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Sub: – Why do you need an authentic barcode to sell your products?

To: IHPCIA members and Affiliated Industry Associations

Why do you need an authentic barcode to sell your products?

The Coronavirus outbreak has regrettably offered new opportunities for fraudsters to profit from the high market demand for fake hygiene products.

These products fail to comply with standards.

Barcodes based on global standards, provide unique and unambiguous product identification for products, which is important to accurately identify a product and its related information online/offline.

Barcodes are fundamental to efficient, streamlined business operations, and enable timely delivery and ready availability of varied products and services to consumers. They are needed everywhere – from product listing, inventory management, monitoring real-time stocks, generating error-free bills, purchase orders, invoices, etc. to meeting buyer & retailer requirements, and for faster consumer billing at retail stores.

Moreover, barcodes also improve brand image and give products an international look and feel. They help with product expiry management facilitate product track & trace and recalls, which are being demanded increasingly by regulators for enhanced consumer safety across the world

GS1, is the only organization that sets the standards for barcoding in the world. Its Indian affiliate, GS1 India, a Standards Organization, set up by the Ministry of Commerce & Industry Govt. of India along with CII, FICCI, ASSOCHAM, FIEO, IMC, BIS, Spices Board, APEDA, IIP promotes the adoption of global barcoding standards in India and assists Indian companies in its implementation.

GS1 standards are the most widely adopted supply chain standards in the world and the de-facto standards for the retail Industry. Their adoption/implementation is a prerequisite for doing business with most modern trade retailers and online marketplaces worldwide.

GS1 India barcode, starting with prefix 890, provides universal identification to your products. The unique product code could then be encoded to various barcode forms – liner barcode, QR code, Data matrix, etc., based on the requirement to enable instant capture of product information. These barcode for products enables authentication of its authorized owner, helping differentiate with product lookalikes.

Additionally, beware of any private entities misrepresenting themselves as authorized agents of GS1 for allocation of GS1 barcodes.

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