



IDEA Owns 98 Series UPCs

Did you know that IDEA owns a block of UPCs commonly known in the Electrical Industry as “98 Series Generic UPC Numbers”? IDEA purchased these UPC numbers from GS1 years ago and we allow electrical manufacturers to link their own unique product UPC with the appropriate IDEA 98 Series UPC.

This capability provides electrical manufacturers the opportunity to control the association of their products to what the industry end-users consider as commodity or generic products. Some of the 12 categories included in this block of UPCs are conduit, building wire, fittings as well as boxes and hardware (nuts, bolts & screws).

[Learn more.](#)