

**EAEU & Central Asia · Many consumer categories**

Russia

The widest national marking system in the world. It started with tobacco, footwear and medicines and now covers more than 30 product groups, from dairy and water to beer, sweets, tea, coffee and electronics. About fifteen more groups run as voluntary pilots before they become mandatory. A product without a valid code cannot be sold: the till checks every code online.

THE REGIME

SYSTEM	Chestny ZNAK (operator CRPT)
CODE ON THE PRODUCT	GS1 DataMatrix with a state-issued crypto tail; codes are bought from the operator per unit
AGGREGATION	Producers aggregate units into cases and pallets so that shipping documents carry every code. It becomes unavoidable when a group moves to per-unit accounting: soft drinks from March 2026, dairy and vegetable oils from November 2026, canned food from October 2027.

STEPS FOR A SUPPLIER

- ☐ Get GS1 product numbers (GTIN) for every SKU and register with the national operator: Chestny ZNAK.
- ☐ Order a code for every unit from the operator before production.
- ☐ Print and verify every code on the line; aggregate into cases and pallets where the product group requires it.
- ☐ Report the goods into circulation before they are sold.

ON THE LINE, BEFORE THE FIRST SHIPMENT

- ☐ The data in the code is agreed: GTIN, serial number, batch, expiry date or crypto tail, as the rules for your product group require.
- ☐ A verifier has graded printed samples (ISO/IEC 15415 for 2D codes) before the first shipment.
- ☐ A camera after the printer reads every code at line speed, and packs with an unreadable code are rejected.
- ☐ Records show which code went on which pack, case and pallet, ready for the report to the system.

DATES AHEAD

1 Nov 2026	Dairy with a shelf life over 40 days and vegetable oils: per-unit accounting
1 Dec 2026	Pet food and building materials: per-unit accounting. Electronics: sale of unmarked goods banned
1 Jun 2027	Tea and coffee: retail joins. Meat products: sales reporting
1 Jul 2027	Sweets: retail joins, group packs and gift sets are marked
1 Sep 2027	Some baby milk porridges: marking starts
1 Oct 2027	Canned food: per-unit accounting. Sanitary and hygiene products: sale of unmarked goods banned, wholesale and retail report to the system (Decree 1681)
1 Dec 2027	Snacks, sauces and spices: per-unit accounting

SOURCES

1. Chestny ZNAK: product groups: <https://честныйзнак.рф/business/projects/>
2. Chestny ZNAK: 2026 plan: <https://markirovka.ru/community/razvitie-sistemy-markirovki-novye-tovary/chto-budet-podlezhat-markirovke-v-2026-godu>
3. MoySklad: marking calendar 2026–2027: <https://www.moysklad.ru/poleznoe/markirovka-tovarov/kalendar-markirovki/>
4. Mertech: changes from 1 October 2026: <https://mertech.ru/blog/vse-o-markirovke/chto-izmenitsya-v-sisteme-markirovki-s-1-oktyabrya-2026-goda/>
5. Retail.ru: sanitary and hygiene products: <https://www.retail.ru/news/1-sentyabrya-startuet-obyazatel'naya-markirovka-sanitarno-gigienicheskikh-tovarov-28-avgusta-2026-281484/>