



2005 SUNRISE

INTRODUCTION

Since the introduction of the 12-digit Universal Product Code (U.P.C.) more than 30 years ago, the use of the EAN.UCC System has expanded rapidly to facilitate global commerce. To meet the need for improving commerce efficiency, the Uniform Code Council, Inc. (UCC) has announced that by January 1, 2005 all U.S. and Canadian companies must be capable of scanning and processing EAN-8 and EAN-13 symbols, in addition to 12-digit U.P.C. symbols, at point-of-sale. The UCC announced this initiative, named 2005 Sunrise, in 1997 to allow U.S. and Canadian companies ample time to address all conversion issues. There are also topics related to 2005 Sunrise that deserve every company's attention.

WHY IS 2005 SUNRISE IMPORTANT?

- With the exception of the United States and Canada, retail products from around the world are marked with EAN-8 and EAN-13 symbols. To sell those products in the U.S. and Canada, manufacturers must re-label with a 12-digit U.P.C. symbol. This creates additional expense and time-to-market issues. Expanding system capability to scan and process EAN-8 and EAN-13 symbols, as well as U.P.C. symbols, will allow companies to handle a greater range of products.
- The number of products identified with EAN-8 and EAN-13 symbols will increase quickly after January 1, 2005 because UCC Company Prefixes will no longer be issued to new companies based outside of the U.S. and Canada. Therefore, these new companies will be marking their products with EAN-8 or EAN-13 symbols. In addition, some U.S. and Canadian companies will be assigned UCC Company Prefixes with lead digits of 10 to 13. These Company Prefixes can only be used to create EAN-13 symbols, and not U.P.C. symbols.
- The method by which the UCC assigns UCC Company Prefixes changed in March 2000. UCC Company Prefixes are no longer issued as just 6-digit numbers; they now vary between 6 and 10 digits in length. Additionally, the Company Prefixes encoded in EAN-13 and EAN-8 symbols also vary in length. This is important should companies have systems or applications that assume all Company Prefixes are 6-digit numbers.
- The UCC has opened new UCC Company Prefixes with lead digits of 1, 8 and 9 for assignment to new companies. Companies that are erroneously using these lead numbers in their internal systems will have them clash with valid U.P.C.s assigned by other companies.



WHAT DOES IT MEAN TO BE 2005 SUNRISE COMPLIANT?

- Ensuring systems and applications are able to scan and process EAN-8 and EAN-13 symbols in addition to the 12-digit U.P.C. at point-of-sale.
- As a best practice, the UCC has always recommended that the product identification numbers scanned from EAN-8, U.P.C., and EAN-13 symbols be processed and stored in their entirety. Note: these product identification numbers are properly referred to as Global Trade Item Numbers (GTINs). This is important because companies that parse or change the GTIN risk storing and sharing bad information with their trading partners. Erroneous practices include dropping check digits and extracting the UCC Company Prefix to identify the supplier. Companies who parse or change the GTINs must discontinue this practice.
- Companies that erroneously assign numbers in their internal applications using lead digits of 1, 8, or 9 must discontinue this practice.

WHAT ARE THE TOPICS RELATED TO 2005 SUNRISE THAT EVERY COMPANY SHOULD CONSIDER?

- The UCC recommends that companies consider topics related to 2005 Sunrise. Since 2005 Sunrise may require system changes for companies, there are two important changes to business practices underway globally that companies may choose to begin preparing for now.
- Reduced Space Symbology® (RSS) symbols bring bar code marking to items that are too small for the traditional U.P.C. or where there is a business requirement to scan additional data at point-of-sale. RSS is currently being applied to produce, fresh meat, pharmacy, and medical/surgical products. Other RSS business applications, including greeting cards and serialization, are receiving industry consideration.
- Data synchronization using the GLOBALregistry™ of UCCnet requires the identification of products at all levels of packaging.
- GTIN Compliance is required for both Reduced Space Symbology (RSS) and data synchronization using the GLOBALregistry of UCCnet.

WHAT DOES IT MEAN TO BE GTIN COMPLIANT?

- GTIN is an umbrella term used to describe the entire family of data structures that identify trade items (products and services). GTINs consist of four data structures that are 8, 12, 13 and 14 digits in length. For example, the EAN-8, EAN-13, U.P.C., and RSS symbols on products all encode GTINs.
- To be GTIN Compliant, a company must be 2005 Sunrise Compliant plus be able to process and store 14-digit GTINs. Therefore, a GTIN Compliant company will be able to process, store, and communicate with trading partners using all GTINs, whether 8, 12, 13, or 14 digits. The UCC recommends that GTINs are stored as 14-digit numbers by right justifying and zero-filling left, as appropriate.
- GTIN compliance does not assume the ability to scan RSS symbols.

RECOMMENDATIONS:

- A company that must upgrade its systems to become 2005 Sunrise Compliant should plan to become GTIN Compliant. For little or no incremental cost over becoming 2005 Sunrise Compliant, a company can be ready to use RSS symbols and/or data synchronization.
- A company that is 2005 Sunrise Compliant but not GTIN Compliant needs to make a business decision whether to become GTIN Compliant. Remember that GTIN compliance is required to use RSS symbols and/or to pursue data synchronization.

DELAYS CAN CREATE CONSEQUENCES.

Failure to update systems may have the following consequences:

- The inability to share standardized information with trading partners.
- Additional product marking costs for trading partners and, ultimately, the consumer.
- Consumers will experience service problems.
- Time-to-market delays and other critical inefficiencies.

The UCC urges all companies that have not yet achieved 2005 Sunrise compliance to begin system planning, testing, and update/conversion activities. The time to start is now!



Uniform Code Council, Inc.®
The Global Language of Business®

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