A Concise Guide to Book Industry Product Identifiers


ISBN-10

*International Standard Book Number (in its ten-digit form)*

- Used worldwide for over thirty years
- **Hyphenation & spacing:** May be presented with or without hyphens or spaces between its elements. When the intention is to present the ISBN in a “human-readable” form (e.g., above the bar code, on the copyright page, in a printed catalog, etc.) hyphens or spaces are required and the number must be preceded by the abbreviation “ISBN”.
- Should only be used on books published before 2007
- **Bar coding:** Must be converted to a Bookland EAN/UCC-13 to be bar coded
- Not a part of the GTIN family of numbers

ISBN-13

*International Standard Book Number (in its thirteen-digit form)*

- The exclusive form of the ISBN for all books published after 2006
- **Hyphenation & spacing:** May be presented with or without hyphens or spaces between its elements. When the intention is to present the ISBN in a “human-readable” form (e.g., above the bar code, on the copyright page, in a printed catalog, etc.) hyphens or spaces are required and the number must be preceded by the abbreviation “ISBN”.
- Should be used (in conjunction with the ISBN-10) on books published before 2007 whenever such a practice is feasible
- Should only be used on books and book-related products as defined in the ISBN Standard (*ISO 2108*) and the contract between ISBN International and GS1
- Equivalent (in its non-hyphenated form) to the Bookland EAN/UCC-13
- **Bar coding:** Uses a standard EAN/UCC-13 bar code (with or without five-digit price add-on)
- May be easily converted to a GTIN-14
EAN/UCC-13

*International Article Number (in its thirteen-digit form)*

- Used internationally to identify products
- **Hyphenation & spacing:** Never presented with hyphens or spaces
- Used on all types of products (not just books)
- Sunrise 2005 encouraged all companies in the North American supply chain to ensure that their systems (including point-of-sale systems) could read and store this number as a product identifier
- Includes both the Bookland EAN/UCC-13 numbers and identifiers in ranges issued by the local GS1 agency
- Numerically equivalent to the ISBN-13 for products numbered with ISBNS
- **Bar coding:** Uses a standard EAN/UCC-13 bar code (with or without five-digit price add-on)
- May be easily converted to a GTIN-14 by prefixing a leading numeral and recalculating the check digit

Bookland EAN

*International Article Number (in its thirteen-digit form)*

*Reserved for use on books and related products*

- Used internationally to identify books and related products
- Also known as Bookland EAN/UCC-13
- **Hyphenation & spacing:** Never presented with hyphens or spaces
- Bookland EAN numbers are a subset of the larger pool of EAN/UCC-13 product identifiers
- Current EAN ranges reserved for the use of books and related products are 978- and 979-
- Should only be used to identify books and related products as defined in the ISBN Standard (and in the contract between ISBN International and GS1)
- Numerically equivalent to the ISBN-13
- **Bar coding:** Uses a standard EAN/UCC-13 bar code (with or without five-digit price add-on)
- May be easily converted to a GTIN-14 by prefixing a leading numeral and recalculating the check digit
GTIN-14

*Global Trade Item Number (in its fourteen-digit form)*

- Used internationally to identify products
- Also known as the EAN/UCC-14
- Its use is required in the Global Data Synchronization Network
- Single units of products intended for sale to consumers should not be labeled with this identifier; such products should be labeled with an EAN/UCC-13 identifier
- **Hyphenation & spacing:** Never presented with hyphens or spaces
- Encompasses the EAN/UCC-13; created by prefixing a single numeral to an EAN/UCC-13 and recalculating the check digit
- Bookland EAN numbers may be easily converted to GTIN-14
- BISG has established a Best Practice of prefixing a Bookland EAN with the numeral “0” (zero) to create a single-unit GTIN-14. This practice does not require the recalculation of the check digit of the GTIN-14.
- BISG has endorsed the use of the GTIN-14 as the primary product identifier in electronic communications; users of electronic data should check with their trading partners regarding their needs for the use of other product identifiers on this list
- **Bar coding:** Uses a standard ITF-14 or UCC/EAN-128 bar code; this bar code is used only on packaging containers; these barcodes are not intended for point-of-sale scanning.
- May be easily converted to an EAN/UCC-13 by removing the leading digit and recalculating the check digit
  - GTIN-14 numbers with the leading numeral of “0” may be converted to EAN/UCC-13 numbers by simply removing the leading “0”; no check digit recalculation is necessary in such case

GTIN-14 (continued)

*Future development of the use of the GTIN-14*

- The numerals “1” through “8” in the leading position of the GTIN-14 may be used to identify packaging units (e.g., carton, pallet, container, etc.) larger than a single-unit of a product
- The supplier of a product defines the use of the single-digit prefix (i.e., the leading digit of the GTIN-14) to identify packaging levels other than a single unit. The metadata accompanying a packaging-level GTIN-14 describes the meaning of the leading digit in such cases.
- Prefixing an EAN/UCC-13 with a leading digit other than “0” (zero) **requires** that the check digit of the GTIN-14 be recalculated.
- The numeral “9” in the leading position of the GTIN-14 is reserved for use on products sold in variable measures (e.g., products sold by weight)
• Despite BISG’s Best Practice for the creation of a single-unit GTIN-14 (see above), one cannot assume that GTIN-14 with a leading “0” (zero) is always a single-unit of a product; there are circumstances where such a GTIN-14 may represent a quantity pack of a product.

• GTIN-14 identifiers beginning with a number other than a “0” (zero) are never a single unit of a product.

• Where pre-packs are sold under a GTIN-14 identifier, the GTIN-14 should always be created by prefixing the EAN/UCC-13 for the pre-pack with a “0” zero.

• Prefixing an EAN/UCC-13 with a “0” (zero) to create a GTIN-14 means that the packaging level represented by the corresponding EAN/UCC-13 has not changed.

Pre-packs and GTIN-14

• "Pre-packs" are not considered a packaging level requiring a GTIN-14 prefixed with a number other than “0” zero. Pre-packs may contain multiple units of a single title or multiples of mixed titles. Pre-packs should be identified with a unique ISBN-13 (i.e., an ISBN-13 different from that used to identify the component title[s]). To create a GTIN-14 for a pre-pack, add a “0” (zero) prefix to the pre-pack ISBN-13.

Item-specific UPC-12 (EAN/UCC-12)

Universal Product Code (in its twelve-digit form)

Refers to a single unit of a specific product

• Used in North America to identify products

• Often referred to as “UPC-12”, although, in fact, the term “UPC” is specific to the bar coding symbology.

• Hyphenation & spacing: Never presented with hyphens or spaces

• Should never be reused. GS1-US rules allow for the reuse of UCC-12 identifiers after a certain period of time, but BISAC Product Metadata Best Practices expressly forbid the reuse of item-specific UPC-12 identifiers.

• Its continued use on products already numbered with a Bookland EAN is discouraged.

• May be converted to an EAN/UCC-13 by prefixing the UCC-12 with the numeral “0” zero. No recalculation of the check digit is required under such circumstances.

• May be converted to a GTIN-14 by prefixing the UCC-12 with two zeroes. No recalculation of the check digit is required under such circumstances.

• Bar coding: Uses a standard item-specific UPC-A bar code (with or without five-digit add-on)
Price-point UPC-12 (EAN/UCC-12)

*Universal Product Code* (in its twelve-digit form)

Refers to several different products (from the same supplier) sold at the same price

- **Not** a unique product identifier
- Its continued use is in the book industry is discouraged
- Still used on some mass-market paperback books
- **Hyphenation & spacing:** Never presented with hyphens or spaces
- **Bar coding:** Uses a standard price-point UPC-A bar code with a five-digit add-on