



## **“Non-Brand” specific Products**

**Product Seen as ‘Non-Brand Name Specific’ at Some Point in the Supply Chain**

## **Disclaimer**

Every possible effort has been made to ensure that the information and specifications in this document are correct, however GS1 Australia, GS1 New Zealand, The Hardware GS1 Action Group (HGAG) and members of all associated sector groups, expressly disclaim liability for any errors. In addition, no warranty or representation is made that this document will not require modification due to developments in technology or changes or additions to the GS1 System.

## **Acknowledgements**

This document was developed by GS1 Australia together with input from the 2007 members of the HIWG TDG (Hardware Industry Working Group – Technical Development Group).

## Document Version Control

<b>Date</b>	<b>Version</b>	<b>Name</b>	<b>Change Description</b>
05/07/2007	1.0	GS1 NZ	Original
28/09/2010	1.1	GS1 NZ	Update to Timber Examples to meet needs for HGAG and current market expectations

## Table of Contents

Document Version Control .....	3
Overview .....	5
Definitions .....	6
Best Practice Implementation.....	7
Scenarios .....	7
<i>Scenario 1 - Best Practice Implementation.</i> .....	8
<i>Scenario 2 – Private Label.</i> .....	9
<i>Scenario 3 – Generic/Specific Identification Combination.</i> .....	10
<i>Scenario 4 – Generic Identification</i> .....	10
Further Information .....	12

## Overview

This document has been developed in response to a specific scenario presented by the Australasian Hardware Sector. Readers representing companies not trading in the Hardware Sector should ensure that they discuss their particular situation with GS1 Australia or GS1 New Zealand.

The document is intended to provide the reader with an overview of the best practice for ensuring that unpackaged product traded in the Hardware Sector, seen as 'non-brand name specific' at some point in the supply chain, is appropriately and effectively identified using GS1 GTINs (Global Trade Item Numbers).

### Notes:

1. The term 'non-brand name specific' is used in this document to indicate that the product is interchangeable with similar/like product from another supplier at some point in the supply chain.
2. The products discussed in this document may or may not have their allocated GTINs bar coded on the physical product. If the product is bar coded and still considered 'Non-Brand Name Specific' by trading partners, it is assumed that the bar coded information is not being scanned by the trading partners in question. Where the bar coded information is being scanned, this is explicitly stated.

Included throughout the following pages are a number of scenarios, illustrated using the example of bolts sold unpackaged. In each of the scenarios are some or all of the following trading partners – the manufacturer (may or may not be the brand owner of the product), the retailer/wholesaler, the home builder and the end consumer.

## Definitions

**Supplier** – An organisation which supplies products to the retailers/wholesalers.

**Manufacturer** – An organisation which produces the products sold either directly (or via the supplier) to the retailer/wholesaler. In the case where the items are sold directly, the manufacturer is also the supplier.

**Brand** – The trade name by which the product is identified.

**Brand Owner** – An organisation who owns the trade name of the product, and is therefore seen as the owner of the product.

**Retailer/Wholesaler** – Organisations who source products from suppliers and on sell these products to the consumer or to other organisations, e.g., homebuilders.

**Homebuilder** – An organisation who builds residential homes; products for building are sourced from the retailer/wholesaler.

## Best Practice Implementation

Whilst the scenarios outlined in this document provide the user with an understanding of how to ensure most effective implementation of numbering and bar coding in particular circumstances, the following points outline the characteristics of a best practice implementation of the GS1 System.

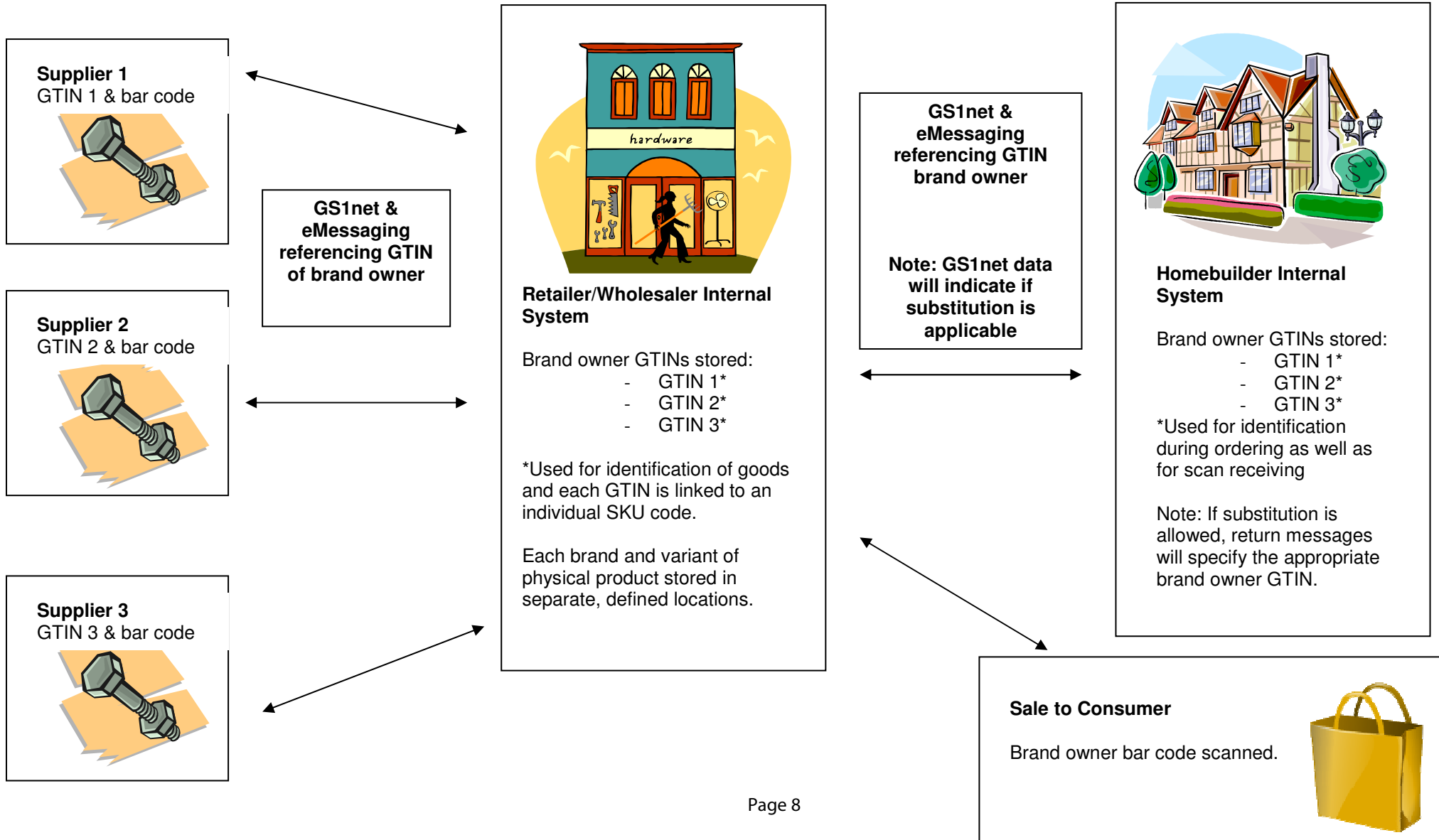
- The bolts are allocated a GTIN by the brand owner and bar coded accordingly (if applicable). This may be the Manufacture GTIN (if this organisation is the brand owner) or the retailer/wholesaler GTIN if the products are being manufactured under contract.
- Master Data Information about the bolts is entered into GS1net and continuously synchronised between Manufacturer, Retailer/Wholesaler and Home Builder ensuring the most up-to-date information about the product is shared. This process would also reference any allowed substitutions.
- The bar codes on each of the bolts are scanned at POS when sold to the end consumer. This enables tracking of sale of product from different suppliers.
- The homebuilder will order using the GTIN of their preferred supplier, and if substitutions are allowed, then the GTINs for the substituted products will be referenced in the eMessages exchanged.
- The home builder would store in their system the GTINs for each of the products they may receive and have the capacity to scan receive the goods based on brand owner GTINs and the Serial Shipping Container Code (SSCCs) applied to the logistics units shipped.
- Likewise, the retailer/wholesaler would scan receive the goods into their business (as per above) and also scan pack the goods for supply to the homebuilder.
- The manufacturer would also scan pack and apply SSCCs to their logistics units.

## Scenarios

Throughout the scenarios below, at each time of re-sale, there is a decision made regarding whether to treat the item as brand owner specific or not. There is also a decision made about whether to use existing bar codes. It is important to note that as soon as original brand owner GTINs/bar codes are not used, traceability for replenishment is lost.

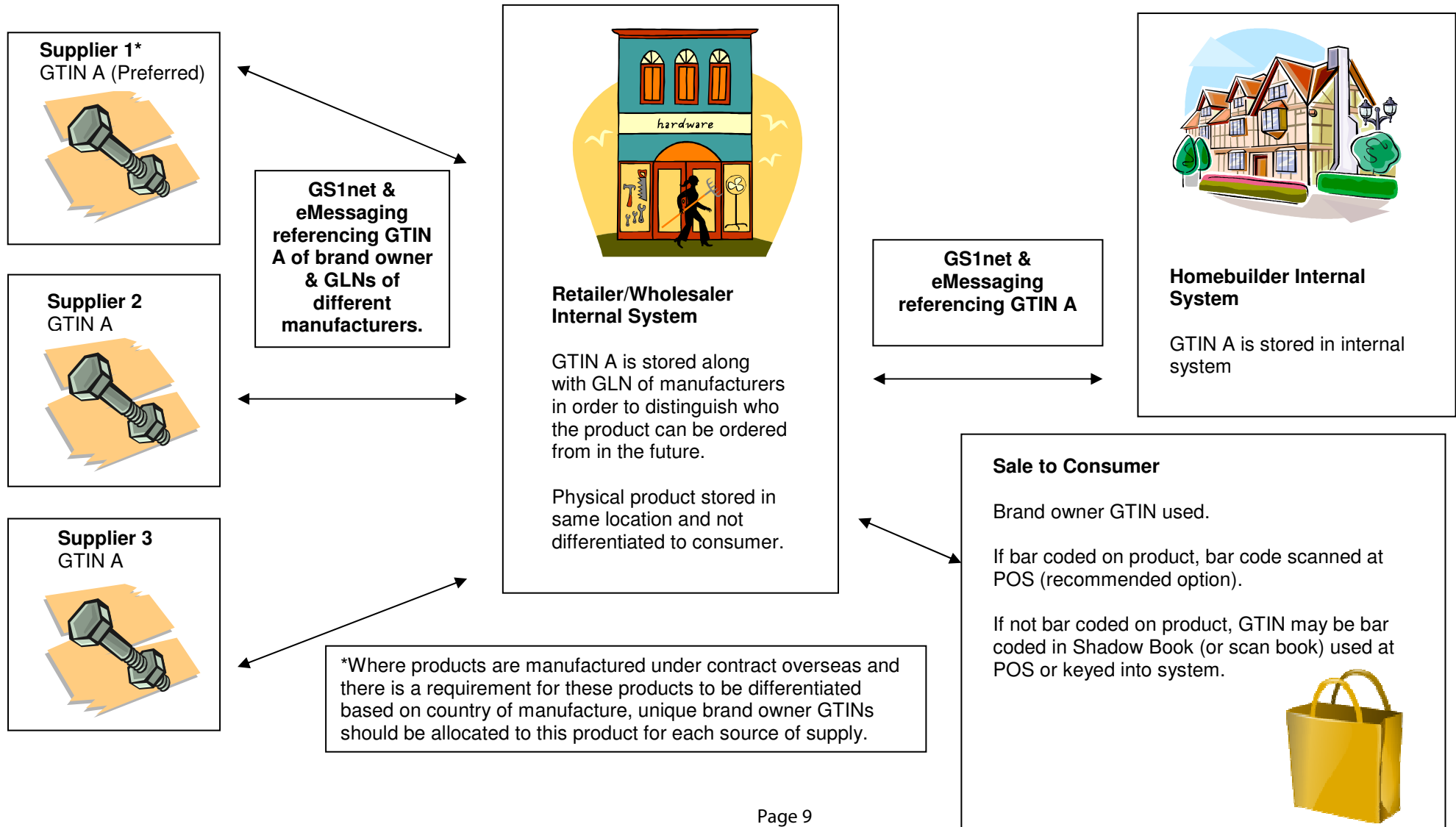
### Scenario 1 - Best Practice Implementation.

Bolts to which the manufacturer/brand owner GTIN assigned. The brand owner is the supplier/ manufacturer. The homebuilder orders based on a specific product GTIN. Consumer purchases based on specific product brand.



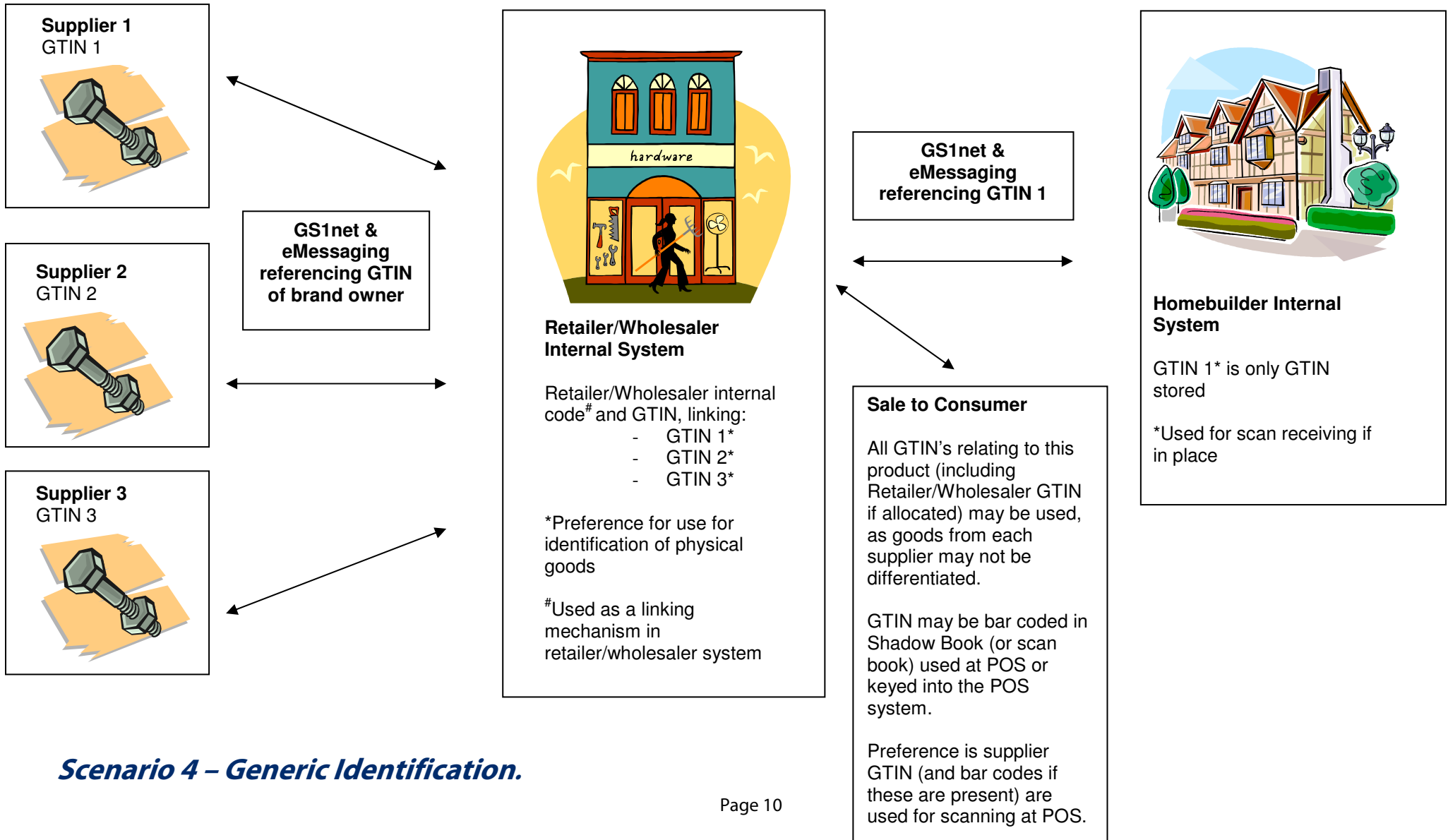
## Scenario 2 – Private Label.

Bolts to which the brand owner GTIN is assigned. The brand owner is the retailer/wholesaler. Therefore, the entire product in the retailer/wholesaler system carries the same GTIN. Sale to the end consumer is based on the brand owner GTIN.



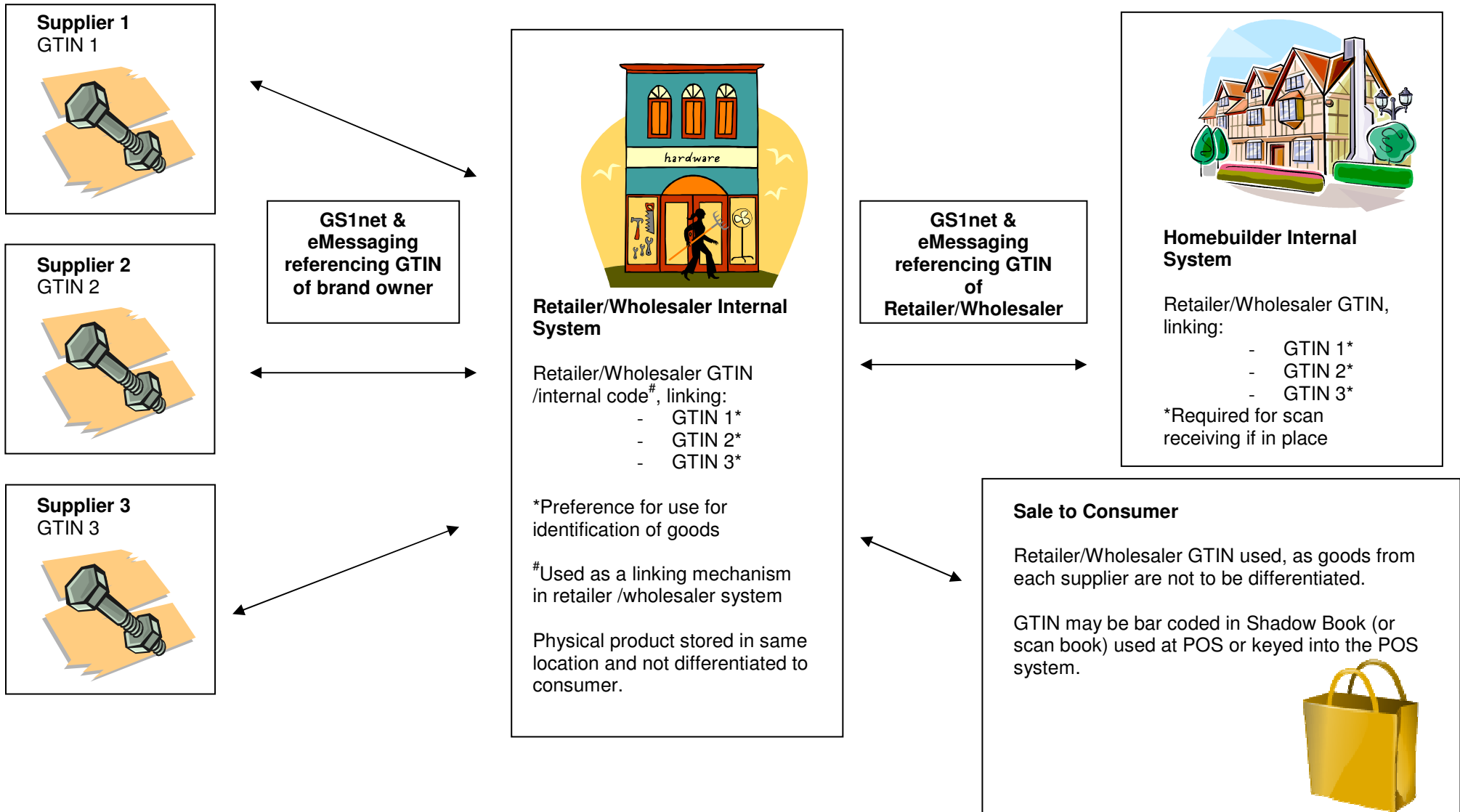
### Scenario 3 – Generic/Specific Identification Combination.

Bolts to which the manufacturer/brand owner GTIN assigned. The brand owner is the supplier/ manufacturer. The homebuilder does differentiate between different source of supply and order based on a specific product GTIN. Retailer/Wholesaler does not differentiate between products for consumers.



### Scenario 4 – Generic Identification.

Bolts to which the manufacturer/brand owner GTIN has been assigned, which are combined with like product from a number of suppliers into a single storage location at the retailer/wholesaler, i.e., considered non-brand owner specific. These bolts can then be sold to the end consumer. Additionally, the homebuilder does not differentiate between different sources of supply or order based on a specific product GTIN and rather sees the product as 'non-brand owner specific'. The brand owner is the supplier/ manufacturer.



## Further Information

It is recommended that this document be read in conjunction with the GS1 Australia User Manual, which can be downloaded from the Information Library at [www.gs1au.org](http://www.gs1au.org) or [www.gs1nz.org](http://www.gs1nz.org).

Alternatively, if you have any questions about this document, please contact:

GS1 Australia on 1300 366 033  
[gs1aust@gs1au.org](mailto:gs1aust@gs1au.org) .

GS1 New Zealand on 0800 10 23 56  
[gs1net@gs1nz.org](mailto:gs1net@gs1nz.org)