

DHB National Catalogue – How to indicate substitutable GTINs? v1.0

What situation are we talking about?

Some suppliers may have multiple GTINs (2 or more) that they believe represent substitutable products within the New Zealand market:

GTIN	Trade Item Description	Supplier Assigned ID
09429000015987	Brando Guide Wire Cable	AB123
09429000357891	Brando Guide Wire Cable	AB123

What do I need to do?

1. Is there a valid requirement for having a separate GTIN?

The first thing you need to do is determine if there is a valid reason for this different (or what might be considered duplicate) GTIN. A separate GTIN indicates it is a different overall product based on the [GTIN allocation rules](#). This is not necessarily a difference in the physical product itself, but its packaging, documentation etc. In some instances a different GTIN may not actually be required (for example, the exact same product and packaging but manufactured from a different facility does not normally create the need for a different GTIN).

If after checking the GTIN allocation rules you have a valid case for a separate GTIN, then you should move on to the next step. If not, we recommend you liaise with your manufacturer to align with the allocation rules.

2. Will my customer accept these GTINs as substitutes?

The trading partners you synchronise data with must agree that these GTINs are substitute products. Your contracts may not allow substitutes or your customer may decide to not consider substitutes.

If your customer accepts your substitute GTINs then there are two different methodologies for indicating this within your GS1net catalogue:

Scenario 1: Substitution GTINs are only dealt with on an exceptional basis

One of your GTINs is actually the ‘master’ record, which you supply in priority to your customer, and the other GTINs (substitution) are only supplied on an exceptional basis.

If this is the case, then only enter the master GTIN’s record in GS1net, and enter the other GTINs in the ‘Equivalent GTIN’ field:

GTIN	Trade Item Description	Supplier Assigned ID	Equivalent GTIN
9429000015987	Brando Guide Wire Cable	AB123	9429000357891

Scenario 2: Substitution GTINs are a common practice

All the duplicate GTINs are actually supplied in an equal (or frequent) basis to your trading partner. In this case, you need to enter a record for each GTIN in GS1net and:

- populate the 'Equivalent GTIN' attribute for each record
- indicate the reason for a different GTIN in the 'Variant' and 'Trade Item Description' attributes

GTIN	Trade Item Description	Supplier Assigned ID	Equivalent GTIN
9429000015987	Brando Guide Wire Cable English-French instructions	AB123	9429000357891
9429000357891	Brando Guide Wire Cable English-German instructions	AB123	9429000015987

Please note that the 'Equivalent GTIN' attribute is repeatable, so if you have more than 2 duplicates, you can repeat this field and add as many equivalent GTINs as you want.