

Milestone #4 – Communicating GTINs and EAN or U.P.C.s

[Communicating your GTINs and EAN or U.P.C.s to your buyers]

COMPLETE BY: March 2010

Why do we need to communicate the GTINs and EAN or U.P.C.s to our buyers?

In order for them to know what the number is once it is scanned.

What is data synchronization?

Generically speaking, Data Synchronization refers to the process of ensuring the information stored in the seller's database for a GTIN /EAN/ U.P.C. is the same information stored in the buyer's database for that same number. If the databases are not in sync, then the expectation of what is ordered versus what is shipped could be different. In an automated environment, it is crucial that this does not happen as it will cause the automation process to come to an abrupt stop.

How do we communicate our GTINs and EAN or U.P.C.s to our buyers?

Although there are many methods to do this, the two that will be mentioned here are ones that (1) are already being used by some companies or (2) can be used in lieu of option (1). The first option is 1SYNC. The second option is via CDF (Comma Delimited Format) files. See below for an explanation of each.

What is CDF (Comma Delimited Format)?

CDF files can be generated by most every database in the world, including those using simple spreadsheets. A CDF file simply has fields put into a specific order and separated by a comma ",". In order to use this format, you need to know the order by which the fields should be listed.

Who needs to communicate GTINs to their buyers?

Every seller needs to communicate their GTINs to their buyers. This will enable your buyer to scan this number when the box arrives at their facility.

Who needs to communicate EAN or U.P.C.s to their buyers?

Those sellers that are selling directly to wholesalers and/or supermarkets. As the wholesalers and the supermarkets will be the only ones scanning the bunches and bouquets, they are the only ones that need to know what each U.P.C. number is.

When do I need to communicate my GTINs and my EAN or U.P.C.s?

Those who need to communicate these numbers to the appropriate buyers need to do so by March 2010.