



# GS1: An Overview

The global language of business

[www.gs1.org](http://www.gs1.org)



# The Evolution of GS1

From **several** organisations & various **sporadic** initiatives...

e.centre  
setting e-business standards



*GDSN*

*EPC*

*GEPiR*

*Track & Trace*

*Training*



## The Evolution of GS1



....to **one truly global** organisation with **one single name.**



## GS1 in numbers

Now a fully integrated global organisation, GS1 was formed in early **2005** from the joining of EAN and UCC.

- **30** years of experience
- **101** member organisations representing **all points** in the supply chain
- Over a **million** companies doing business across **140** countries
- Over **20** represented sectors (FMCG, healthcare, transport, defence...)
- Over **5 billion** transactions a day

GS1 is the most widely used supply chain standards system in the world.



# Our Organisation and Roles

## GS1 General Assembly

✓ Global Governance

### GS1 Organisation

#### GS1 Management Board

- ✓ Global Strategic Direction
- ✓ Align/Communicate

#### Local GS1 Boards

- ✓ Local Strategic Direction

Global Operations

GDSN

EPCglobal

Local GS1

#### GS1 Global Office...

- ✓ Leads the design of new systems
- ✓ Leads the development of global marketing templates
- ✓ Supports local implementation

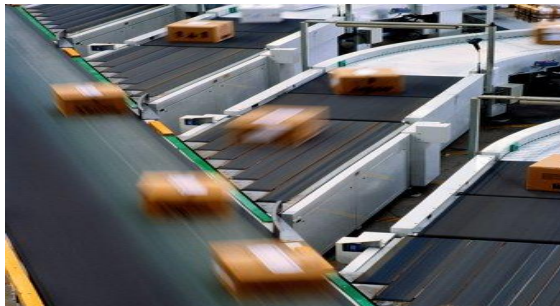
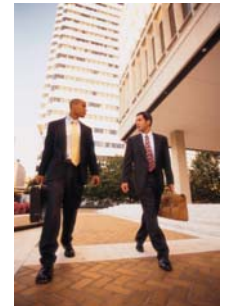
#### Local GS1 offices...

- ✓ Help in the design of new systems
- ✓ Lead local commercialisation
- ✓ Lead local implementation



GS1

**GS1:**  
To lead the design and implementation of  
global standards to improve the supply and  
demand chain





## GS1: Values

- GS1 is neutral
- GS1 is user driven and governed
- GS1 serves all companies: from multinationals to SMEs
- GS1 is a platform for collaborative commerce
- GS1 believes in global standards. It is the one organisation with multi-industry sponsorship, a robust technology track record, true global representation and a universal acceptance to bring standards to the supply chain
- GS1 is a non-profit organisation
- GS1's employees and associates are our most important asset



# GS1 Global Office Mission & Focus



## **Global Office - Missions & Responsibilities**

- Develop and maintain global standards in response to the needs of businesses
- Train and educate GS1 Member Organisations on the standards
- Create and produce marketing and branding tools to help the Member Organisations promote GS1 standards and services locally
- Maintain a business development activity to promote the standards in new sectors
- Organise official meetings and events on behalf of the Member Organisations





# GS1 Member Organisations Mission & Focus

## Role of Member Organisations

MOs should provide full GS1 implementation support to their member companies

- Allocation of GS1 Company Prefixes
- Make available GS1 specifications
- Provide technical support & training on GS1 implementations
- Represent the interests of its members with relevant national bodies and across GS1 International



# GS1: A Broad Portfolio

GS1 has a full portfolio of products and solutions



**Global standards for automatic identification**  
Rapid and accurate item, asset or location identification



**Global standards for electronic business messaging**  
Rapid, efficient & accurate business data exchange



**The environment for global data synchronisation**  
Standardised, reliable data for effective business transactions



**Global standards for RFID-based identification**  
More accurate, immediate and cost effective visibility of information



# GS1: A Broad Portfolio



**Global standards for automatic identification**  
Rapid and accurate item, asset or location identification



# GS1 BarCodes



## Global standards for automatic identification

Rapid and accurate item, asset or location identification



- Global data and application standards for bar codes that use the globally recognised GS1 Identification Keys to automatically identify things such as trade items, locations, logistic units, and assets.
- Enables rapid and accurate electronic reading at any point in the supply chain process.
- Improved efficiency and visibility in the supply and demand chains.



# GS1 BarCodes



## Global standards for automatic identification

Rapid and accurate item, asset or location identification



- A unique item identifying number
- The system logic guarantees that captured data produces unambiguous messages whose processing can be fully pre-programmed
- All symbologies and application identifiers are ISO-endorsed
- The most widely used physical identification standard in the world



# GS1: A Broad Portfolio



**Global standards for electronic business messaging**  
Rapid, efficient & accurate business data exchange



## Global standards for electronic business messaging

Rapid efficient & accurate business data exchange



- Global standards for electronic business messaging
- Rapid, efficient and accurate automatic electronic transmission of agreed business data between trading partners all along the supply chain
- Improved efficiency and visibility in the supply chain
- By using GS1 eCom standards like GS1 EANCOM or GS1 XML, a standardised and predictable structure of electronic business messages is provided



# GS1: A Broad Portfolio



**The environment for global data synchronisation**  
Standardised, reliable data for effective business transactions





# GS1 GDSN



## **The environment for global data synchronisation** Standardised, reliable data for effective business transactions



- GDSN: Global Data Synchronisation Network
- An automated, standards-based global environment that enables secure and continuous data synchronisation, allowing all partners to have consistent item data in their systems at the same time
- Standardised reliable data for effective business transactions in both global and local markets, driving costs out of the supply chain



# GS1: A Broad Portfolio



**Global standards for RFID-based identification**  
More accurate, immediate and cost-effective visibility of information



# GS1 EPC Global



## Global standards for RFID-based identification

More accurate, immediate & cost-effective visibility of information



- A new global standard system that combines radio frequency identification (RFID) technology, existing communications network infrastructure and the Electronic Product Code (a number for uniquely identifying an item)
- Immediate and automatic identification and tracking of an item through the whole supply chain
- Improved efficiency and visibility in the supply chain



# Global Data Synchronisation Network (GDSN)

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# Global Data Synchronisation

**Data Synchronisation** is the continuous alignment of item attributes between two or more trading partners

- Result: static item information becomes the same across all connected systems
- Essential for collaborative supply chain management (CPFR, Price and Promotion, RFID)

**GDSN**—the Global Data Synchronisation Network is the environment to distribute standards-compliant, reliable item data between regional and global trading partners

- Components: Global Registry, Data Pools and Trading Partners



# Benefits of GDSN

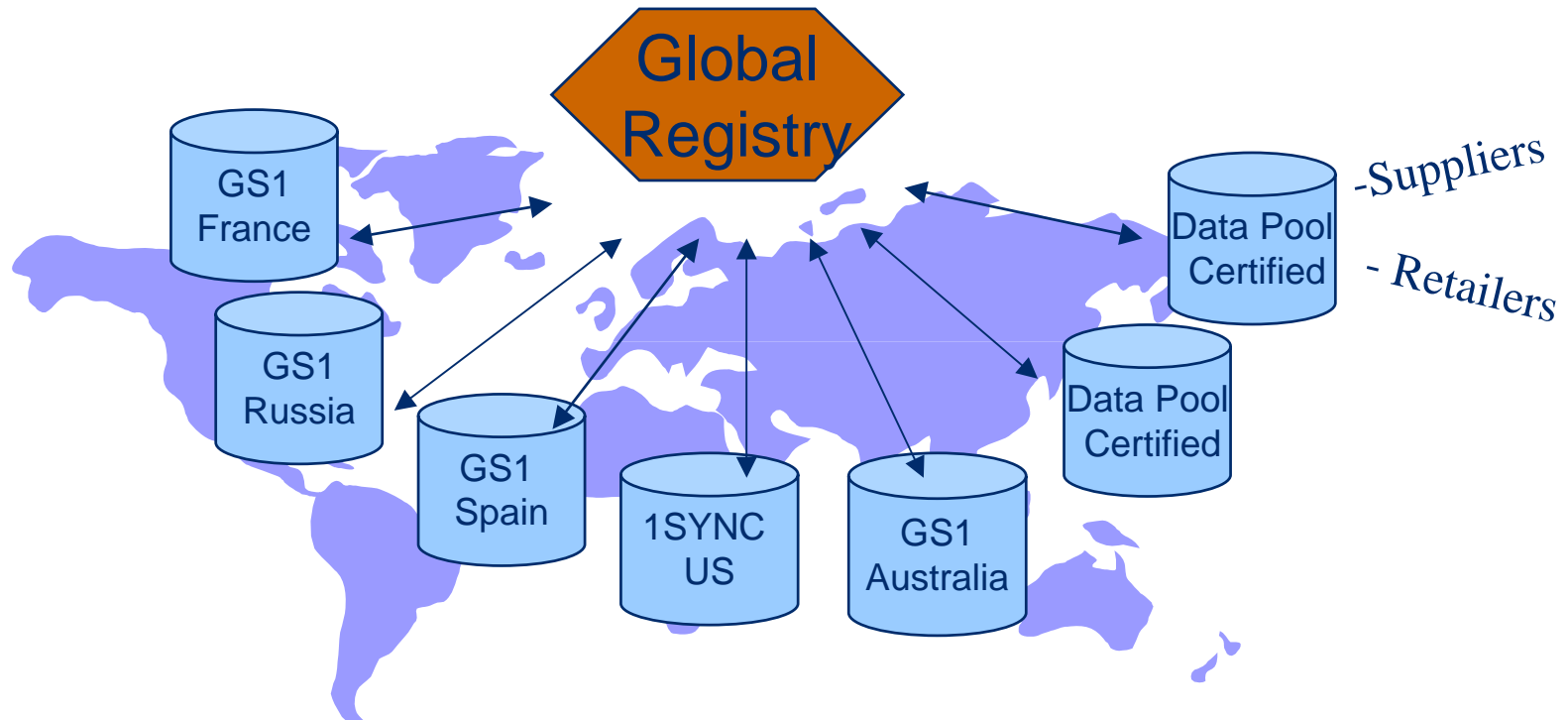
GDSN provides standardised, reliable data for effective business transactions in both local and global markets, driving costs of the supply chain.

- ensures that **trading partners work in a standardised way** thereby reducing duplicate systems and processes
- ensures that **item data is updated and consistent** between trading partners
- ensures that trading partners classify their products in a unique, standardised way (Global Product Classification)
- provides a **single point of entry** for retailer and supplier trading partners (their chosen Data Pool), so reducing the cost of operating multiple vendors
- **guarantees uniqueness** of item (product, case, pallet), party and location through the GS1 Global Registry



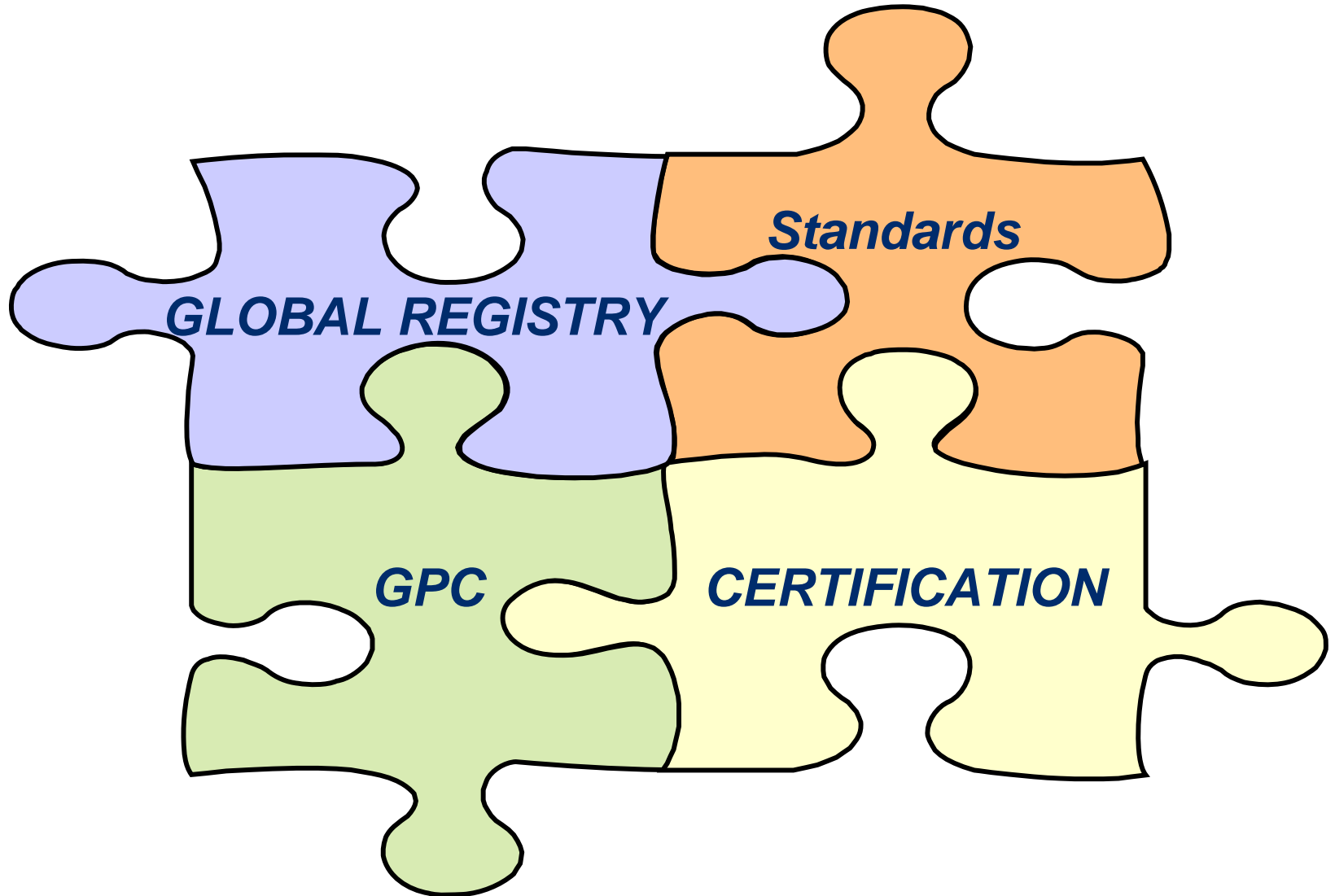
# Global Data Synchronisation - Vision

- Registry for Registration of Items and Parties, and Global Search
- Retailers and Suppliers have single point of access via Certified Data Pools
- Standards compliant data and messages





# GDSN Components







# Global Product Classification (GPC)

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# GPC and GDSN

The classification system used in the Global Data Synchronisation Network (GDSN) is the Global Product Classification (GPC).

- All items registered in the GS1 Global registry must be classified according to GPC.
- The GPC Brick is mandatory

GPC in GDSN supports functions;

- Publication and subscription
- Validation and search



# GPC and Meat

- GPC codes were developed for Meat and Poultry products as part of the Food, Beverage and Tobacco segment in 2003.
- Meat & poultry supply chain companies in the United States in conjunction with GS1 US, have been reviewing the GPC and UNSPSC schema to validate that all perishable meat and poultry products can be properly traded using this system.



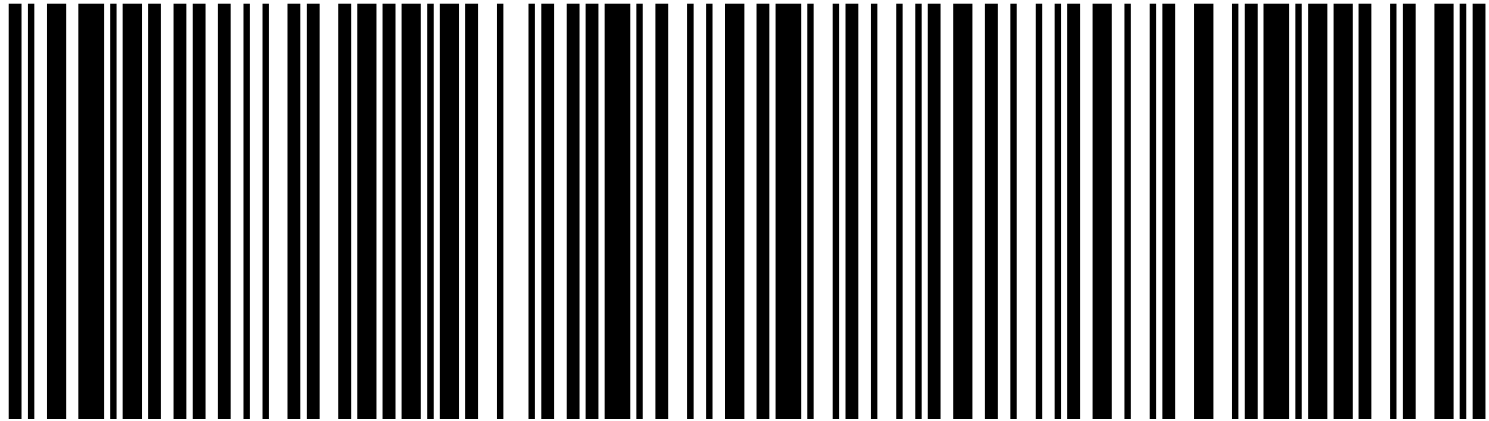
# GPC and Meat

- The US delegation request of the UNECE committee is not to accept and endorse a new set of meat classification codes to replace the UNECE standards.
- Indeed the UNECE standards are the only known system that provides a single, globally endorsed descriptive identification system for a broad range of meat and poultry products.



# GPC and Meat

- This committee has worked with GS1 previously to incorporate the UNECE Meat Carcasses and Cuts Classification into the GS1 system through Application Identifier 7002



(01)91234567890121(3102)000376(7002)15111110205142111



# GPC and Meat

- It is now proposed to utilise the UNECE standards to support the trading of meat products in global electronic commerce tools such as the GDSN.
- It is requested that the committee become involved in the process to determine the most practical options as to how this may occur.

**Thank You**