

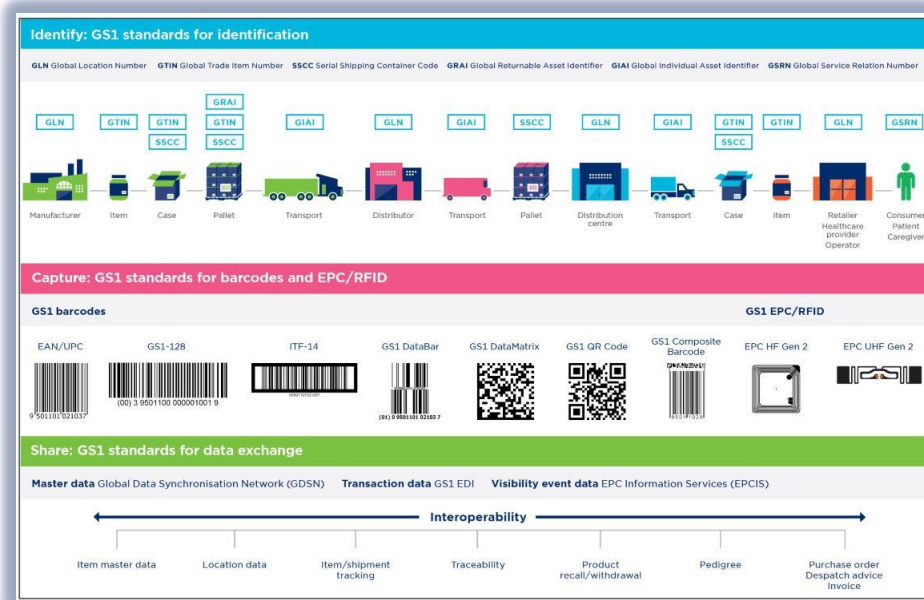
# Amazon Product Activation

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## GS1 Overview

GS1 Saudi Arabia (GS1 KSA) is an unrivalled authority for providing GS1 International barcodes for local market, a foundation tool for automation for inventory, warehouse, Point-of-Sale etc. in this User guide, you will learn the step by step manual instructions from Registration to Get your GS1 barcode standards



## Introduction and Purpose

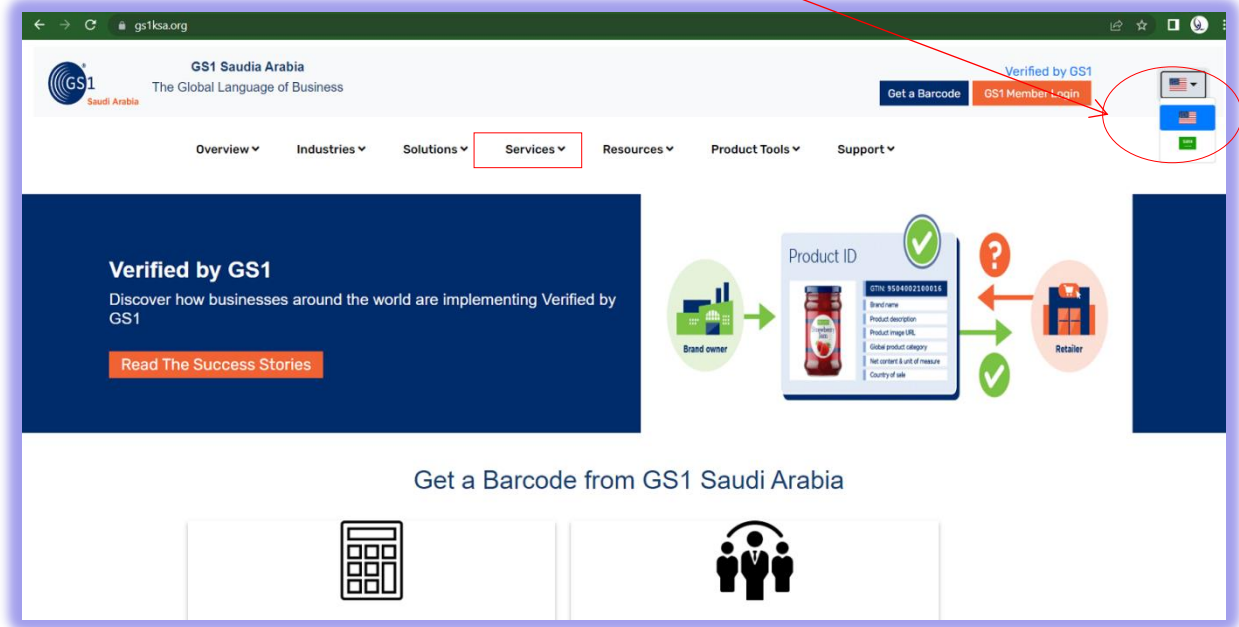
GS1 Saudi Arabia (GS1 KSA), to serve the end consumer, companies and other organizations have worked together in supply and demand chains. Whether you are a small company or a large one, whether you have one single product or hundreds, the GS1 System of Standards is perfectly suited to your needs.

The GS1 system of standards aims to raise the efficiency of business processes and to provide cost savings through automation based on globally unique identification and digital information.

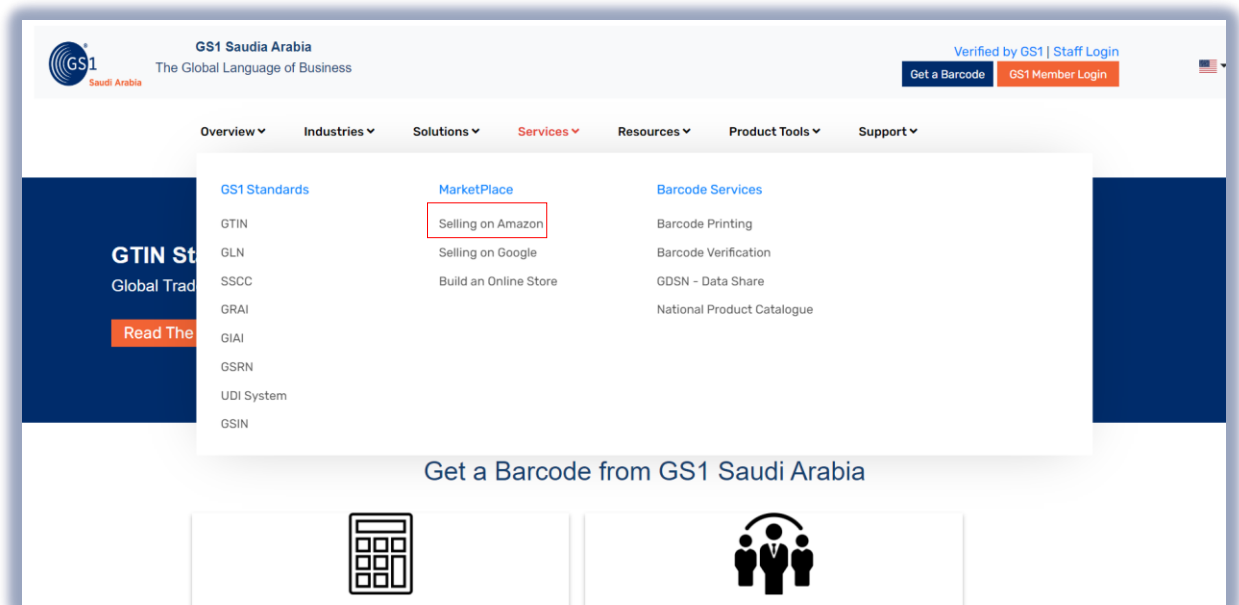
This GS1 User guide helps organizations to avail GS1 Barcode for requirements in the Region.

Navigate to GS1 website: <https://gs1.org.sa>

Select the Preferred language “English or Arabic”. Then Click “Services” to find **Selling on Amazon** options.



On the options, Click “Selling on Amazon” to continue next.



## Amazon Product Activation



To sell on Amazon.sa, the first things you'll need are GS1 Global Trade Item Numbers (GTINs) to uniquely identify and authenticate your products. GTINs are the numbers you typically see under a barcode or UPC symbol. Although you don't scan a barcode during an online checkout like you would at a cash register, you still use the unique number sequence that identifies every product.

GS1 is the global authority for unique product identification and GS1 GTINs ensure your products can be sold, tracked or traced anywhere in the world.

### Why Does Amazon KSA Require GS1 GTINs

- Guarantees authenticity of products and avoids counterfeit products, reducing the chance of wrong items being shipped and avoiding costly returns.
- Product selection and buyer satisfaction are instrumental to Amazon's success. By providing industry-standard product identifiers for their listings, sellers improve the quality of the Amazon catalogue as a whole, increase shopper confidence and help to ensure a high-quality experience for all customers.
- Your product information is tied to a unique product identifier, improving the quality of search results and enabling your products to be found easier online.
- With GS1 GTINs you can sell your products on any Amazon platform around the world.

### Your 3 Steps to Amazon Selling!

1. **Join Now** is the first step in your product journey and secures the GTINs and global barcodes you'll need to sell your products across KSA, on Amazon.sa and around the world!

Completing the Subscription form should take about ten minutes, covering information about your business and your specific product requirements, how many GTINs you'll need.

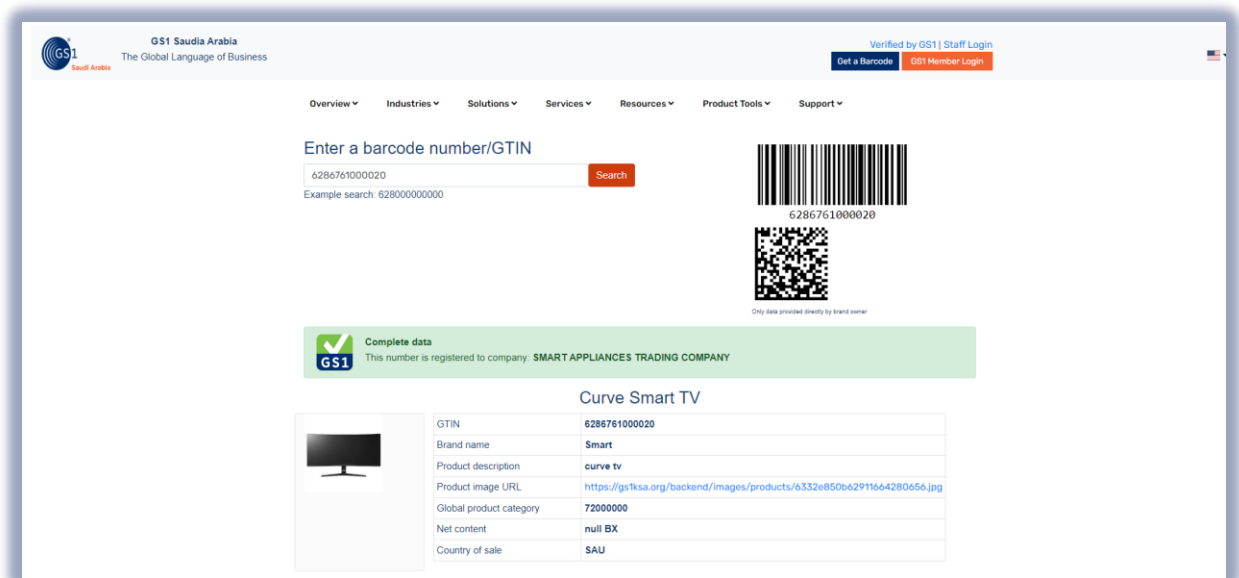
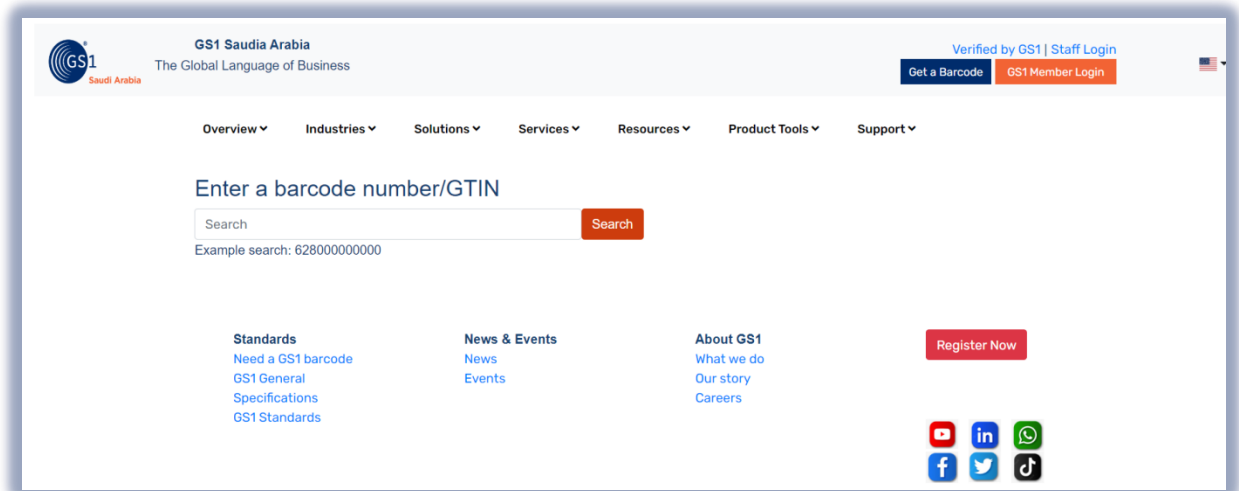
Once you submit the form, your subscription will be processed in about one business day. You'll then receive an email confirmation and a GTIN license with details on how to access your GTINs.

2. Once you receive your GTINs, you can assign them to your products and create barcodes. Your subscription to GS1 KSA includes training modules that will help you learn how to do this.
3. You can now provide **Amazon with your required product GTINs** to start selling on Amazon.sa

## Marketplaces' policies on the use of authorized GS1 GTINs?

To verify the authenticity of product GTINs, major marketplaces can check the GTINs provided by sellers / companies against GS1 Registry such as the GS1 **Global Electronic Party Information Registry (GEPIR)** database.

\*Example below screenshot



GTINs that do not match the information provided by GS1 may be considered invalid, and may result in the removal of your Seller rights. The use of false product identification information, including unauthenticated UPC codes, is prohibited on Amazon.

For peace of mind, Amazon recommends obtaining GS1 GTINs directly from [GS1](#) (and not from other third party unauthorized sources) to ensure GTIN authenticity and that the appropriate and verified information are reflected in the GS1 database.

Including proper Product Identifiers such as GS1 GTINs can greatly help buyers find what they are looking for, and improve listings' visibility by prompting them to appear in search engine results.

On eBay, new or manufacturer-refurbished items must use GS1 GTINs, which is one of the required product identifier. Since year 2018, merchants who wish to sell on Google Shopping require GS1 GTINs for all products.

## Contact Information

In case any issues occur on registration journey, any questions and suggestions,

Please Contact us