

# Milestone #1 – Company Prefix

[Obtaining a GS1 Company Prefix]

**COMPLETE BY: September 2009**

## What is a GS1-issued Company Prefix?

A GS1-issued Company Prefix is a number obtained through a GS1 Member Organization. It uniquely identifies your company from any other company around the world. Once you attach this Company Prefix to any subsequent number, it uniquely links that number to your company.

## Who is GS1?

GS1 is a standards organization that has over 108 branches (or Member Organizations (MOs) around the world. Each country has an MO (e.g. GS1 US, GS1 Columbia, GS1 Ecuador, GS1 Guatemala, etc.).

## Who needs to obtain a Company Prefix?

The following companies must obtain their own GS1 Company Prefix

- Brand owners of the box.
- Growers who wish to maintain their own brand
- Companies that change the composition of the original box and re-brand using their own brand.
- Bouquet manufacturers wishing to maintain their own brand
- Buyers requiring private labeled product

## When must I obtain a GS1 Company Prefix?

Those companies who need to obtain a Company Prefix must do so by September of 2009.

## Where do I go to get my GS1 Company Prefix?

Contact your local GS1 MO to get your Company Prefix. For those in the United States, please contact [www.gs1us.org](http://www.gs1us.org). For those outside of the United States, please contact [www.gs1.org](http://www.gs1.org) to determine where your local GS1 MO is located and related contact information.

## How long will it take to get a Company Prefix?

Once you have contacted your local GS1 MO, it should take no less than 72 hours and no more than one week to receive your number.

### How much does it cost to get your Company Prefix?

This will vary company by company, and country by country. Every GS1 MO has a different pricing model. Typically, the cost is based upon your gross sales.

### What determines the length of your Company Prefix?

The number of box configurations your company has will determine the length of the Company Prefix GS1 assigns to your company. BE CAREFUL when applying for your Company Prefix that you indicate the number of BOX CONFIGURATIONS that you sell, NOT simply the number of products you sell. For example: you might sell 400 items that are each packed 3 different ways. Therefore, you would need enough digits to assign  $400 \times 3 = 1200$  boxes. As the length of your Company Prefix determines the length of the reference number to follow, it is important that you understand that while applying for a number. The chart below will assist you:

<u># of BOX Configurations</u>	<u>Length of Company Prefix</u>	<u>Length of Reference Number</u>
99,999	##### = 6 digits	##### = 5 digits
9,999	##### = 7 digits	#### = 4 digits
999	##### = 8 digits	### = 3 digits
99	##### = 9 digits	## = 2 digits

*\* It is for this reason that the Company Prefix is said to be "variable-length".*

### How do you use the Company Prefix?

Simply put, the Company Prefix, when attached as part of any GS1 number, links that number to the owner of the Company Prefix. If the number is on an item, it links the item to the owner of the Company Prefix. If the number is on a box, it links the box to the owner of the Company Prefix. You will see in Milestones #2 and #3 how the Company Prefix is used in the GTIN and EAN/UPC bar codes.