A Concise Guide to Book Industry Product Identifiers

Drafted by the ISBN-13 Task Force of the Book Industry Study Group, Inc.

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 <u>required</u> and the number must be preceded by the abbreviation "ISBN".

- Should only be used on books published before 2007

- **Bar coding**: <u>Must</u> be converted to a Bookland EAN/UCC-13 to be bar coded

- <u>Not</u> 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 <u>required</u> 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

  o 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 <u>never</u> 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 <u>not</u> 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 <u>different</u> 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

- <u>Not</u> 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