



# GS1 US Data Hub<sup>®</sup>

Product Lifecycle Guide  
User Guide

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## Product? Trade Item? GTINs?

GS1 defines a trade item as any product or service that may be priced, ordered, or invoiced at any point in the supply chain. Trade items include individual items as well as all other packaging configurations offered for sale (item, case, pallet, etc.).

One of the main building blocks of the GS1 System, the Global Trade Item Number® (GTIN®) is the globally unique GS1 Identification Key used to identify trade items. GTINs are assigned by the brand owner of the product and are used to identify products as they move through the global supply chain. Each packaging level of a product may be identified by a unique Global Trade Item® (GTIN®).

As a product moves through its lifecycle in the marketplace, you can ensure that its product lifecycle status in GS1 US Data Hub reflects this movement. Further, GTINs are categorized by four GTIN “pools” to determine their availability when brand owners are assigning a new GTIN - or checking the status of formerly assigned GTINs.

## The Product Lifecycle

Below is an overview of the product lifecycle. It shows Product Lifecycle States, GTIN Pools, and the product’s movement between the various product lifecycle states.

A product destined to bear a barcode begins its journey as a **Draft** product detail record. This record contains initial information about the product provided by the brand owner.

While in **Draft** state, the brand owner assigns a GTIN (from a pool of Available or Reserved GTINs). This action moves the product to a **PreMarket** state. This allows the brand owner to 1) generate a temporary “For Placement Only (FPO)” barcode for package design purposes and 2) work with Certified Content Providers to enhance information about their data (optional).



When the product is ready to move into the marketplace, the brand owner changes the status from **PreMarket** to the **In Use**. If the brand owner is sharing all products with Product View/Use subscribers, this product is now being shared because it has the **In Use** status. The brand owner can now generate a scannable barcode image, replacing the temporary FPO barcode.



At a later date, should the brand owner decide to remove or retire this product, the brand owner can pull up the product detail record and change the status from **In Use** to **Archived**. The product will no longer be shared with Product View/Use subscribers.



Let's look at the different product lifecycle states and their descriptions.

## Product Lifecycle States

Product Lifecycle States	Description
<p><b>Draft</b></p> <p><b>Required Fields:</b></p> <ul style="list-style-type: none"> <li>• Product Description</li> <li>• Brand Name</li> <li>• Product Industry</li> <li>• Packaging Level</li> </ul>	<p><b>Initial product record before a GTIN is assigned.</b></p> <p>A product detail record has been created but a GTIN has not been assigned. Although initial product information has been entered, the brand owner can still make changes to the record. Draft records may be deleted through the user interface.</p>
<p><b>PreMarket</b></p> <p><b>Required Fields:</b></p> <ul style="list-style-type: none"> <li>• Product Description</li> <li>• Brand Name</li> <li>• Product Industry</li> <li>• Packaging Level</li> <li>• GTIN</li> <li>• Status (PreMarket)</li> </ul>	<p><b>Product record assigned a GTIN before it is placed for sale in the market.</b></p> <p>A product detail record has been created and a GTIN has been assigned and is now subject to the GS1 GTIN Management Standard. Changes to the product detail record can still be made. The record can be shared with a Certified Content Provider (CCP) to add/modify attributes under the certified content program.</p> <p>In this state, a barcode can be generated, but a "For Placement Only" (FPO) watermark will display on the barcode image, making it valuable only for package design purposes. The FPO barcode is not scannable or printable.</p> <p>If the brand owner decides NOT to launch the product, the GTIN may be retracted. The brand owner clicks the <b>Retract PreMarket GTIN</b> button. A retracted GTIN is held for a 12-month period before the GTIN is made available for assigning to a different product record. A brand owner can clone the product record detail of a retracted GTIN to create a new <b>Draft</b> product record.</p> <p><b>Note:</b> GTINs assigned to regulated healthcare products can never be reassigned.</p>
<p><b>In Use</b></p> <p><b>Required Fields:</b></p> <ul style="list-style-type: none"> <li>• Product Description</li> <li>• Brand Name</li> <li>• Product Industry</li> <li>• Packaging Level</li> <li>• GTIN</li> <li>• Status (In Use)</li> </ul>	<p><b>Product record with GTIN assigned that is currently being sold in the market.</b></p> <p>A product detail record and its assigned GTIN is designated for use in the marketplace and subject to the GS1 GTIN Management Standard. The GTIN and its associated product detail record remain together indefinitely. Several important attributes, including Product Description, Brand Name, Packaging Level, and Net Content, cannot be changed, per the GS1 General Specifications.</p> <p>Brand owners can generate barcodes that are scannable by their trading partners and consumers.</p> <p>If the product is withdrawn from the market, the <b>In Use</b> product is moved to an Archived state. Data Hub will retain any sharing information on that record until it is restored to In Use later.</p>
<p><b>Archived</b></p>	<p><b>Product record that is no longer sold in the market. An Archived product may be restored to In Use.</b></p> <p>If an <b>In Use</b> product is withdrawn from the marketplace, the product detail record and the assigned GTIN remain together indefinitely. Archived product records along with their GTINs and sharing permissions can be restored to <b>In Use</b> state. Brand owners can view archived product record details and clone archived product records to create new <b>Draft</b> records. While in the Archived state, product records cannot:</p> <ul style="list-style-type: none"> <li>• Be modified;</li> <li>• Be viewed by third party subscribers;</li> <li>• Be used to generate barcodes.</li> </ul>

Let's look at the different GTIN pools and their descriptions.

## GTIN Pools

GTIN Pools	Description
Available	Pool of unused Global Trade Item Numbers (GTINs) that may be assigned to draft products.
Reserved	Pool of specific Available GTINs that a Brand Owner set aside for later assignment to draft products.
Retracted*	Pool of GTINs previously assigned to <b>PreMarket</b> products that the Brand Owner determined to not sell. GS1 US Data Hub returns the GTIN to the Available pool at the end of a 12-month holding period.
For Reuse*	Pool of GTINs withdrawn from sales prior to 12/31/2018. After an industry defined holding period, GS1 US Data Hub returns the GTIN to the Available pool for assignment to new products.

\*excludes GTINs assigned to regulated healthcare items. These may never be reassigned.