

Barcodes Products **Must** Have

GTIN (Global Trade Item Number)

All 'Universal' codes including UPC & EAN are a type of GTIN. Goes on product only in a brick-and-mortar store.



UPC

(Universal Product Code)



USA & Canada only.



EAN

(European Article Number)

All other countries.



Other GTIN CODES:

IAN, ISBN, and pzn.

**You need a GTIN to sell on Amazon unless you get a GCID.
GCID, ASIN, and FNSKU are specific to Amazon.**