



E-commerce & eMAG Seller



The E-commerce & eMAG Seller program launched by GS1 Romania is designed to support companies operating in the online sales environment by providing globally unique EAN barcodes under a GS1 license. This ensures the accurate listing of products and their variations (such as model, size, and color) on marketplace platforms.

GS1 Romania Association

Do I need EAN barcodes in order to sell online?

Yes. If you sell products online through marketplaces such as eMAG, Amazon, eBay, or Google Shopping, you'll be required to provide the product's GTIN/EAN barcode, issued under a valid GS1 license, during the listing process.

What are the advantages of using EAN barcodes in e-Commerce?

The rapid expansion of the e-commerce market has prompted operators of online sales platform, both regional, like eMAG, and global, such as Amazon, Alibaba, eBay, and Google to recognize the importance of maintaining product catalogs based on globally unique EAN barcodes. These barcodes serve as essential identifiers for effective inventory control and sales management.



What is a barcode?

A barcode is the image that appears on most products in today's classic retail, in the form of black bars alternating with white bars, that encode the Global Trade Item Number (GTIN).

What is the GTIN?

Global Trade Item Number (GTIN) is a 13-digit global trade item number, represented as an EAN barcode in Europe and Asia. In North America, the GTIN is a 12-digit number, represented as a UPC barcode

What is the EAN barcode?

European Article Number (EAN) is the barcode representation of the GTIN, consisting of 13 digits (or 8 digits for very small products).

Advantages of using EAN codes

The accurate association between product data in electronic catalogs and the globally unique GTIN assigned to each product by GS1 Romania helps eliminate several critical issues, such as:

- **Incorrect listings** resulting from the use of EAN barcodes assigned to identical products already present in the catalog;
- **Misclassified products** that cause confusion for consumers, leading to difficult product searches, inability to make objective comparisons, uncertainty regarding product origin, and an increased risk of mistaken purchases;
- **Distorted consumer reviews**, due to the merging or duplication of product entries.
- **The sale of counterfeit products**, by ensuring traceability and product authenticity;
- **Disputes over brand ownership**, especially in cases involving registered trademarks, by clearly linking products to their legitimate brand holders.

Why GS1?

eMAG choose to use product management through EAN barcodes with GS1 license because:

- **GS1 has over 50 years of experience** - since 1973, [GS1](#) has been helping to identify products with GTIN numbers (Global Trade Item Number) and to scan [EAN barcodes](#), reaching today over 5 million user companies in 118 countries.
- **Global Trade Item Numbers (GTIN) are universally valid in both classic retail and e-commerce (eMAG, Amazon, Alibaba, eBay, Google, etc.)** - a product with the same EAN barcode can be sold on any classic or online commerce platform that has implemented the GS1 Standards.
- **Allows online management of Global Trade Item Numbers (GTIN)** - the allocation and management of GTINs is done exclusively online, through applications developed by GS1 national organizations (for example, the [CODALOC](#) application developed by GS1 Romania).
- **Provides training, consultancy & support for GS1 member companies** - companies using the GS1 Standards System benefit from personalized telephone and e-mail support, regarding the correct coding with EAN barcodes of their specific products and product variations.
- **Facilitates global omnichannel trade** - EAN barcodes are used in over 25 industry sectors and in 95% of global retail supply chains, and also in online and offline marketplaces.
- **Allows online verification of the authenticity of the company's GS1 license** - GS1 member companies receive a GS1 License Certificate attesting their status as the sole global licensee of the GS1 license.
- **Allows online verification of the authenticity of the product's GS1 license** - products can be freely searched by their EAN barcode digits in the **Global Registry** [VERIFIED BY GS1](#), which provides consumers with reliable information about products, entered by the registered trademark owner.

Example of product information:

Product Information	Company Information
RULO PLAS SRL - PAHARE CARTON VENDING – 8 OZ 50 BUC/SET	
	GTIN: 05940028060660
	Brand: Asociatia GS1 Romania
	Description: (ro) RULO PLAS SRL - PAHARE CARTON VENDING – 8 OZ 50 BUC/SET
	Product image: https://codaloc.gs1.ro/codaloc/dm/i/i_2485.png
	Global product category: 10001234 Pencils
	Net content: 50 EA
	Target market: RO

Example of information about the manufacturer / registered trademark owner:

Product Information	Company Information
Information about the company that licenced this GTIN	
Company name	Asociatia GS1 Romania
Address Locality	(ro) Sector 1
Region	(ro) B
Street Address	(ro) Str. Arh. Louis Blanc Nr. 1, Etaj 2, Faza I + Faza II
Website	www.gs1ro.org
License Key	5940028
Licence Type	GCP
Global Location Number(GLN)	5940010999992
Licensing GS1 Member Organisation	GS1 Romania

Where do I get EAN barcodes with GS1 license?

EAN barcodes with GS1 license can be obtained only from a GS1 national organization, regardless of the country where your company is registered.

In order to avoid barriers of language, time zone, billing or other specific national regulations, it is recommended to contact the GS1 national organization in the country where the company is registered or whose language you speak best. This way, you will get information and support in the easiest and fastest way.

Why should I get EAN barcodes only from GS1?

eMAG requires his suppliers to list products with globally unique EAN barcodes with GS1 license, and verifies the authenticity and validity of GS1 licenses, as well as the information associated with the products, in the Global Registry [VERIFIED BY GS1](#).

GS1 Global, through its national GS1 representatives, is the only organization that can register and associate trusted product and company information for each EAN barcode in the Global Registry [VERIFIED BY GS1](#).

Warning!

[In Romania, the only national organization accredited by GS1 Global](#) for the allocation and management of EAN barcodes with GS1 license [is the GS1 Romania Association](#), and [the only GS1 country prefix globally allocated to Romania is 594](#).

How much does cost the EAN barcodes with GS1 license for eMAG sellers?

1. Read our [10 tips for choosing the right GS1 license](#)
2. Choose one of two flexible access options to the GS1 System, tailored to the different needs of sellers:
 - **Individual Package – One barcodes at a time:** <https://coduri.gs1.ro/clb/>
Price: 9 EURO/barcode. This option implies paying a one-time fee for each EAN-13 barcode purchased, with no recurring costs. We recommend this option to entrepreneurs who manage a small portfolio of items (up to 50 products) and want a simple and efficient solution for listing products on platforms such as eMAG.
 - **Annual License – Standard Package:** https://codaloc.gs1.ro/codaloc/public/registration_new/step1.xhtml
Price: starting from 120 EURO/year, depending on the size of the product portfolio. This option is aimed at eMAG sellers with an extensive portfolio (over 50 products) and offers full access to the GS1 System, together with a range of additional benefits regarding barcode generation and management. It is the ideal solution for expanding businesses that want a scalable and efficient approach to globally unique product barcoding.
3. Digitally sign the GS1 License agreement
4. Pay the GS1 License invoice in order to activate your account and access the CODALOC online application
5. Create EAN barcode requests for each product separately, in the CODALOC online application (using either the interface or XLS files)
6. List the products and register the related EAN-13 barcodes in the eMAG platform

Response time (account activation)

- immediately - if you pay online via BT Pay from the CODALOC application, 'Client Space' menu
- on the same day - if you pay by bank and send the OP copy to your email helpdesk@gs1.ro

Support

- by e-mail helpdesk@gs1.ro and by phone +40213178031, as soon as possible during office hours 08:30 - 17:00, Monday-Friday, and within a maximum of 48 hours otherwise, except for public holidays

All operations & transactions are done only online.