BEN FRANKLIN, INC USA

UPC CODE

UPC codes have been used since the early 1970s in all forms of commerce within brick-and-mortar stores. They are used in everything from grocery to everyday retail. With the rise in online ecommerce from giants like Walmart and Amazon, having a **UPC** barcode is necessity in bringing your innovative and new product to the consumer, whether online or in store.

A **UPC** code enables small and large businesses to bring their product to market; everyday goods from food, coffee, home goods, and apparel rely on barcodes. GS1 US plays a part in helping businesses scale their growth and realize their goals. GS1 US provides authentic **UPC** barcodes, which allow businesses to sell their products globally. With the help of GS1 US, your small idea can blossom and scale into a well-known and beloved business.

A **UPC code**, which stands for **Universal Product Code**, is a series of black lines that help identify a product. This symbol is encoded with a series of numbers known as the GTIN, which makes up a complete barcode. The **UPC** is scanned at the point of sale, along with these lines and digits. They make up the barcode and often allow systems to properly identify items and look up their price.