



METRO Austria and GS1 Austria - Barcode 101

All barcodes must be easily readable when the goods are picked up and subsequently at the checkout. Unreadable barcodes lead to considerable additional effort in all areas (e.g. manual re-labelling in the stores, incorrect inventory levels, increased personnel and costs,...)

What should you pay attention to?

All barcodes, 2D codes and identification on the product must comply with the general **GS1 General Specifications** or **ECR guidelines**. The quality class of **1.5 according to ISO/IEC 15416 or 15415** must not be fallen below on the end product (affixed label).

- Choosing the correct code
- (Print) quality of the code
- Dimension of the code (height, width, X-dimension)
- Color selection (contrast to the background)
- Placement of the code on the item
- Selection of the carrier material

Labeling and identification of equalized/standardized sales units - item types (further types such as EAN-8 are of course still permissible)



EAN-13 with

GTIN: 9012345000011

or



(01)09012345000011
(15)250521
(10)12345678

GS1 DataMatrix with

GTIN: 9012345000011
best before: 21.05.2025
batch: 12345678

or



GS1-128 with

GTIN: 9012345000011
best before: 21.05.2025
batch: 12345678

Non-preferred barcodes / labelling

- ITF-14
- GS1 DataBar

Labelling and identification of variable sales units - weight goods



(01)99012345000014
(3103)001456
(15)250521
(10)12345678

or



(01)99012345000014(3103)001456(15)250521(10)12345678

GS1 DataMatrix with

GTIN: 99012345000014
net weight : 1,456 kg
best before: 21.05.2025
batch: 12345678

GS1-128 with

GTIN: 99012345000014
net weight: 1,456 kg
best before: 21.05.2025
batch: 12345678

Non-preferred barcodes / labelling / identification

- GS1 DataBar
- EAN-13 with prefix 27:
If it is not possible to print a GS1-128 or GS1 DataMatrix, **in exceptional cases**, printing an EAN-13 barcode with **prefix 27** for weight and **HPID** is allowed:



2 712345 014564

EAN-13 with

prefix: 27
HPID: 12345
Net weight: 1,456 kg
check digit: 4

Labelling of picking units (e.g. outer cases)

At least **GS1-128** is expected on our platforms!!! (Additionally, GS1 DataMatrix is desirable)

Which barcode is not allowed to be used at Metro Austria?

- Code 128
- QR Code
- Data Matrix
- And all those not mentioned above

If you have any questions about barcodes and identification, please contact:

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