

Product Identification Requirements

As a vendor of Wegmans, we require that you identify your products with U.P.C. barcodes (also known as EAN/UPC Symbols) that can be scanned at point of sale in our retail stores.

Your U.P.C. barcode symbols must include a valid Global Trade Item Number® (GTIN®), the first part of which includes a GS1/U.P.C. Company Prefix. The GS1/U.P.C. Company Prefix (Manufacturer's ID Number) must be unique and identify your company as the brand owner of your products. This prefix will ensure that all the numbers you assign to your products will be uniquely identified and linked only to your company. In the United States, GS1/U.P.C. Company Prefixes are assigned by GS1 US, a not-for-profit organization. Apply for your GS1/U.P.C. Company Prefix at http://barcodes.gs1us.org/dnn_bcec/Default.aspx.

GTINs when properly used with a GS1 Company Prefix will uniquely identify both the consumer level (retail) and shipping containers sold through our stores. GS1 US provides simple tools and guidelines for proper utilization of your GTINs without requiring detailed GS1 Standards knowledge and offers print options for your barcodes and products. GS1 US Customer Service can also help you with your barcode and electronic commerce questions, and provide guidance on the efficient use of your GS1 Company Prefix for your growing business needs. For details, visit www.gs1us.org or contact them by email at info@gs1us.org or call +1 937-435-3870.

All Merger, Acquisition, divestiture of product or company name change should be notified to GS1 US as soon as possible. Contact GS1 US Customer Service team by email at info@gs1us.org or call +1 937.435.3870.