

Introduction to GTINs

1. What is a GTIN?

A GTIN (Global Trade Item Number) is a unique identification number that is used worldwide to label products. This number ensures that products are correctly recognised and managed in retail and online. It is also known as EAN (European Article Number) and is often displayed as a barcode on products.

2. Why are GTINs important?

GTINs are very important for sales in Europe as they are required by most major online marketplaces, in order to list products there. It enables unique identification of the product and is recognised and accepted worldwide, which is very important for international sales.

3. Why do products at Avacadostore need a GTIN?

We are a marketplace for many retailers. Some of them offer the same brands and products. Products that are offered by several retailers can be better matched with GTINs.

If your products have a GTIN, this can ensure greater visibility in search engines. Due to the increasing variety of attractive suppliers in online retail, it is becoming more and more of a challenge to stand out from the crowd. As a result, the relevance of search engine marketing and comparison portals, which make it possible for specially offered items to be suggested to potential customers during a product search, is increasing.

Unfortunately, products without a GTIN can no longer be prioritised for advertising on Avacadostore in the long term and therefore lose visibility.

4. How do I obtain GTINs for my products?

To obtain a GTIN, you have to register with an official organisation such as GS1. The steps are simple:

1. register with the GS1 website in the respective country. Click [here](#) to go to the official GS1 website.
2. purchase a GTIN package (also called a block of numbers), depending on the number of products that require a GTIN.
3. after payment and registration, you will receive the GTINs, which must then be assigned to the products.