least one characteristic that varies, and the item may be sold at any point in the supply chain **without** one of these characteristics predefined:

- Weight
- Dimension (size)
- Quantity contained
- Volume information

Here are examples:

#### **Examples of Variable Measure Trade Items:**

- A wheel of cheese (not intended for Pointof-Sale) is ordered by a GTIN-14 and includes the indicator digit 9. It's cut and packaged in variable weight packages in the deli department and sold by weight.
- Bulk lunch meat (not intended for Pointof-Sale) is ordered by a GTIN-14 and includes the indicator digit 9. It is then packaged into individual variable weight packages and sold by weight.

#### **Items that ARE Not Variable Measure Trade Items:**

- Tomato sauce that is sold in three "varied" jar sizes (20 oz., 40 oz., and 60 oz.) – each jar is a fixed measure trade item and would receive its own GTIN.
- T-shirts sold in "varied" sizes or colors (gray, blue, red); each t-shirt "variation" is a fixed measure trade item and would receive its own GTIN.



#### Variable Measure Trade Items

In many business situations, a variable measure trade item may have fixed dimensional attributes when sold to a retailer (such as deli meats sold by the pound, or fabric sold by the foot) and identified with a GTIN, but then sold in pieces to the consumer, so the unit of measure at the consumer level will often vary.

The retailer uses commercially available equipment to weigh items and print the appropriate weight and pricing information on the bar code label.

A variable measure trade item consists of both an identification number (GTIN) and information about the variable data (which is provided via Application Identifiers).

In GS1 US Data Hub, after you assign the GTIN to the product, you can click the **View Barcode** button. You can then apply variable measure trade item characteristics to the barcode for this product.

Application Identifiers	
AI(01) GTIN	
9123000095054	
Variable Measure Application Identifiers Type in ** to select from the most common Application Identifiers	
Application Identifier Code	Application Identifier Value
**3200 - Net weight, pounds (Decimal Position 0) * -	30



Please refer to the GS1 General Specifications for more details, including the main types of variable measure trade items (Figure 2.1.10-2)

# **Packaging Levels**

GS1 US Data Hub supports Variable Measure Trade Items that are NOT scanned at retail checkout. In other words, if you select "Yes" for **Variable Measure?**, you cannot select "Yes" for **Purchasable by Consumer?** 

You can select the "Each" packaging level and still select "Yes" for **Variable Measure?.** Here are the most frequently used packaging levels.

Packaging Level	Description	Examples of use
Case as Each	Used by industries, such as foodservice, that need to designate the case as its lowest orderable unit. The contents inside are neither assigned GTINs, nor are they sold at checkout or online. This is different than a multipack, which is a retail unit.	Bag of Donut holes, a cheese wheel, 25 lb. pack of bulk mushrooms, case of chicken parts
Mixed Case	A mixed case contains more than one type of "each," and must contain more than one GTIN.	A cheese wheel and salami meat, sold by the pound, making them both variable measure items.
Pallet	A shipping unit that contains either cases, inner packs, or "eaches." It must contain one GTIN regardless of the number of items in the grouping.	18 cheese wheels (variable measure) shrink wrapped together
Mixed Pallet	A shipping unit that can contain any combination of cases, inner packs, and/or "eaches" and must contain more than one GTIN.	Nine cases of meat and nine cheese wheels, shrink- wrapped together.

Variable Measure? (7)

# **Constructing the GTIN (Global Trade Item Number)**

GS1 US Data Hub automatically constructs the GTIN-14 for a variable measure product using these four steps:





Example: GTIN-14 Structure



If you select **Let Us Pick a GTIN For You** and you have selected "Yes" for **Variable Measure?**, GS1 US Data Hub | Product assigns the GTIN-14 automatically to this item. Refer to this structure when assigning the GTIN manually.

### **Creating a Variable Measure Product**

In GS1 Data Hub | Product, after selecting **My Products -> New Product**, complete the following to create a new variable measure product:

Inter the Product Description, Brand Name, and Product Industry. Product Description - This is a "functional description" to share with retailers and effort of product, variation (color, flavor, scent, etc.), and net contents. To obcharacter limit. Product Industry - The primary industry where the product is sold. This will etailers and other Product View/Use subscribers filter by "industry" when sea arod use. Optional: SKU - Enter your internal "Stock Keeping Unit" number. elect the Packaging Level.		DRAFT	
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Working with Variable Measure Trade Items User Guide

CONTIN

### Creating a Variable Measure Product (Continued)

	Get a GTIN for your product	-			
)	Let Us Assign Your GTIN We'll assign your next available GTIN to this product	Choose a Specific GTIN Assign a specific GTIN from your available GTINs to this product	Choose a Reserved GTIN Select one of your previously reserved GTINs for this product		
	Cancel			Save and Exit	Save and Continu

You can now assign the GTIN, which will move the product to **PreMarket** status after you save. After you take this step, and decide at a later date to delete this product, you can click the **Retract PreMarket GTIN** button to delete the product detail record and make the GTIN available to be assigned again.

**Let Us Assign Your GTIN** – GS1 US Data Hub creates the GTIN-14 as discussed on page 6 of this user guide. If your company has more than one prefix, you will be prompted to select the prefix to use.

**Choose a Specific GTIN** – Type the desired GTIN in yourself and assign it to this product, as discussed on page six of this user guide.

**Choose a Reserved GTIN** – Because a GTIN-14 cannot be reserved in GS1 US Data Hub, this option is not available.

Click **Save and Continue**. The GTIN-14 is assigned. The first digit is 9 followed by the GS1 Company Prefix, Item Reference Number, and Check Digit. Since the product is not being sold at the register or on-line, the GTIN-12 (U.P.C.) is not applicable.



**NOTE:** Because variable measure trade items may have dimensions or weights that vary, you may not want to add these attributes in the Verified by GS1 or Physical Product Dimensions pages. They may need to be entered as Application Identifiers in the GS1-128 barcode.

# Creating a Variable Measure Product (Continued)

riew/USe		Basic Product Information
Enhance your Product Data		Provide key product information to create your product in Data Hub
Data roy Coll Pegistry Platform	nistry Platform Make it easy for rataliers and others to confirm	Assign Your GTIN and Get Your Barcode Get your Global Trade Item Number for your product and generate a ba
your product information through the Verified by OS ( ) areas		Enhance Your GTIN Data (optional) Add more information to improve your product listing for the GS1 Regist
Image URL	Global Product Classification	(GRP)
Needed for Verified by GS1 Program	Needad for the GS1 Program	<ul> <li>Add Product Dimensions (optional) More information about the size and weight of your product improves si operations</li> </ul>
Net Content 1	O one browser   step by step dube	Set Status to In Use
Count	Unit of Measure	To make this 'In Use" please supply all required Basic Product Information and as
Needed for Verified by GS1 Program	Select	View Barcode
Add Additional Net Content		To make a barcode, please supply all required Basic Product Information and assi
Target Market(s)		Product History
Needed for Verified by GS1 Program Ot limited to 50 Selections	~	
Sunted Market(s)		
US - UNITS STATES OF AMERICA ×		
Additional product integration	ſ	
Product Description in Different Language	Language	Preview Barcode
Minimum required for Barcode	Select Language	
Brand Name in Different Language	Language	Inde Type Price V
Minimum required for Barcode	Select Language	(01)5 1341 37(3200)50000
Product Description Short	Sub-brand Name	The displayed image is an example of the barcode For Fiberment Only (FPO). To remove, change the status of the CITM to in Use
	sub-brand Name	The Image you see above is a sample and may not be at 100% size, depending on your screen resolution. Work with a US1 stands     Image and Plant Vimiders on resisting the barcade for your label design.
Label Description		Move List of GS1 Standards Professional Bancotic Image and Diel Wanders
(Opitional)		Eaport Recode Sectorbox
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# Creating the GS1-128 Barcode

After you change the status to **In Use**, you can then generate a scannable barcode.

The GS1-128 barcode uses Application Identifiers so additional information, such as Count of Items, Net Weight, Package Date, etc., can be included. Depending on your variable measure trade item product, you may want to assign variable measure trade item Application Identifiers to your barcode, such as (30), which indicates the number of items contained in this item.

Your Progress	
Basic Product Information Provide key product Information to create your product in Data Hub	
2 Assign Your GTIN and Get Your Barcode Get your Global Trade Item Number for your prov and generate a barcode	luct
3 Enhance your GTIN data (optional) Add more information to improve your product in the GS1 Registry Platform (GRP)	ting for
<ul> <li>Add product dimensions (optional)</li> <li>More information about the size and weight of yproduct improves supply chain operations</li> </ul>	
Set Status to In Use	Home > Product > Baroode
To make this "In Use" please supply all required Basic Produ Information and assign a GTIN.	In Use (90814141005243) - Edible Harvest Turkey Deli
III View Barcode	Application Area
To make a barcode, please supply all required Basic Product	Non-Retail or Non-Healthcare & Is in General Distribution (Shipping/Receiving or transport)
	Barcode Type
	G\$1-128 ×
	Size
	Target - 0.49500 mm X 31.75000 mm
	Application Identifiers
START	AI(01) GTIN
Ÿ	30014141003243

Click the **View Barcode button** to open the barcode screen.

Select the Application Area, Barcode Type, and Size.

**Application Area -** Where the barcode is going to be scanned. The list of available choices is based on your product details.

**Barcode Type -** Select the type of barcode symbol for this product. Choices default to the most likely option based on the application area you selected. In this example, the drop-down menu choice is GS1-128.

**Size -** Select the size of the barcode symbol. Choices default to the most likely option based on the application area and the barcode type you selected.

**Note:** Available choices correspond to barcode size in the GS1 General Specifications.

### Creating the GS1-128 Barcode (Continued)

GSI US DI	ata Hub' Home Product Location Company Reports Administration DeveloperPortal Help	P		(4) (4)	
Hy Products	A Reserved GTINs 🖉 Stare 🔘 View/Use			+ Add New Product & Import Products	
	In Use (90358243000206) - Edible Harvest Turkey Deli				
	Barode				
	Andraline Assa			۲	
	Nen-Retail or Non-Healthcare & Is in General Distribution (Shipping/Receiving or transport)	~			
	Barcole Type				
	0.61-128	~			
	Size ()				
	Target - 0.40500 mm X.31.75000 mm	~			
	Application Identifiers				
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	Variable Measure Application Identifiers Type in <sup>11</sup> to select from the most common Application Identifiers				
	Application Identifier Code	x +	Au(d) (GTIN		
	Asseks New Hearther Carle		90350243040256		
	Select an Al				
			Variable Measure Application Identifiers Type in " to select from the most common Application Identifiers		
	Additional Application Identifiers		Application Identifier Code	Application Identifier Value	
	Application Identifier Code				
	Select an Al	**	**30 - Count of Items (Variable Measure Trade Item) **3200 - Net weight pounds (Decimal Position 0)	Application for more Value	
		•	**3201 - Net weight, pounds(Decimal Position 1)		
		$\longrightarrow$	**3202 - Net weight, pounds(Decimal Position 2) **3203 - Net weight, pounds(Decimal Position 3)		
			**3204 - Net weight, pounds(Decimal Position 4)	Application Identifier Value	
			Select an Ad	X +	
			Application Identifier Code	Austication Identifier Volum	
F	Appreason reentitier code				
	Select an Al				
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	Select an Al	Preview Barc	ode		×
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Now you can enter **Application Identifiers**. AI (01) for GTIN is automatically added. Choose from the **Default Application Identifier** drop-down menu an application identifier number. Then enter the **Value**.

You can also enter other Application Identifiers as needed. In this example, two Application Identifiers were selected: AI (30) Count of Items, AI (3201) Net weight (must be entered as six digits) in pounds with two decimal position (22.75 lbs. is entered as 002275). Please see "Partial List of Application Identifiers" in this user guide for more details.

Click **Preview Barcode** to view the GS1-128 barcode with the Application Identifiers contained in the barcode.

**NOTE:** To see the list of most common Application Identifiers for Variable Measure Products, **type \*\*** in the space provided. Refer to Section 3 of the GS1 General Specifications for a full list and explanation of the AI formats.

### Creating the GS1-128 Barcode (Continued)

	Preview Barcode	×
6	(01)90358243000206(30)122345	
0	<ul> <li>The image you see above is a sample and may not be at 100% size, depending on your screen resolution. Work with a GS1 Standards Professional Barcole Image and Print Vendors on resizing the barcode for your label design.</li> <li>View List of GS1 Standards Professional Barcode Image and Print Vendors.</li> </ul>	ode
8	Export Barcode Definition Return to Barcode	ie

**Download Barcode Image -** Save the barcode image as a PNG file to your computer to share with print vendors.

**Export Barcode Definition-** Download the barcode symbol specifications to be shared with your print vendors.

**Return to Barcode -** Click this button to return to the Barcode tab.





6

8

**NOTE:** The Application Identifier values are not saved with the product detail record. But you have a record of the specific values you entered when you click the Export Barcode Definition button.

# **Partial List of Application Identifiers**

Refer to Section 3.2 of the <u>GS1 General Specifications</u> for a complete listing and an explanation of the AI formats. In the AI column, the "n" or fourth digit of the GS1 Application Identifier indicates the implied decimal point position. For example:

- 3100 Net weight in kg would be used if there is no decimal point; for example, 25 kg would be entered as 000025
- 3102 Net weight in kg would be used if there are two decimal points; for example, 22.75 kg would be entered as 002275

AI	Data Content	Format*	FNC1 Required	Data Title
30	Count of Items (Variable Measure Trade Item)	N2+N8	(FNC1)	VAR. COUNT
310n	Net weight, kilograms (Variable Measure Trade Item	N4+N6		NET WEIGHT (kg)
311n	Length or first dimension, metres (Variable Measure Trade Item)	N4+N6		LENGTH (m)
312n	Width, diameter, or second dimension, metres (Variable Measure Trade Item)	N4+N6		WIDTH (m)
313n	Depth, thickness, height, or third dimension, metres (Variable Measure Trade Item)	N4+N6		HEIGHT (m)
314n	Area, square metres (Variable Measure Trade Item)	N4+N6		AREA (m2)
315n	Net volume, litres (Variable Measure Trade Item)	N4+N6		NET VOLUME (I)
316n	Net volume, cubic metres (Variable Measure Trade Item)	N4+N6		NET VOLUME (m3)
320n	Net weight, pounds (Variable Measure Trade Item)	N4+N6		NET WEIGHT (lb)
321n	Length or first dimension, inches (Variable Measure Trade Item)	N4+N6		LENGTH (i)
322n	Length or first dimension, feet (Variable Measure Trade Item)	N4+N6		LENGTH (f)
323n	Length or first dimension, yards (Variable Measure Trade Item)	N4+N6		LENGTH (y)
324n	Width, diameter, or second dimension, inches (Variable Measure Trade Item)	N4+N6		WIDTH (i)
325n	Width, diameter, or second dimension, feet (Variable Measure Trade Item)	N4+N6		WIDTH (f)
326n	Width, diameter, or second dimension, yards (Variable Measure Trade Item)	N4+N6		WIDTH (y)
327n	Depth, thickness, height, or third dimension, inches (Variable Measure Trade Item)	N4+N6		HEIGHT (i)
328n	Depth, thickness, height, or third dimension, feet (Variable Measure Trade Item)	N4+N6		HEIGHT (f)
329n	Depth, thickness, height, or third dimension, yards (Variable Measure Trade Item)	N4+N6		HEIGHT (y)
364n	Net volume, cubic inches (Variable Measure Trade Item)	N4+N6		VOLUME (i3)
365n	Net volume, cubic feet (Variable Measure Trade Item)	N4+N6		VOLUME (f3)
366n	Net volume, cubic yards (Variable Measure Trade Item)	N4+N6		VOLUME (y <sub>3</sub> )

\*The first position indicates the length (number of digits) of the GS1 Application Identifier, and the second position refers to the length of the data content; N4 = four numeric digits, and N..8 = up to eight digits.