UPC Link is designed to assist with the transition away from the use of generic UPCs (those beginning with the prefix ‘033383’) for packaged produce to company specific or brand owner UPCs. The produce industry is gradually transitioning away from generic codes to enable trading partners to tie produce information to brand owners and improve category management while also enhancing traceability and business efficiencies.

This database is designed for use by sellers of packaged produce items as they transition away from using generic UPCs. It enables the produce suppliers to efficiently communicate their company specific UPCs and the corresponding generic UPCs they are replacing to their buyers. It will provide a single source for retailers to automatically obtain and update suppliers’ company specific UPCs that are replacing the generic UPCs in their point-of-sale systems. And, this facility eliminates the sellers from having to communicate this information to each of their retail customers individually.

It is important to note that this tool is used for packaged produce items only (i.e., only those items which are labeled with a UPC barcode) NOT loose or bulk produced (labeled with a PLU sticker and/or GS1 DataBar) or cases of product. The GTIN encoded in the UPC is a similar technology used for loose/bulk or case level identification, but this tool is used for the transition of generic UPCs to company specific UPCs. Case level identification is a separate initiative called the Produce Traceability Initiative (PTI). Refer to the PTI website if you’re looking for information on case level identification and data synchronization of that data. And, the DataBar Online tool is used for the communication of GTINs encoded in the DataBar with the corresponding PLU codes; i.e. for item level identification.

To Register for UPC Link:

Suppliers need to complete the registration process. The individual PMA user ID registered is the only individual who will have upload access for the database. You may have more than one GS1 UPC company prefix for your company, but all of the prefixes must be associated with your individual company.

If you do not know your PMA Company ID or Individual ID when completing the registration process, please contact PMA’s Solution Center at 302-738-7100.

Fees:

There is a one-time access fee of $300 for PMA members and $1,100 for non-PMA members. In order to purchase the product, please complete the registration process. If you are a non-PMA member, please contact PMA’s Solution Center for a company and individual id needed to register.

To become a member of PMA or to renew your membership, please contact the PMA Solution Center at 302-738-7100.
Questions:

Please refer to the FAQs or contact PMA if you have any questions.

Thank you for utilizing PMA’s UPC Link to help make conducting business with your trading partners more streamlined and efficient.
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Accessing UPC Link

1) Access the UPC Link log in page.
   To register and access UPC Link, you must have your own GS1 UPC Company Prefix and PMA company and individual identification numbers (log on credentials). If you need your PMA identification numbers, please contact PMA’s Solution Center via email or phone at 1-302-738-7100. If you do not know your GS1 UPC company prefix, please contact GS1.

2) You might have to log in using your PMA website logon credentials (individual user id and password) and you will be directed to the site. Your password is typically your 6-digit individual id number followed by the first three letters of your last name, all lower case. If you do not know your PMA logon credentials, please contact the Solution Center at 302-738-7100 for that information. Additionally, if you have problems with logging on, please contact the Solution Center to have your user id and password reset.

3) If you haven’t accessed the product previously, you will be directed to the license agreement page. Review and agree to the terms and conditions to access UPC Link.

4) Once agreeing to the terms and conditions, you will be directed to the UPC Link home page.

---

![License Agreement Image](image-url)
Registration

1) In order to use the tool, please access and complete the online registration process.

2) To register, you must have your own GS1 UPC Company Prefix and PMA Company and Individual Identification Numbers. If you need your PMA identification numbers, please contact the Solution Center at 302-738-7100. If you don’t know your GS1 UPC company prefix, please contact GS1. The product has a one-time access fee of $300 for PMA members. For non-PMA members, the product has a one-time fee of $1,100. The order must be placed through the online registration process prior to gaining access to UPC Link.

3) Follow the prompts through the online registration process. Remember only one individual is allowed to register per company and that individual will be responsible for the data upload.

4) You will receive an email confirmation upon completion and receipt of your registration.

5) All GS1 UPC company prefixes listed on the registration form will be registered in the database.

6) In approximately 2 – 3 days after your payment has been processed, you will receive an email confirmation to notify you that you have access to UPC Link. Follow the same logon procedures as noted on page 4 to access the home page to upload your data file(s).
(This pictoral displays the GS1 company prefix certificate you receive from GS1 once you purchase the prefix. Please note that you are registering the UPC company prefix. The UPC company prefix is the prefix used to create UPC barcodes.)

**INSTRUCTIONS FOR SUPPLIERS**

**Creating the data file(s)**

1) Using a text editor such as Notepad, create a two column listing where the first column contains your 12-digit company specific UPC or GTIN and the second column contains the corresponding generic UPC. No headings are necessary. The two numbers should be separated by a comma with no spaces.

Retailer Assigned UPC numbers cannot be uploaded into UPC Link because they can inadvertently corrupt a retailer’s point-of-sale system. Retailer Assigned numbers can be assigned to different items by multiple retailers and as such, can override data already stored in a retailer’s database. Therefore, any records containing Retailer Assigned numbers need to be communicated directly with the retailer with whom you have an agreement.

Both the generic UPC and company specific UPC should be 12 digits long. The generic UPC should always start with the prefix ‘033383’. The company specific UPC should begin with the UPC company prefix shown on your GS1 company prefix certificate (see page 5).

Note: If the GTIN is incomplete (i.e. does not contain 12 digits), the record will not upload.

A separate data file must be created for each individual GS1 UPC company prefix; e.g. if there are three GS1 prefixes registered, three data files must be created because they will be uploaded individually.
2) Save the file as a text (.txt) file.

Note the location of the file for future reference. Any future uploads of data overwrite the previous upload.
Uploading the Data File(s)

Once you’ve received confirmation of access to UPC Link and have created your data file(s), you can upload the data.

1) Access the [UPC Link](http://upclink) home page.

To register and access UPC Link, you must have your own GS1 UPC Company Prefix and PMA company and individual identification numbers (log on credentials). If you need your PMA identification numbers, please contact PMA’s Solution Center via email or phone at 1-302-738-7100. If you do not know your GS1 UPC company prefix, please contact [GS1](http://gs1).
2) Select the Upload link from the home page to upload your data.
3) You will be directed to the Upload screen where you will note your GS1 UPC Company prefix(es) in a dropdown box and an area to browse for your data file. Remember you will upload a separate data file for each GS1 prefix. This procedure will be repeated multiple times until all data for all prefixes are uploaded.

4) From this screen, select the GS1 UPC company prefix and then select Browse to locate the text file you created earlier for that specific prefix.
Select the data file to upload.

To select the data file:

1. Click the ‘Browse’ button to locate the data file to be uploaded.

2. Select the data file from your computer.

Your text file must meet the following requirements:

- Comma delimited
- Consist of two fields (12 Digit GTIN & 12 Digit UPC)

Select the data file to upload.
5) After locating your file, select Open. You are returned back to the upload screen and the location of your file will be displayed in the browse window. Select the Upload button to process your data.
6) A confirmation screen displays confirming which records were successfully uploaded. Any errors will be displayed in red. If there are any errors in the upload, the specific records affected will not be uploaded. If no errors are listed, the record was successfully uploaded.

7) You will need to correct the errors in your text file and then can either upload the entire data file again or you can follow instructions for revising your data file in this document (p.15). Please note that any previously uploaded data will always be overwritten with the newly uploaded data if you decide to upload the entire data file again.
8) Please remember UPCs (generic & company specific) must be 12 digits long. If not, an error will result. Additionally, generic UPCs cannot be Retailer Assigned. Those records need to be communicated directly with your retailer using the Retailer Assigned numbers.

9) In order for you to verify that your data was successfully uploaded, follow the Download instructions (p.30) to see the data which is now in the database. When you select the Download option, your GS1 UPC company prefix(es) will be the only prefix(es) available for selection.

*Please note: If you have to make any changes to your data and choose to upload the entire file again, all future uploads overwrite previous uploads.
Revising the Data File

1) If you need to add, delete or change a record in your data file, select the ‘Update Online’ menu option from the UPC Link home page.

Note: UPCs (generic or company specific) must be 12 digits in length. If not, an error will result and you will need to correct your data. Additionally, generic UPCs cannot be Retailer Assigned or an error will occur. Records with Retailer Assigned numbers must be communicated directly to your retailers.
The Update screen is displayed below. You have the option to add a new record or edit or delete an existing one from this screen.

Your individual contact information

The data you uploaded displays as individual records here.
To Add an entry:

1) Select Add New and enter the numbers in the appropriate fields under the Generic UPC and Company Specific UPC sections. You only have to select the GS1 UPC company prefix from the drop down box and enter the item reference numbers for both UPCs. The check digit will be automatically calculated by selecting the calculator icon.
Remember: Retailer assigned numbers cannot be entered since they can potentially corrupt a retailer’s database.
Select the GS1 UPC company prefix from drop down box.

Enter the item reference number for company specific UPC here.

Select the calculator icon to populate the company specific UPC check digit.
2) Select Save and the new entry will be added to the bottom of the list of records.
To Edit an existing record:

1) Select Edit next to the record you wish to update.
The record will display as highlighted.

<table>
<thead>
<tr>
<th>Generic UPC</th>
<th>UPC Item Ref Num</th>
<th>UPC Check Digit</th>
<th>GS1 Company Prefix</th>
<th>Item Reference Number</th>
<th>Check Digit</th>
<th>Date</th>
<th>User</th>
</tr>
</thead>
<tbody>
<tr>
<td>033383</td>
<td>46535</td>
<td>7</td>
<td>0111222</td>
<td>0008</td>
<td>7</td>
<td>5/29/2013</td>
<td>Dede Bogia</td>
</tr>
<tr>
<td>Edit</td>
<td>Delete 033383</td>
<td>00001</td>
<td>5</td>
<td>0222111</td>
<td>1111</td>
<td>5/30/2013</td>
<td>Dede Bogia</td>
</tr>
<tr>
<td>Edit</td>
<td>Delete 033383</td>
<td>00002</td>
<td>2</td>
<td>0222111</td>
<td>2222</td>
<td>5/30/2013</td>
<td>Dede Bogia</td>
</tr>
<tr>
<td>Edit</td>
<td>Delete 033383</td>
<td>00015</td>
<td>2</td>
<td>0222111</td>
<td>3333</td>
<td>5/30/2013</td>
<td>Dede Bogia</td>
</tr>
<tr>
<td>Edit</td>
<td>Delete 033383</td>
<td>53892</td>
<td>1</td>
<td>0222111</td>
<td>4633</td>
<td>6/3/2013</td>
<td>Dede Bogia</td>
</tr>
<tr>
<td>Edit</td>
<td>Delete 033383</td>
<td>00234</td>
<td>7</td>
<td>0222111</td>
<td>6666</td>
<td>5/30/2013</td>
<td>Dede Bogia</td>
</tr>
</tbody>
</table>
2) Make the necessary changes. The check digit will automatically populate.

3) Select Update to save the changes.
The record will show as saved and the record is changed.

### UPC Link

**Welcome: Dede Bogia**

#### Contact Information

<table>
<thead>
<tr>
<th>Contact Name</th>
<th>Contact ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dede Bogia</td>
<td>000000521245</td>
</tr>
</tbody>
</table>

#### Generic UPC / Company Specific UPC Insert Entries

<table>
<thead>
<tr>
<th>Generic UPC Prefix</th>
<th>Item Reference Number</th>
<th>Check Digit</th>
<th>GS1 UPC Company Prefix</th>
<th>Item Reference Number</th>
<th>Check Digit</th>
<th>Date</th>
<th>User</th>
</tr>
</thead>
<tbody>
<tr>
<td>033383</td>
<td>46535</td>
<td>7</td>
<td>0111222</td>
<td>0002</td>
<td>5</td>
<td>6/3/2013</td>
<td>Dede Bogia</td>
</tr>
<tr>
<td>033383</td>
<td>00001</td>
<td>5</td>
<td>0222111</td>
<td>1111</td>
<td>5</td>
<td>5/30/2013</td>
<td>Dede Bogia</td>
</tr>
<tr>
<td>033383</td>
<td>00002</td>
<td>2</td>
<td>0222111</td>
<td>2222</td>
<td>7</td>
<td>5/30/2013</td>
<td>Dede Bogia</td>
</tr>
<tr>
<td>033383</td>
<td>00015</td>
<td>2</td>
<td>0222111</td>
<td>3333</td>
<td>9</td>
<td>5/30/2013</td>
<td>Dede Bogia</td>
</tr>
<tr>
<td>033383</td>
<td>53892</td>
<td>1</td>
<td>0222111</td>
<td>4633</td>
<td>9</td>
<td>6/3/2013</td>
<td>Dede Bogia</td>
</tr>
<tr>
<td>033383</td>
<td>00234</td>
<td>7</td>
<td>0222111</td>
<td>6666</td>
<td>5</td>
<td>5/30/2013</td>
<td>Dede Bogia</td>
</tr>
</tbody>
</table>

**Record shows as saved**

**Changed record**

**Saved!**
To Delete an existing record:

1) From the Update Online screen, select Delete next to the record you wish to delete.

2) Select OK or Cancel.

3) The record will be deleted if you select OK.
Welcome: Dede Bogia

**Contact Information**

<table>
<thead>
<tr>
<th>Contact Name</th>
<th>Contact ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dede Bogia</td>
<td>0000000521245</td>
</tr>
</tbody>
</table>

**Generic UPC / Company Specific UPC Insert Entries**

<table>
<thead>
<tr>
<th>Generic UPC Prefix</th>
<th>Item Reference Number</th>
<th>Check Digit</th>
<th>GS1 UPC Prefix</th>
<th>Item Reference Number</th>
<th>Check Digit</th>
<th>Save</th>
</tr>
</thead>
<tbody>
<tr>
<td>033383</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**12 Digit Company Specific UPC**

<table>
<thead>
<tr>
<th>Generic UPC Prefix</th>
<th>Item Reference Number</th>
<th>Check Digit</th>
<th>GS1 UPC Prefix</th>
<th>Item Reference Number</th>
<th>Check Digit</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Generic UPC / UPC Update Entries**

<table>
<thead>
<tr>
<th>Generic UPC Prefix</th>
<th>UPC Item Ref Num</th>
<th>UPC Check Digit</th>
<th>GS1 Company Prefix</th>
<th>Item Reference Number</th>
<th>Check Digit</th>
<th>Date</th>
<th>User</th>
</tr>
</thead>
<tbody>
<tr>
<td>033383</td>
<td>00001</td>
<td>5</td>
<td>0222111</td>
<td>1111</td>
<td>5</td>
<td>5/30/2013</td>
<td>Dede Bogia</td>
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<tr>
<td></td>
<td>00002</td>
<td>2</td>
<td>0222111</td>
<td>2222</td>
<td>7</td>
<td>5/30/2013</td>
<td>Dede Bogia</td>
</tr>
<tr>
<td></td>
<td>00015</td>
<td>2</td>
<td>0222111</td>
<td>3333</td>
<td>9</td>
<td>5/30/2013</td>
<td>Dede Bogia</td>
</tr>
<tr>
<td></td>
<td>53892</td>
<td>1</td>
<td>0222111</td>
<td>4633</td>
<td>9</td>
<td>6/3/2013</td>
<td>Dede Bogia</td>
</tr>
<tr>
<td></td>
<td>00234</td>
<td>7</td>
<td>0222111</td>
<td>6666</td>
<td>5</td>
<td>5/30/2013</td>
<td>Dede Bogia</td>
</tr>
</tbody>
</table>

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To look at the History of the data entries and changes:

1) Select Update Online from the UPC Link Home page.
2) Select History.

<table>
<thead>
<tr>
<th>Generic UPC Prefix</th>
<th>Item Reference Number</th>
<th>Check Digit</th>
<th>GS1 Company Prefix</th>
<th>Item Reference Number</th>
<th>Check Digit</th>
<th>Date</th>
<th>User</th>
</tr>
</thead>
<tbody>
<tr>
<td>033383</td>
<td>00001</td>
<td>5</td>
<td>0222111</td>
<td>1111</td>
<td>5</td>
<td>5/30/2013</td>
<td>Dede Bogia</td>
</tr>
<tr>
<td>033383</td>
<td>00002</td>
<td>2</td>
<td>0222111</td>
<td>2222</td>
<td>7</td>
<td>5/30/2013</td>
<td>Dede Bogia</td>
</tr>
<tr>
<td>033383</td>
<td>00015</td>
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<td>3333</td>
<td>9</td>
<td>5/30/2013</td>
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<tr>
<td>033383</td>
<td>53892</td>
<td>1</td>
<td>0222111</td>
<td>4633</td>
<td>9</td>
<td>6/3/2013</td>
<td>Dede Bogia</td>
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<tr>
<td>033383</td>
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<td>7</td>
<td>0222111</td>
<td>6666</td>
<td>5</td>
<td>5/30/2013</td>
<td>Dede Bogia</td>
</tr>
</tbody>
</table>
The screen will display the history of all data modifications including all uploads.

### UPC Link

Welcome: Dede Bogla

<table>
<thead>
<tr>
<th>Generic UPC Prefix</th>
<th>UPC Item Ref. Num.</th>
<th>UPC Check Digit</th>
<th>GS1 Company Prefix</th>
<th>Item Reference Number</th>
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<td>8</td>
<td>Dede Bogla</td>
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<tr>
<td>033383</td>
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<td>0111222</td>
<td>0002</td>
<td>5</td>
<td>Dede Bogla</td>
<td>5/29/2013 10:43:15 AM</td>
<td>Added</td>
</tr>
<tr>
<td>033383</td>
<td>70511</td>
<td>8</td>
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<td>0002</td>
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<td>Being Deleted</td>
</tr>
<tr>
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<td>0002</td>
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<tr>
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<td>7</td>
<td>0111222</td>
<td>0002</td>
<td>5</td>
<td>Dede Bogla</td>
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<td>Being Deleted</td>
</tr>
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<td>0002</td>
<td>5</td>
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<td>0111222</td>
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<td>7</td>
<td>Dede Bogla</td>
<td>5/29/2013 11:10:51 AM</td>
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<tr>
<td>033383</td>
<td>01234</td>
<td>6</td>
<td>0111222</td>
<td>0123</td>
<td>7</td>
<td>Bob Whitman</td>
<td>5/1/2013 4:22:39 PM</td>
<td>Added</td>
</tr>
<tr>
<td>033383</td>
<td>01234</td>
<td>6</td>
<td>0111222</td>
<td>0123</td>
<td>7</td>
<td>Dede Bogla</td>
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</tr>
<tr>
<td>033383</td>
<td>11111</td>
<td>7</td>
<td>0111222</td>
<td>1111</td>
<td>3</td>
<td>Bob Whitman</td>
<td>5/1/2013 4:20:31 PM</td>
<td>Added</td>
</tr>
</tbody>
</table>
DOWNLOAD INSTRUCTIONS (FOR RETAILERS OR INDIVIDUAL SUPPLIER UPLOAD VERIFICATION)

1) If you are a retailer and need to download company specific UPCs and their associated generic UPCs from suppliers or are a supplier and want to verify your data was successfully uploaded, select the download link from the Home page menu options.

Welcome to UPC Link

UPC Link is designed to assist with the transition away from the use of generic UPCs (those beginning with the prefix ‘033383’) for packaged produce to company specific or brand owner UPCs. The produce industry is gradually transitioning away from generic codes to enable trading partners to tie produce information to brand owners and improve category management while also enhancing traceability and business efficiencies.

This database is designed for use by sellers of packaged produce items as they transition away from using generic UPCs. It enables the produce suppliers to efficiently communicate their company specific UPCs and the corresponding generic UPCs they are replacing to their buyers. It will provide a single source for retailers to automatically obtain and update suppliers’ company specific UPCs that are replacing the generic UPCs in their point-of-sale systems. And, this facility eliminates the sellers from having to communicate this information to each of their retail customers individually.
2) Choose any or all of the trading partners from whom you want to receive information. If you are a supplier, you will only see your own company in this list. Using the arrows in the middle of the two windows, highlight your selected suppliers on the left and use the arrow(s) to move them to the Download box on the right.

a. To select more than one supplier at a time, hold the Ctrl key down and select the necessary suppliers. Then use the single arrow to move them to the Download box.
3) Once your chosen companies are in the download box, select the download button.

4) You will be prompted to open the data file that you download to display the Notepad file shown below.

This is the data that will be communicated to retailer point-of-sale systems so the company specific UPC scans at the front end of the store.
In order to automatically download the supplier data, a web service has been created to allow retailers’ web development team to access this data.

1. From the Download screen, you select ‘Click Here’ to follow instructions for the program automation.

2. This selection takes you to the screen below with instructions on how to access the web service.
3. When you select the hyperlink for the web service, it directs you to the following screen where you then follow the steps to activate the programming.

![Screen with hyperlinks and instructions]

- **Select the hyperlink 'UPCMigrationList'.**
- **Select the hyperlink 'Service Description' for a description of the web service.**
- **Enter your PMA Member Id here.**
- **Enter your Primary Email Address here.**
- **Once both fields are populated, select the 'Invoke' button.**