



The Global Language of Business

Identification and Marking of multi-market packs

Ask the expert

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Introduction



- Grant Courtney
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 - Co-author of the GS1 discussion paper on Multi-market packs
 - 20 Years experience in healthcare



Lets start with some basics . . .



- What is a multi-market pack
 - A product which is designed to be supplied and used in more than one country
- What are the key terms I need to understand
 - GTIN – The GS1 Identification Key used to identify trade items. The key comprises a GS1 Company Prefix, an Item Reference and Check Digit
 - NTIN – A coding scheme, administered in the Healthcare sector by a national organisation for which a GS1 Prefix has been issued to permit its uniqueness within the GTIN pool but without assurance of full compatibility with GTIN functionality.
 - NHRN – National and/or regional identification numbers for product registration purposes and/or for the management of Healthcare provider reimbursement



Why do we need a discussion document ?



GTIN =
09504000059101

**We will look at this in
some of our
scenarios**

- 1 GTIN country
- 2 GTIN country
- 3 GTIN country
- 4 GTIN country

-  NTIN country
-  National country
-  National country

- If all countries identify the product using a GTIN then its easy
 - One Multi-Market pack
 - One barcode
 - One GTIN
 - Many countries
- But what if they don't use GTIN or also use other identifiers ?





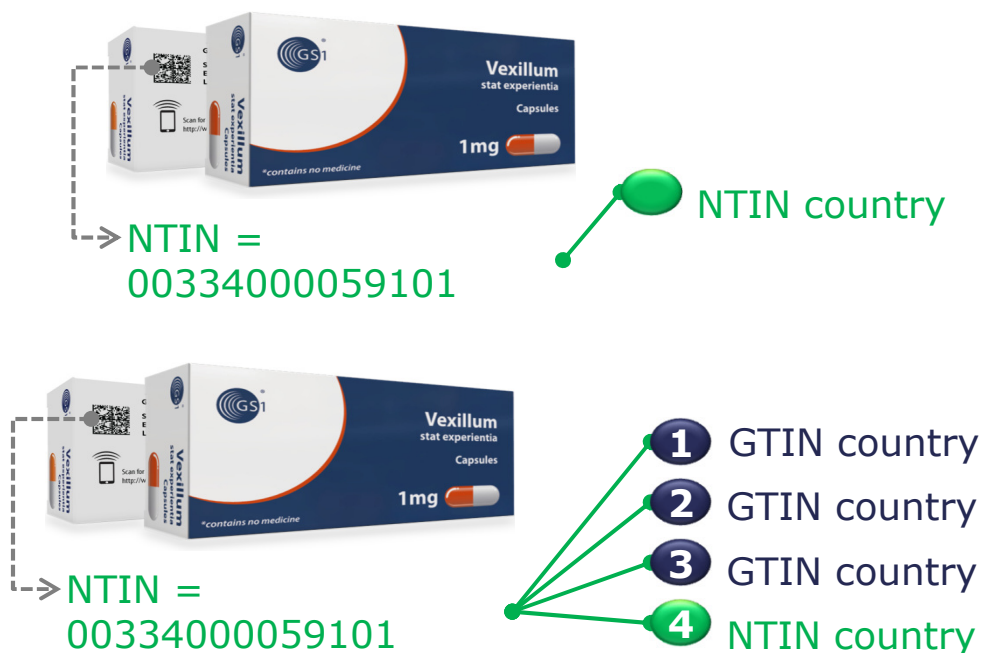
The Discussion Paper

- The discussion paper was written to help demonstrate ways in which GS1 bar codes can be used to minimise the need for multiple bar codes to appear on product packaging while still enabling products to be supplied to multiple countries.
- Including how GTIN, NTIN and NHRNs can be used together





Lets look at the second scenario

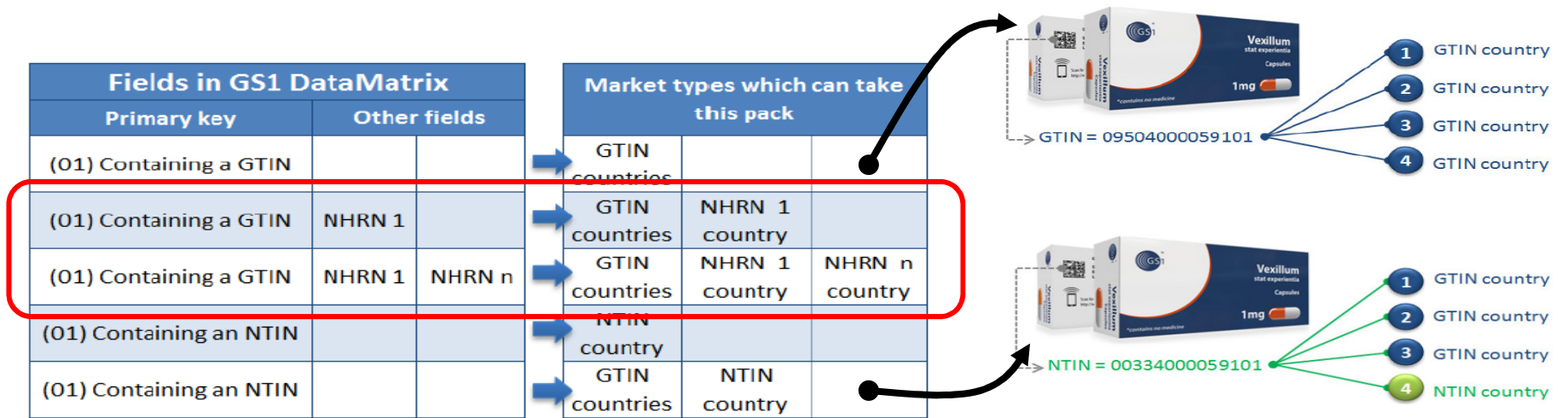


- A country uses an NTIN
- Can this pack be shared with other countries ?
- **Yes**, this pack can also be taken (in principle) with other GTIN countries*

* The government's host system must be configured to use the correct AI



The document works its way through different scenarios

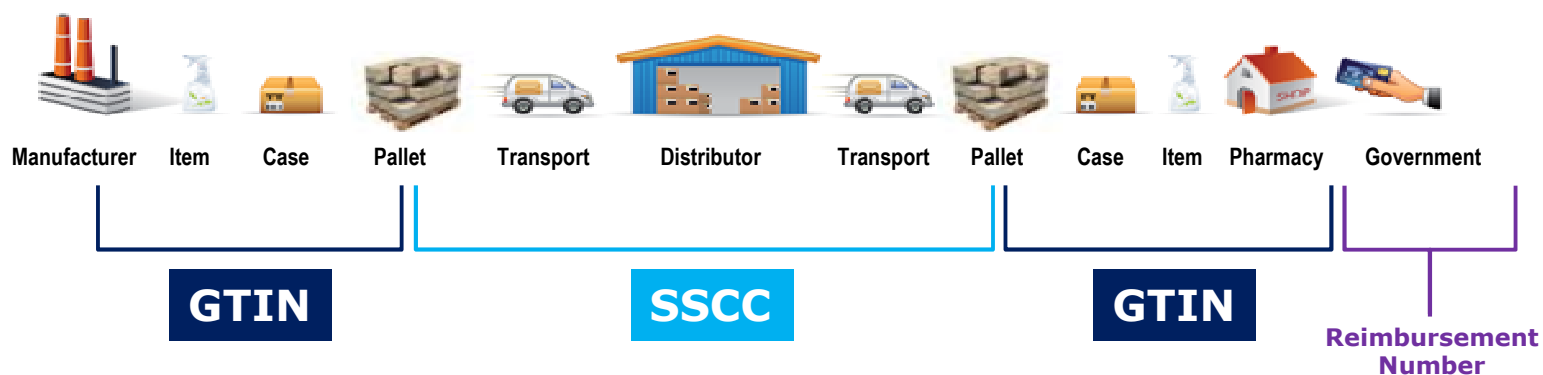


Lets examine some of the slightly more complex scenarios





Why do other identifiers exist ?



- Processes exist in countries which are controlled by numbers other than GTIN
- Reimbursement is sometimes an example of this



Multi market example

Example of the actual pack



Data encoded in the GS1 DataMatrix

(01) 09504000059101
(17) 141120
(10) 1234567P
(21) 12345678p901
(713) 1312345678913
(8200) <http://www.gs1.org/demo/>

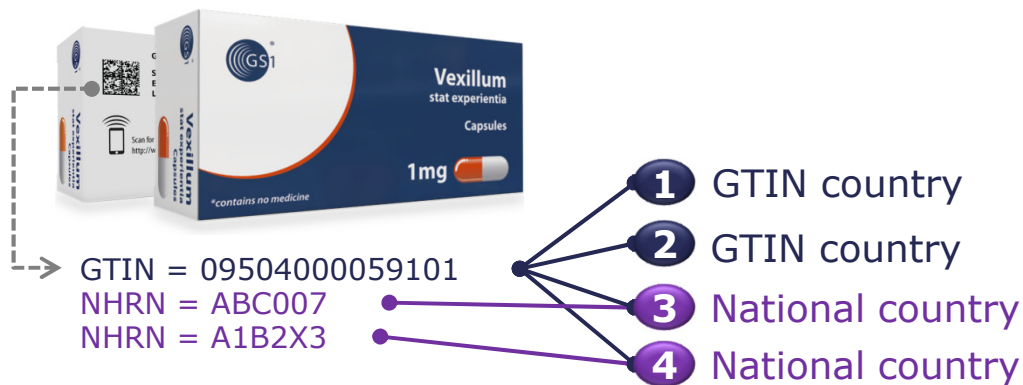
Countries taking the pack

- 1 GTIN country
- 2 GTIN country
- 3 GTIN country
- 4 National country

- The reimbursement number can be encoded in the NHRN field as an attribute of the GTIN
- This example also includes a serial number and URL to show how different keys can be combined



More than 1 NHRN can be encoded within a GS1 DataMatrix



- It is possible to encode multiple NHRN's into the data carrier*
- Several countries with NHRN's can therefore share the same pack

* There may be technical constraints which limit a manufacturers' ability to encode multiple NHRNs, also the government's host system must be configured to use the correct AI





What if a country does not use GTIN

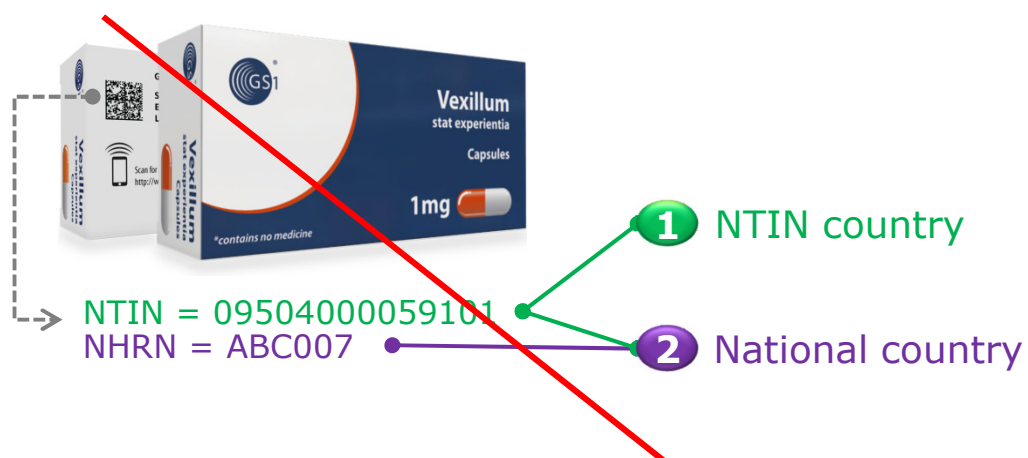


→ National = A1B2X3 ● 4 National country

- If a country uses a national number and this is not encoded as an NHRN then the pack can not be shared or would have to carry multiple data carriers



You can not combine an NTIN and NHRN



- You should not combine an NTIN and NHRN*
- The NHRN is always a GTIN attribute

**As the global usability of an NTIN is not assured it is not advised to use NHRN with NTIN*



Where can I get more information ?



Discussion Paper Product Identification in Healthcare

http://www.gs1.org/docs/healthcare/20140319_Discussion_Pape_%20Multi-Market_Pack_Guideline.pdf



Position Paper (II), Healthcare Provider Advisory Council, Implementation in hospitals hindered by bar code symbol issues

[http://www.gs1.org/docs/healthcare/20130725_HPAC_Position_Paper_Bar_Code_Issues.p
df](http://www.gs1.org/docs/healthcare/20130725_HPAC_Position_Paper_Bar_Code_Issues.pdf)



GS1 General Specifications

<http://www.gs1.org/barcodes-epcrfid-id-keys/gs1-general-specifications>



Questions



Thank you



- For further information on the discussion paper please contact:
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