



The Global Language of Business

Pharmaceutical Image Implementation Requirements

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0.1	2014-09-05	Daniel Clark	Draft document creation
0.2	2014-11-03	Daniel Clark	Update
0.3	2016-01	Daniel Clark	Insert 'optional' for certain image facings
0.4	2016-08	Rita Laur	Modified references to Pill to read the correct image form – tablet or caplet or capsule. Added background statement

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1 Introduction

The purpose of this section is to develop a standard method of image naming; associated data, and transport methods needed to increase efficiencies and minimize costs. The harmonization of required data and exchange practices reduces the individual mapping from multiple sources to a single process, thus avoiding errors. The image naming utilizing a global standardized convention allows for a higher level of security against inadvertent over-writing.

This document is designed to be used by both manufacturers and end users; as well as set a framework for any third party providers that may service either trade partner.

2 Pharmaceutical Images

The requirements outlined in this section are for:

Pharmaceutical images: Medication; solid form.

Practical application of these images include, but are not limited to:

- Order Assembly
- Dispensing
- Robotic anti-counterfeiting
- Visual validation
- Emergency response
- Reverse identification
- Product selection verification via physical attribute

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2.1 File Naming

A non-intelligent unique naming identifies who the image is from, what type of image it is and a unique reference to link to additional information/content within a data system.

The use of the GS1 GDTI (Global Document Type Identifier) ensures an interoperability globally, and uniqueness identical to the GTIN.

Note: Identifying that the best course of action is a unique; non-intelligent naming structure does not mean that a structured format is not allowed, it is merely allowing the manufacturer a margin of flexibility with regards to the naming structure to better integrate with a system they may currently be employing.

1. **Uniqueness:**

A globally unique naming structure should be developed to ensure cross functionality within an organization's document management system, as well as increase the level of stability within an image collection point. Points that should be considered are the following:

- Does the naming structure allow for multiple images of the same base elements without impacting current or future image storage practices?
- Will the naming structure work with existing systems?

2. **Non-intelligent Structure:**

With a non-intelligent naming structure, there will be less chance of improper naming practices, and a smaller time gap for standard integration.

2.1.1 GDTI Naming

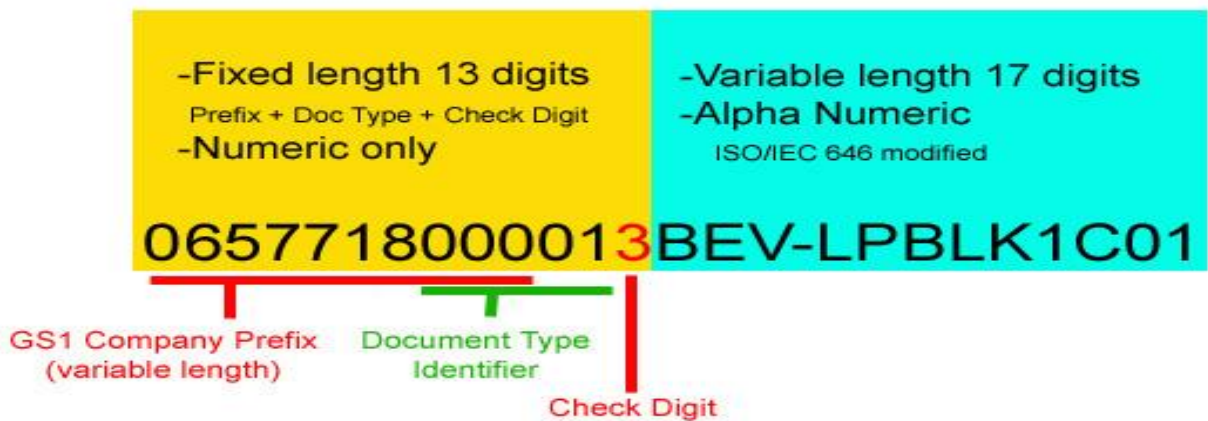
From the GS1 Global web site:

The GDTI is the Identification Key for a document type combined with an optional serial number and used to access database information that is required for document control purposes. The GDTI is assigned for the life time of the document type and may be bar coded using Application Identifier (253).

The GDTI is constructed as:

GS1 Company Prefix >								< Doc Type				Check Digit	Serial Number (optional)
N ₁	N ₂	N ₃	N ₄	N ₅	N ₆	N ₇	N ₈	N ₉	N ₁₀	N ₁₁	N ₁₂	N ₁₃	X ₁ variable X ₁₇ **

**Please note that current GS1 standards identify the serial component of the GDTI be solely numeric, however due to modifications currently in process, the document as written has been to reflect the proposed change to the GDTI structure.



The GDTI is composed of a document type and an optional serial number (the check digit applies only to the barcode representation). At its simplest, the document type represents a set of documents with similar attributes and the document type together with the serial number represents an instance of a document with those attributes.

The first 12 digits of the GDTI are assigned in exactly the same way as for the GTIN or the GLN: the company prefix and a document reference are concatenated to make a 12-digit number. Apart from the basic format, there is absolutely no correlation between the GDTI and any other GS1 identification key.

2.2 Image Specifications

See [Product Image Specification Standard](#): Still Shot Single GTIN

2.2.1 Image Backgrounds

All image backgrounds should be white. Either captured on a white background with proper lighting or as an applied background through 'close cropping' with the aid of an image processing software.

For white coloured oral solids:

- Utilize the 'close cropping' process to enable the application of a different colour background.
- Alternatively, leverage photographic techniques to clearly define the colour, size and shape of the item being photographed.

3 Images

This section outlines the format of the pharmaceutical and the suggested image facings with applicability.

Front: MANDATORY
(in order of importance)

- Largest surface area;
- Company logo or brand;
- Alpha characters (first character alphabetic order)
- Numeric characters

Back: OPTIONAL August 2016 version 0.4

Directly opposite the front

Alternate: OPTIONAL

Another side (other than the front or back) which contains markings

3.1 Tablet

Images include:

- Front
- Back
- Alternate is optional
Where additional characteristics are identified



3.2 Caplet or Capsule

Images include:

- Front
- Back
- Alternate is optional
Where additional characteristics are identified



3.3 Transdermal Patch

Images include:

- Front
- Back



3.4 Oral or Buccal Strip

Images include:

- Front



Reference:

[GS1 Product Image Specification Standard](#)

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GS1 Canada - Toronto

1500 Don Mills Road, Suite 800
Toronto, Ontario, M3B 3K4
T 416.510.8039
T 1.800.567.7084
F 416.510.1916
E info@gs1ca.org

www.gs1.org

GS1 Canada Images - Montréal

9200 boul. du Golf
Montréal (Anjou), QC H1J 3A1
T 514.355.8929
F 514.356.3235
E images@gs1ca.org

www.gs1.org