



BISG POLICY STATEMENT POL-001

Product Identification Policy

SEPTEMBER 2003

Published by
the Book Industry Study Group, Inc.

BISG Policies are designed to address and advise on critical industry concerns. This policy was prepared by the Book Industry Study Group, Inc. (BISG) in large part with support of its Machine Readable Coding Committee. It may be reproduced without permission but with appropriate attribution. For additional information please contact the BISG office at info@bisg.org or 646-336-7141



BISG POLICY STATEMENT POL-001

Product Identification Policy

Approved and Published: September 18, 2003

Table of Contents

1. Related to the GS1 2005 Sunrise	1
2. Related to the Transition to the 13-digit ISBN	1
3. Related to the Global Trade Item Number (GTIN)	1

1. Related to the GS1 2005 Sunrise

In concert with the 2005 Sunrise initiative of GS1 (effective January 1, 2005), the Book Industry Study Group, Inc. (BISG) endorses the item-specific Bookland EAN bar code symbology as the only bar code on books and book-related products (eliminating multiple bar codes and other symbologies). In addition, the Bookland EAN replace the Price Point UPC where that bar code is presently used on Cover 4. The Bookland EAN should continue to be used on Cover 2 of strippable paperbacks. The price add-on bar code is to be retained as part of the Bookland EAN bar code on books intended for US retailers.

2. Related to the Transition to the 13-digit ISBN

BISG further endorses the 13-digit ISBN as the identifier is defined in the draft standard in preparation by the International Organization for Standardization (ISO), expected to be implemented as of January 1, 2007. At that time, all ISBNs are to be stated as 13-digits, and subsequent issues of new ISBNs will be 13-digits. All statements of ISBNs from that point should be in 13-digit format.

3. Related to the Global Trade Item Number (GTIN)

BISG also recommends that companies become GTIN compliant in order to be able to accept all of the members within the GTIN family of number structures. The Global Trade Item Number (GTIN) is the EAN.UCC System identifier for trade items, which encompasses both products and services. GTINs provide the capacity to deliver unique identification worldwide. The most commonly recognized and used GTINs are U.P.C. and EAN-13 symbols.

While BISG supports GS1's recommendation that general retailing in the US and Canada be able to accept all the members within the GTIN family of data structures (EAN-8, UPC-12, EAN-13, and GTIN-14), BISG further endorses only the GTIN-14 format as the preferred standard for use by book publishers for communication in the book industry. It is understood that a period of transition will be necessary for full implementation, but BISG encourages the book industry to begin the transition promptly with the goal of completing it by January 2007. BISG strongly

urges the allocation of at least 14-digits (rather than 13) when a system provider must expand an existing system to accommodate a larger identifier.

BISG also adopts the position that the GTIN approach utilizing the GTIN-14 for packaging levels should be followed in the book industry and that the decision to use packaging level indicator and the designation of the indicator will be made by the originator of the packaging.

In keeping with voluntary standards and recognizing that specific business agreements between trading partners are often the prevailing and practical solution, the actual timing of implementation and format of communications are ultimately determined between trading partners.

- END -