Product Identifiers

# Coded Marketing/Service/Product Identifiers

## Internationally recognised coded identifiers

ASIN Amazon Standard Identification Numbers

GTIN [Global Trade Item Numbers](https://www.gs1.org/standards/id-keys/gtin)

GTIN-13 [Global Trade Item Numbers](https://www.gs1.org/standards/id-keys/gtin)

GTIN-14 [Global Trade Item Numbers](https://www.gs1.org/standards/id-keys/gtin) 14 digits

SKU Stock Keeping Units

JAN Japanese Article Number

ISBN The International Standard Book Number (includes all variants)

ISBN-10 The International Standard Book Number 10 digits (possibly with trailing X)

ISBN-13 The International Standard Book Number

UPC Universal Product Code 12 digits

EAN European Article Number

EAN/JAN/GTIN-13 13 digits

MPN Manufacturer Part Number

## Additional coded identifiers;

BRAND Product brand as a code

# Coded Identifiers Use

Web-Application for an eCommerce framework including warehousing and stock management, logistics, order fulfillment and marketplace connector