

## Identification of Variable Measure Trade Items

A product whose price is dependent on a measurement, which can constantly change, can't be identified by a standard fixed measure Global Trade Item Number (GTIN). Instead we have a standard national structure across retail, which has its own reserved prefixes. These prefixes mean that systems can be programmed to pick out the information necessary to calculate the price at a consumer level, or measurement information at a traded level.

The following numbering structures are only valid in Estonia, however if you wish to trade outside of Estonia, please contact us for advice.

As GS1 Estonia, GS1 Latvia and GS1 Lithuania have developed common rules for coding of variable weight products sold by manufacturers, the same GTINs may be used in all three countries. The variable measure company/item number can be issued either by GS1 Estonia, GS1 Latvia or GS1 Lithuania and are accepted by retailers of all three Baltic Countries.

### Barcoding consumer level items

A variable measure retail trade item is defined as an item whose price is continuously dependent on a measurement, e.g. its weight. Products that are commonly sold by weight or measurement include fish, meat, cheese, deli goods, carpets, timber, fabrics etc.

There are two possible ways for identifying variable measure retail trade items:

**1)** Manufacturer/packaging company can identify pre-packed meat products, cheese and fish **according to the retailers price** by using a barcode number starting with the GS1 prefix 20

Prefix	Company/Item reference	Price	Check digit	
2 0	X X X I I I I	P P, P P	C	(0.01 – 99.99 EUR)

XXX – company prefix provided by GS1 Estonia

III - item number allocated by the member company

PPPP - price in Euros

C - check digit

Once you have received your company prefix from us, the item reference is allocated by you and specific for that type of product, i.e. a whole chicken 001, chicken wings 002 etc. If the item is to be sold at different unit prices, a new reference should be allocated for each separate agreed unit price. For example: Retailer X sells chicken wings at 3.22 eur per kg, but Retailer Y at 3,31 eur per kg.

**2)** Manufacturer/packaging company can identify pre-packed meat products, cheese and fish **according to the item weight** by using a barcode number starting with the GS1 variable measure prefix 23-25

Prefix	Company/Item reference	Weight	Check digit	
2 3	X X X I I I I	WWWW	C	(0.001 - 9.999 kg)
2 4	X X X I I I I	WWWW	C	(10.00 – 99.99 kg)
2 5	X X X I I I I	WWWW	C	(100.0 - 999.9 kg)

Prefixes 23, 24, 25 - indicate the decimal point position within the barcode

XXX – company prefix provided by GS1 Estonia  
 III - item number allocated by the member company  
 WWWW - weight in kilograms  
 C - check digit

Once you have received your company prefix from us, the item reference is allocated by you and specific for that type of product, i.e. pepper cheese 001, gouda light 002 etc. You should use electronic label printing scales for automatic weighing of items and printing of EAN-13 barcode labels. Most commercial weighing equipment is pre-programmed with the standard variable measure number structures.

## Trade items not crossing a retail point of sale

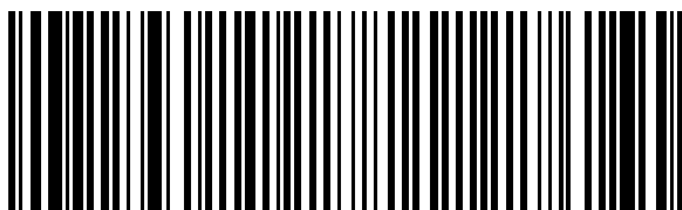
Traded level items as those not crossing the retail point of sale, but instead are items sold and distributed between trading partners, for example items ordered in bulk later to be sold by measure such as a kilo of cabbages or a length of cable; items sold by piece such as a round of cheese or a carcass of meat etc.

These items must be identified using a GS1-128 barcode, rather than the GTIN-13 or 14. Within the GS1-128, the product identification number is a unique GTIN-14 starting with an indicator digit of 9 (reserved for identifying variable measure items). The GTIN must be prefixed by the Application Identifier 01.

Example of using GS1 Application Identifier to identify a Variable Measure Trade Item

Application Identifier AI	Indicator digit	GS1 company prefix	Item number	Check digit	Weight AI	Weight
01	9	4740229	00100	4	3102	001164

In this example the variable measure GTIN is 94740229001004 and the net weight in kilograms of the item is 11.64kg (represented by the application identifier AI (310n), where n shows the decimal position in the weight).



(01)94740229001004 (3102)001164

### NB! Points to remember:

All variable measure items crossing the retail point of sale begin with prefix 23. When scanned at checkout, the price should be retrieved and calculated from the bar code and charged to the customer.

14-digit variable measure identification numbers not crossing the retail point of sale must be held as 14 digit numbers in the database. The 9 is an integral part of the number and must not be removed.