



# THE MARKETING OF A CODIFICATION SYSTEM



If you are a commercial supplier of defence equipment, why is it important to get your products NATO Codified and what's the benefit to your customers? The easy answer is that having your products listed

against a NATO Stock Number (NSN) puts that item in a shop window viewed by over 60 Nations Defence Logistics organisations worldwide. The NSN also forms the foundation for a successful supply chain in NATO Forces and Armed Services of all participating nations, enabling the right piece of kit, in the right place at the right time. If these two statements are true, the NATO Codification System (NCS) is the bridge between the commercial supply world and defence forces deployed around the world.

Each of the participating nations in the NCS have inventories that have to be controlled, not only within their own supply chains, but also in readiness for participation in coalition NATO Operations. The key to successful logistics management is in the establishment of a common supply language, not only for items already existing in inventory systems, but to easily identify potential solutions to challenges which can quickly be incorporated into deployed inventory. The NCS creates a catalogue of available equipment, similar to most commercial catalogue management solutions such as Argos, Ikea or B&Q. Using a database, the NATO Master Catalogue Reference List (NMCRL) data is collated from all participating nations and every single item currently available in all NATO and participating countries is recorded by its NSN. Each NSN also has the known commercial suppliers of that item listed in a string of data including contact and part reference. This catalogue of available inventory is issued to all deployed NATO defence forces. NMCRL

is also available for a small subscription to commercial suppliers. Quite literally, tonnes of equipment gets moved through defence supply chains every day, quite often from one side of the world to the other. Most of that equipment has one thing in common, The NSNs not only stamped on the side of package crates, but as inventory lists and as part of the asset tracking label. The NSN forms not only the prime reference in the catalogue of available equipment on demand systems across a high proportion of the worlds defence forces, but also as the master identification data for items transiting the supply chains of those defence forces.

The NATO Codification System has been in existence and developing since 1953. There are approximately 16 million NSNs currently listed on the NMCRL product and approximately 1.8 million suppliers around the world recorded against those NSNs. This article began with the question, why is it important to get your products NATO Codified and what's the benefit to your customers? Perhaps the question should be can you as a commercial supplier afford not to be included in one of the biggest catalogues in existence and the prime repository your customers access when identifying items of supply?



To find out more about the NATO Codification System or to subscribe to the NMCRL product please contact:

**NATO Support Agency (NSPA)**

**Codification Services Office (LB-SC)**

L-8302 CAPELLEN, Grand Duchy of Luxembourg

Phone: +352-3063-6748, Fax: +352-3063-4748

E-mail: [nmcrl@nspa.nato.int](mailto:nmcrl@nspa.nato.int)

[www.nato.int/nmcrl](http://www.nato.int/nmcrl), [www.nato.int/codification](http://www.nato.int/codification)