

Ensure your GS1 barcode on your product scans every time



Most retailers only accept a barcode on your product verified by GS1 New Zealand

How to request a barcode verification report:

1. Log in to your **MyGS1** account.
 - MyGS1 Version 1 users select 'Barcodes > Verify your barcode scans > Order a verification report' in the side menu.
 - My GS1 version 2 users (new GS1 members from January 2021) select 'Order barcode verification' which will launch the Version 1 verification platform.
2. Select the type of report you are requesting. If you are only requesting a Barcode Verification Report then select '*I want GS1 to complete a Barcode Verification Report*'.
3. Select your trading partner.
4. Enter your product details (GTIN/barcode number, brand, item description).
5. Confirm your details and add to the remaining data fields (functional name, trade item description, net content, net content unit of measure).
6. Select what you would like to be done with your product once verification is completed (returning the item will require a courier ticket or pick up).
7. Final step: Confirm your order or add another product in your verification request



Standard barcode requests take up to 3 days for completion, full product verification reports can take up to 7 working days.

If your application is for more than 15 products you will need to discuss timelines with the [verification team](#).

What you need to know:

- GS1 members receive five free verification reports annually.
- Verification reports are valid for both New Zealand and Australian retailers.
- Verification reports are valid for a year. You may be asked by your retailer to provide a new verification report after this time to ensure no changes in printing have occurred.

What does a barcode verification check?

- Your barcode scans at checkouts with both handheld and fixed scanners.
- You are the licensed user of the GTIN (barcode number).
- Your barcode meets global guidelines.
- Your trade item description matches the product (brand, function, variant, net weight).
- Your barcode is in the correct position.
- The GTIN hasn't been used previously.
- The product has not changed enough to require a new GTIN.



Fact Sheet

Version 1 September 2021

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Why you need your printed GS1 barcode verified:

The following are a list of errors which are evaluated by the verification team. These errors can occur when printing your GS1 barcode and will impact the scanning performance of the barcode which may result in a failed verification report

- Printing errors which may affect the scannability of the barcode.
- Size of barcode: the barcode is too small or truncated (short).
- Text or imagery obstructing the barcode.
- Orientation or location of the barcode may affect the scannability of the barcode (particularly on cylindrical products).
- The light margin (quiet zone) around the barcode is too small.
- Material the barcode is printed on is reflective or translucent.

To determine if your barcode meets GS1 specifications prior to printing, GS1 NZ offers Interim Barcode Verification reports.

Interim reports are completed on artwork, prior to printing the final packaging. The barcode dimensions (size, height, quiet zones) and the information encoded is checked. Print quality is not checked as this is not the actual packaging.



Most retailers will require a full Product Verification Report prior to them ranging new products on their shelves – [click here for more information](#).