

# Activate Quick Start Guide

This visual guide is to help you get started with Activate. It will show you how to add products so you can get your first barcode numbers.

## Getting your first barcode number

Getting your first barcode number involves adding some basic information about your product to Activate via a simple 3-step process.

## First time you log into Activate

**The first time you log into Activate you will be asked to provide:**

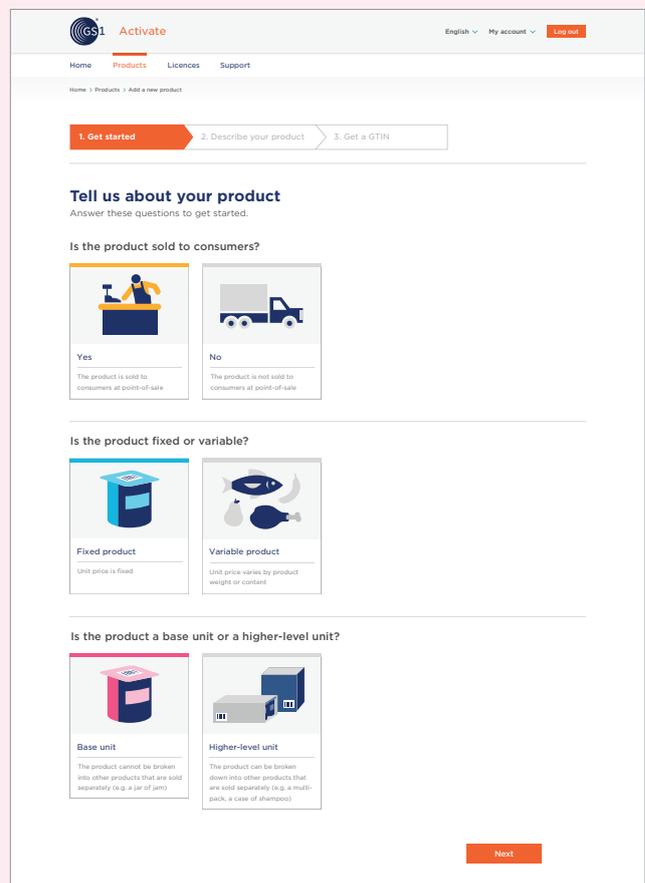
- Brand names used by your main products
- Sub-brand names used by your main products (you can leave this blank if you don't have any sub-brands)
- Main countries that you sell to

## Step 1: Get started

**In this step you need to tell Activate what kind of product you want to sell. Most common products are:**

- Sold to consumers
- Fixed
- Base unit

When done, click the "Next" button.



The screenshot shows the 'Tell us about your product' form in the Activate system. The form is titled 'Tell us about your product' and asks the user to answer questions to get started. The questions are:

- Is the product sold to consumers?**
  - Yes:** The product is sold to consumers at point-of-sale. (Illustrated with a person at a counter)
  - No:** The product is not sold to consumers at point-of-sale. (Illustrated with a truck)
- Is the product fixed or variable?**
  - Fixed product:** Unit price is fixed. (Illustrated with a blue container)
  - Variable product:** Unit price varies by product weight or content. (Illustrated with a fish and a bottle)
- Is the product a base unit or a higher-level unit?**
  - Base unit:** The product cannot be broken into other products that are sold separately (e.g. a jar of jam). (Illustrated with a jar)
  - Higher-level unit:** The product can be broken down into other products that are sold separately (e.g. a multi-pack, a case of shampoo). (Illustrated with a multi-pack of boxes)

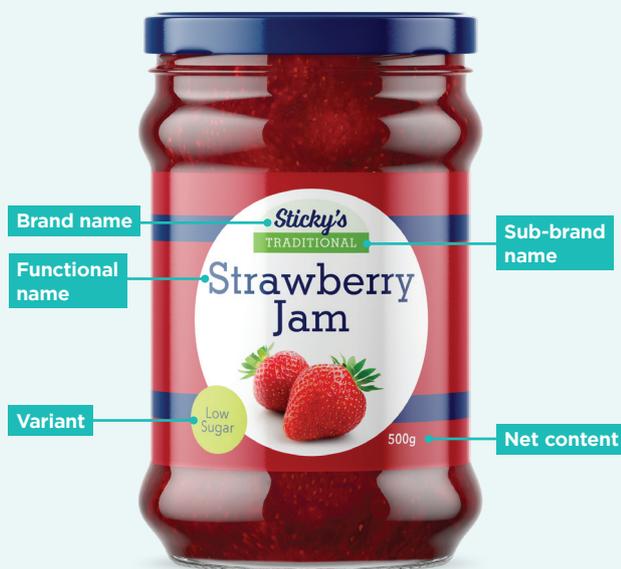
A 'Next' button is located at the bottom right of the form.

## Step 2: Describe your product

In this step, you need to give some more details about your product:

- Brand name
- Sub-brand name (if relevant for your product)
- Functional name of the product
- Variant (if relevant for your product)
- Net content
- Countries where you intend to sell your product
- Global Product Classification code
- Image of the product

When done, click the “Next” button.



The screenshot shows the 'Describe your product' form in the GSI Activate system. The form is divided into several sections: 'Brand name' with buttons for 'GSI Jam', 'Jerry's Jams', 'Pamela's Preserves', 'Jerry's Jams Lite', and 'Jamboree'; 'Sub-brand' with buttons for 'Organic', 'Enhanced', 'Enriched', 'Lite', and 'Plus'; 'Functional name' with a text input field and a language dropdown set to 'English (UK)'; 'Variant' with a text input field and a language dropdown set to 'English (UK)'; 'Net content' with a measure input field and a unit dropdown set to 'g'; 'Target market' with buttons for 'UK', 'Ireland', 'USA', 'France', and 'Germany'; 'Global Product Classification code' with a text input field; and 'Product image' with a dashed box for uploading a file. At the bottom, there are 'Previous' and 'Next' buttons.

## Step 2a: Check that the information you've provided is correct

It's important to check that the information you've provided is correct.

You'll only be able to make changes to the information you've provided for a short 3-hour window, so try to get the information right the first time!

When done, click “Finalise” to get your barcode number. If you are not ready to finalise your product, click “Save draft” to save the information you have provided so far.

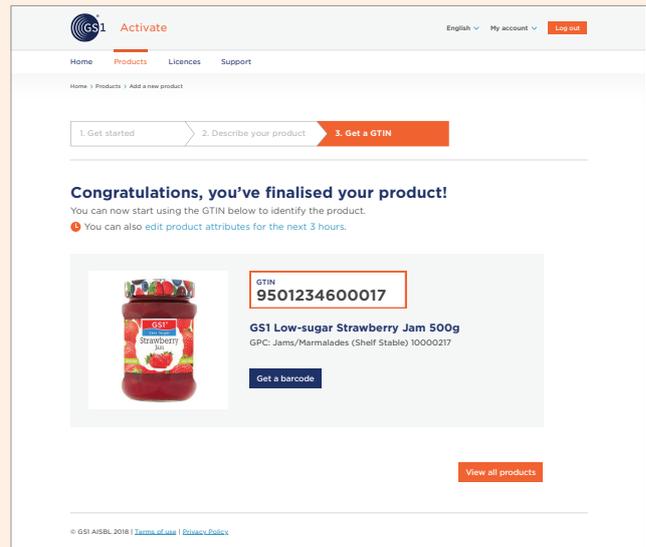
The screenshot shows the 'Finalise' step in the GSI Activate system. A modal dialog box is displayed over the form, containing the text: 'Please check that the information below is correct before you finalise the product.' Below the text is a small image of the product jar and the following information: 'GSI Low-sugar Strawberry Jam 500g', 'Confiture de fraises à faible teneur en sucre', and 'GPC: Jams/Marmalades (Shelf Stable) 10000217'. At the bottom of the modal are two buttons: 'Save as draft' and 'Finalise'.

## Step 3: Get a GTIN

### You'll now see a screen with the barcode number clearly visible.

We also call this a GTIN or Global Trade Item Number. You can use it to sell your products anywhere in the world.

After this step, click "Get barcode" to download an image of your barcode or "View all products" to view a list of all the products you have stored in Activate.



## Doing more with Activate

### You can do much more with Activate. For example:

- You can use it to get barcode numbers for higher-level units like packs and cases
- If you already have products with barcode numbers, you can import them to Activate
- You can export all your data

We're working on a full user guide to explain step by step how to do these additional tasks.

## Need help?

If you need further help with Activate, contact our customer service team via the "Support" tab.