ATIS-0300038

ATIS Standard on -

Product Marking Implementation Guide

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Abstract

This guideline provides a uniform method of marking products for the telecommunications industry using linear bar codes, a two-dimensional symbology, or a transitional symbology. As of October 2006, 2D bar code labels are preferred over linear labels; the industry has found that the data within 2D labels enhances tracking assets.

Foreword

The Alliance for Telecommunications Industry Solutions (ATIS) serves the public through improved understanding between carriers, customers, and manufacturers. The mission of the AIDC is to establish guidelines for common shipping labels, product marking labels, product changes and software issuance standards. These common guidelines simplify the receiving, shipping, transportation and tracing of telecommunications products through company and industry business processes and the global supply chain. The Automatic Identification and Data Capture (AIDC - Formerly BCSC) Committee was a former working committee of the Telecommunications Industry Forum.

The mandatory requirements are designated by the word *shall* and recommendations by the word *should*. Where both a mandatory requirement and a recommendation are specified for the same criterion, the recommendation represents a goal currently identifiable as having distinct compatibility or performance advantages. The word "*may"* denotes an optional capability that could augment the standard. The standard is fully functional without the incorporation of this optional capability.

Suggestions for improvement of this document are welcome. They should be sent to the Alliance for Telecommunications Industry Solutions, AIDC, 1200 G Street NW, Suite 500, Washington, DC 20005.

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1 Introduction

The Automatic Identification and Data Capture Committee (AIDC) of ATIS has identified and recommended the following product identification coding structures found within this document and utilizing a unique serial identification structure (see ATIS-0300005, *Product Identification Coding Schemes* [Ref 11]) enhances recording and tracking inventory used within the telecommunications industry.

1. A globally unique product identifier shall include the manufacturers'/suppliers' identification, a product code, and a serial number. When/where a CLEI Code is available, the CLEI Code is to be used in lieu of or in conjunction with the manufacturer's product code.

2. The CLEI™ Code registry, administered by iconectiv, defines the use and implementation of CLEI Code product identification. CLEI Codes are 10-character intelligent codes that conform to the requirements of ANSI ATIS-0300213, *Structure for the Identification of Equipment Entities for Information Exchange* [Ref 2], providing a standard format for coding equipment entities found necessary for information exchange.

3. The GS1 System, administered by GS1 (formerly EAN International and the Uniform Code Council), defines the use of the Global Trade Item Number (GTIN), formerly referred to as the Universal Product Code (UPC). The GS1 numbering system encompasses both the former EAN International Numbering System and the UPC identifier within a 14-digit GTIN code. The definition, use, and implementation of the GS1 System are covered in the GS1 General Specifications [Ref 15]. These specifications provide detailed definitions of the GS1 System and product identifiers.

   NOTE: In this guideline, the bar code symbols for the GS1 System will be referred to as GTIN-12 for the symbology which encodes the 12-digit UPC number (formerly UPC-A), GTIN-13 for the symbology which encodes the 13-digit number (formerly EAN-13) and GS1-128 for the symbology which encodes the 14-digit GTIN-14 number (formerly UCC/EAN-128).

4. The United States Department of Defense (DoD) Unique Identification (UID) is a unique serial identification method that is required by the DoD. It is derived from multiple data items that have been combined into a single string or message with specific formatting requirements. The intent of the UID is to identify both the supplier of the item and the identity of the item in one, single symbol. The UID is the primary means of identifying the item by the DoD. It will be used when contacting the supplier regarding a specific item.

5. ATIS-0300091, *Serialization Standard for Telecommunications Network Infrastructure Equipment* [Ref 1], describes the recommended structure for Unique Serial Identification of telecommunications products. The ATIS-0300078, *Product Serialization Guideline* [Ref 12], guideline describes implementation of Unique Serial Identification (USI) per ATIS-0300091 [Ref 1], including migration from legacy forms of serialization. ISO/IEC 15459-4, *Information technology – Automatic identification and data capture techniques – Unique identification – Part 4: Individual products and product packages* [Ref 31] refers to the USI for an item as the Unique Item Identifier (UII).

1.1 Purpose

The purpose of this guideline is to provide a uniform method of marking products for the telecommunications industry using the required two-dimensional (2D) symbology. This document also contains a historical roadmap