

# EAN/UPC Barcoding

## Item Number Strategy for Bunches and Bouquets

The following is a strategy recommended by the Floral Logistics Committee for floral companies to assign EAN/UPC numbers at the ITEM level for bunches and bouquets. This strategy is similar to the strategy used for the GTIN Assignment Strategy, but it is important to note that there are some minor differences that could make a major difference. As such, it is important that you read this in its entirety, and then ensure understanding. Most likely, your IT staff will initially have a better understanding of this; however, it is important for the business people (salesmen and buyers) to also understand this strategy because it will affect the numbers communicated between buyer and seller for those products ordered and shipped.

NOTE: As a remember, when assigning numbers to your individual bunches and/or bouquets inside of a box, within the United States you will use a U.P.C. (also known as the GTIN-12). Outside of the United States, you would use an EAN-13 (also known as the GTIN-13).

It is important for companies to first read the documents on [www.floralGTIN.com](http://www.floralGTIN.com) associated with Milestone #1 related to Company Prefixes, Milestone #2 related to the GTIN for box level numbers, and then Milestone #3 for item level numbers, as information in those documents will not be repeated in this document. The understanding of the information in each of those documents is crucial before reading the document that follows.

The examples used are fairly simple to allow for clarity and understanding of the basic concept. If you follow the basic concept of this strategy, it should address the majority of your products. Please note, however, that as with most strategies, it does not address every situation or exception that arises. As is the situation today, you have to plan for exceptions. The ultimate goal of this strategy is to minimize the exceptions not covered by this strategy; thus, minimizing the work to handle these exceptions.

### Assumptions for Example A

A UPC number used on an item is 12 digits long (see example below)

- The first part of a UPC number is the Company Prefix. As stated in the document part of Milestone #1, the Company Prefix can vary from 6 digits to 9 digits. As such, you cannot count on the first X number of digits being the Company Prefix.

*The brand owner in the example below was issued a 6-digit GS1 Company Prefix=123456*

- As the brand owner in the example below was issues a 6-digit Company Prefix, they will have 5 digits (or 99,999 possibilities) to number all of their items (e.g. bunches and bouquets).

- The last digit is a single digit “check digit”

**Example A:**

Comp	Item	Check	
<u>Prefix</u>	<u>Ref #</u>	<u>Digit</u>	
123456	+ 00001	+ 7	= 12 digits

Putting these pieces together you get one 12-digit GTIN: 123456000017

**NOTE: A list of attributes are provided at the end of this document for your reference. These “attributes” are used to describe cut flowers.**

**Buyer Database**

In the current process, buyers typically order flowers from a more macro view than how the seller actually stores information for that product. For example, most buyers would order Lilies using the following attributes of the product:

**Example B:**

<b>Commodity</b>	<b>Variety</b>	<b>Size</b>	<b>Color</b>
Lilies Asiatic	2/3 Bloom	Mixed	

**Seller Database**

Following the same example, the seller might include several additional attributes when storing information on this item that the buyer would not care to have distinguished. These additional attributes we will call “Secondary Attributes”, as they are not considered relatively “important” from the standpoint of the buyer when ordering that item. In the fictitious example below, ‘Color Breakdown’ are secondary attributes that would still remain on the seller’s database, but would not be used to define the item code (or U.P.C.) given to the buyer. Those attributes used to define the primary U.P.C. item codes are named “Core Attributes”.

**Example C (fictitious example):**

For Asiatic Lilies Mix 2/3 bloom U.P.C. = 123456 00001 7  
For Asiatic Lilies Mix 3/4 bloom U.P.C. = 123456 00002 2

**CORE ATTRIBUTES** **SECONDARY ATTRIBUTES**

<u>U.P.C. Item Code</u>	<u>Origin</u>	<u>Com</u>	<u>Var</u>	<u>Size</u>	<u>Color Breakdown</u>
123456000017	COL	Lilies	Asiatic	2/3 bloom	2 wh, 2 yel, 2 or, 2 rd
123456000017	COL	Lilies	Asiatic	2/3 bloom	3 wh, 2 yel, 2 or, 1 rd
123456000017	COL	Lilies	Asiatic	2/3 bloom	2 wh, 3 yel, 2 or, 2 rd
123456000017	COL	Lilies	Asiatic	2/3 bloom	2 wh, 2 yel, 3 or, 2 rd
123456000017	COL	Lilies	Asiatic	2/3 bloom	Fall Pack
123456000017	COL	Lilies	Asiatic	2/3 bloom	Spring Pack
123456000017	COL	Lilies	Asiatic	2/3 bloom	Holiday Pack
123456000017	COL	Lilies	Asiatic	2/3 bloom	Wedding Pack
123456000022	COL	Lilies	Asiatic	3/4 bloom	2 wh, 2 yel, 2 or, 2 rd
123456000022	COL	Lilies	Asiatic	3/4 bloom	3 wh, 2 yel, 2 or, 1 rd
123456000022	COL	Lilies	Asiatic	3/4 bloom	2 wh, 3 yel, 2 or, 2 rd
123456000022	COL	Lilies	Asiatic	3/4 bloom	2 wh, 2 yel, 3 or, 2 rd
123456000022	COL	Lilies	Asiatic	3/4 bloom	Fall Pack
123456000022	COL	Lilies	Asiatic	3/4 bloom	Spring Pack
123456000022	COL	Lilies	Asiatic	3/4 bloom	Holiday Pack
123456000022	COL	Lilies	Asiatic	3/4 bloom	Wedding Pack

In the fictitious example above, only two primary U.P.C. item codes will need to be communicated to the buyer (provided they do not care about ‘color breakdown’), in lieu of 16 U.P.C. codes if there were a number assigned for every minor difference of these items. These two primary U.P.C. item codes were created using the following “CORE” attributes: Origin, Commodity, Variety, and Size.

\***NOTE** that the seller could potentially have hundreds of items, with several attributes beyond ‘color breakdown’, as in the above fictitious example. Yet only two primary U.P.C. codes would be required to be communicated and used by the buyer in Example C. This will minimize the numbers that need to be communicated and maintained between trading partners.

---

## **RECOMMENDED CORE ATTRIBUTES**

Based upon the GTIN Floral Pilot, participants agreed that the cumulative list of CORE attributes needed to sort bunches and bouquets of flowers for the purpose of U.P.C. assignment are as follows (please ignore the CORE and SECONDARY attributes used in Example C above):

1. Floral Category
2. Floral Subcategory
3. Floral Type
4. Country of Origin
5. Variety/Cultivar
6. Color
7. Color Mix
8. Size Description

*NOTE: With few exceptions (e.g. contract prices), if there is a different price point between two similar bunches and/or bouquets, each item should have a different U.P.C. This is true because there is something of significance (i.e. a different core attribute) that is different between the two similar items that would warrant a different price. The same concept generally holds true with this strategy. If there is enough of a difference between two similar items that would cause the buyer to consistently want to order them separately, they both should have their own U.P.C.*

## **Exercise in Creating U.P.C.s for Bunches and Bouquets**

The following exercise will assist you in creating U.P.C.s for your bunches and bouquets. Note that the net result of U.P.C.s resulting from this exercise should be equivalent to the U.P.C.s that would appear on a product catalog if given to a potential buyer of your products. The concept of “what numbers would appear on a product catalog” will help you answer some questions that each company will have to ask themselves in Step 5 below.

**STEP 1:** Sort the RECOMMENDED CORE attributes in the order of importance for your flowers (this could vary by floral type).

**STEP 2:** Create a spreadsheet with the RECOMMENDED CORE attributes from Step 1 being the column headings. Keep the RECOMMENDED CORE attributes as the first set of columns, and then add any additional attributes to the right (e.g. color breakdown, etc.). These additional attributes would be considered SECONDARY attributes.

**STEP 3:** Load your spreadsheet with all of your bunches and bouquets.

**STEP 4:** Sort your spreadsheet using the RECOMMENDED CORE attributes as your primary sort keys.

**STEP 5:** Review those items having the same CORE attributes. Determine if there are reasons why the items having the same CORE attributes need to have a different U.P.C.

Hint #1: Would buyers not even know the difference between these similar items?

Hint #2: Would these items appear differently if shown on a product catalog?

Hint #3: Would buyers specify this difference when ordering this product?

If the answer is “NO” to all of these questions, you can use the same U.P.C.

If the answer is “YES” to any of these questions AND the majority of your buyers would agree with these answers, you might consider creating a separate U.P.C.s for these items.

## Linking the U.P.C. to the GTIN

### Linking ITEM number to CASE number

Assuming you have created your GTINs for your box configurations (Milestone #2) and U.P.C. numbers for your bunches and bouquets (Milestone #3), how do we link these numbers together?

Before we proceed, remember:

1. the U.P.C. identifies an item (e.g. a bunch or bouquet)
2. the GTIN identifies a box and its content

When storing these numbers in your databases, you would store the GTIN under a separate field than the U.P.C. For example, your GTINs would be stored in your database under a field that might be named “Box Number”, while the U.P.C. might be stored under a field that might be called “Item Number”.

As a single item might be packed multiple ways, a U.P.C. could be linked to multiple box configurations. Find immediately below an example of how these two numbers might appear in a partial look into your database.

**Example**

<u>Box Number</u> (GTIN)	<u>Item Number</u> (U.P.C.)	<u>Pack</u>	<u>UOM</u>	<u>Pack</u>
10123456000014	123456000017	8		Bunches
10123456000214	123456000017	12		Bunches
10123456000511	123456000017	16		Bunches

In the example above, the bunches inside all three box configurations are the exact same, having the same U.P.C. However, the box configuration is different between these three items (e.g. one having 8 bunches, another having 12 bunches and the last one having 16 bunches), and therefore each box configuration has a different GTIN.

So, if a buyer wants the 8 bunches of Lilies, they would use GTIN 10123456000014. If they wanted the 12 bunches of the exact same Lilies, they would use GTIN 10123456000214. Finally, if they wanted the 16 bunches of the exact same Lilies, they would use GTIN 10123456000511.

# Floral Product Attributes

## 1. Floral Classification

Attributes used to describe floral products, as delineated by its sub attributes: floral category, floral subcategory and floral type.

### 1.1 Floral Category

A way to categorize typical floral items.

Examples: fresh cut

### 1.2 Floral Subcategory

Floral subcategory is the next level within the category.

Examples: flowers, greens

### 1.3 Floral Type

Floral type is a further refinement of floral sub category.

Examples: rose, carnation, bouquets, greens

### 1.4 Country of Origin

Floral type is further refined by the country of origin.

Examples: Colombia, Ecuador, Costa Rica, Holland

## 2. Variety/Cultivar

Name of the specific sub-species of the floral type.

Examples: Charlotte, Sahara, Leather Leaf, etc.

## Color

Describes the color category for the product inside the case. For some fresh cut flowers, the variety also defines the color. If that is the case, there is no need to include “color” as an attribute.

Examples: red, pink, white, yellow, novelty, bi-color

## **Color Mix**

If a case contains items with multiple colors, the color mix will contain the various colors in the case and its percentage compilation, as delineated by its sub attributes: color breakdown and mix percentage.

### ***Color Breakdown***

Describes the colors of each item that make up the assortment.

Examples: red, pink, white, yellow, novelty, bi-color

### ***Color Mix Percentage***

Describes the color ratio within the case.

Examples: 30%, 40%

### ***Color Recipe***

Describes the makeup of the flower bunch.

Examples: V-Day, Spring, Fall

## **Size Description**

## **Length/Height**

*Stem length is from the cut end of stem to the base of head of flower (never includes head of flower).*

Example: 60

## **Length/Height UOM**

*Length/Height Unit of Measure (UOM) is used as an attribute to further clarify the numeric value in the length/height field.*

*Examples: "cm" = centimeters*

## **Size/Grade**

When the flower type is not measured by length in centimeters, use SIZE to refer to the grade of the flower.

*Examples: Select, Fancy, Standard, 2 Bloom, 4+ Blooms*

## **Weight**

The weight of the individual bunch. For example, when ordering Gypsophila, use

Example: 280

## **Weight UOM**

Weight Unit of Measure (UOM) is used to further clarify the numeric value in the Weight field. For example, when ordering Gypsophila, use

Examples: grams

## **Shipping Box**

Describes the shipping container used to hold floral products or packaged units in a fixed count format.

Example: Full box, half box, quarter box, procona, wet pack, etc.

## Inner Pack

The Inner Pack describes the contents found within the given Shipping Box (e.g. full box) and uses the sub-attributes to define what is inside the Shipping Box.

Example:

There are 12 bunches in a full box. Each bunch contains 25 roses. The total number of stems in the box would be 300 ( $12 \times 25 = 300$ ).

### **Inner Pack Quantity**

*The number of packaged format units (e.g. bunches) within the box. How many of the pack style do you see? This will be a quantity.*

Example: There are 12 bunches

### **Pack**

*The packaging style of the units held within the box. When the box is opened what would you see inside. (i.e. bags, bunches, pots, etc.) This would be a descriptive word not a quantity.*

*Examples: Loose, bunch, tray, each, etc.*

### **Inner Pack Count**

*The number of units held within a packaged format (e.g. bunch). What is the number of units within the packed style? If there is more than one within the pack style you will need to tell how many. This will be a quantity.*

Example: 25 stems per bunch

### **Total Pack Count**

The number of individual units in a box. This is sometimes used when there are just loose stems inside a box (e.g. no bunches).

Example: 300 stems in a box