GS1: An Overview

Working Party on Agricultural Quality Standards
Geneva, 7th November, 2006

Vicente Escribano, COO, GS1 Global Office

The global language of business

www.gs1.org

The Evolution of GS1

From several organisations & various sporadic initiatives…

e.centre
setting e-business standards

MEMBER OF EAN INTERNATIONAL

GENCOD EAN FRANCE

Uniform Code Council, Inc.
The Global Language of Business

AECOC
mapa buscar mail inicio

EAN INTERNATIONAL

GDSN

EPC

GEPIR

Track & Trace

Training

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The Evolution of GS1

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

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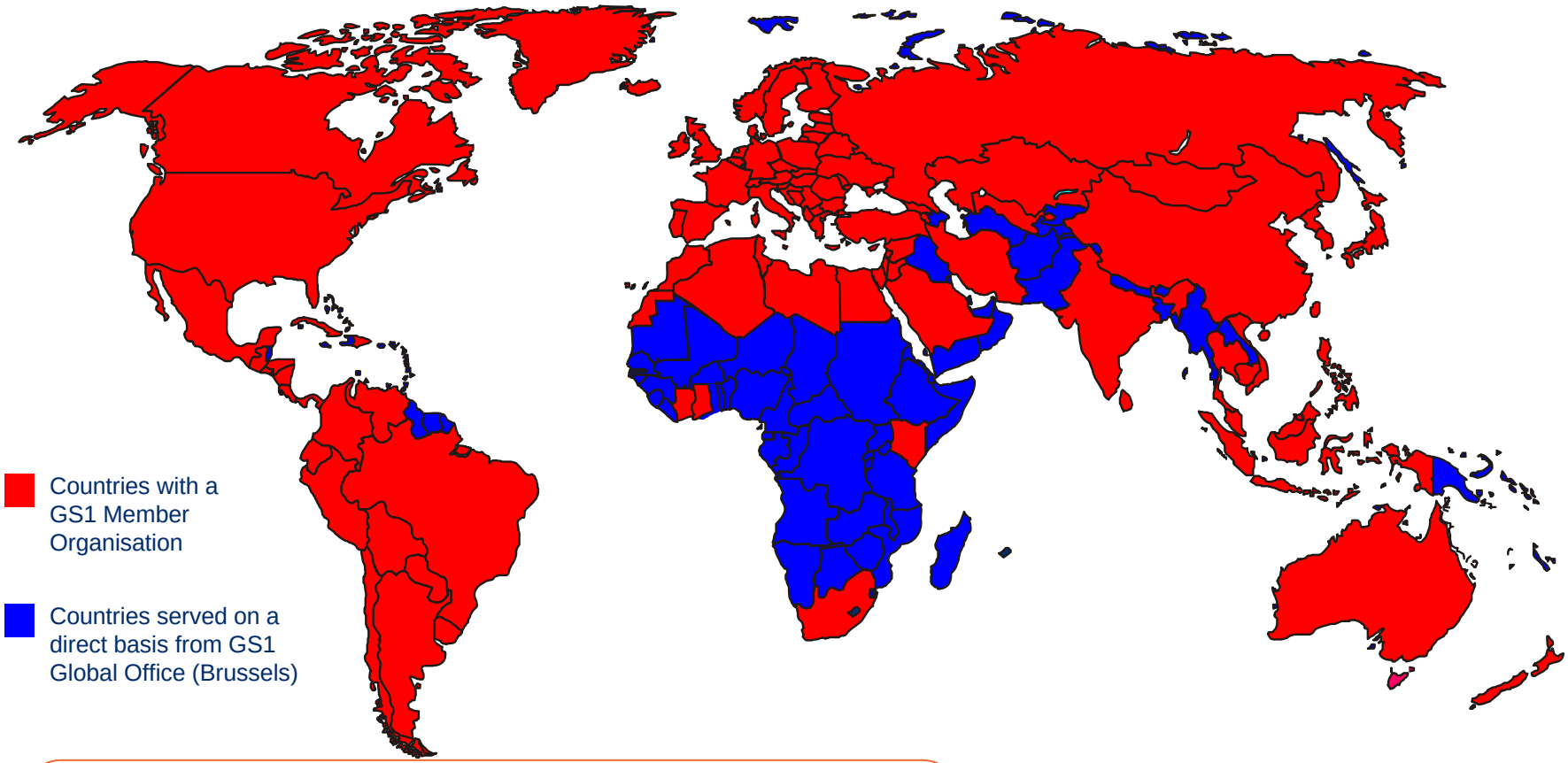
GS1 is the most widely used supply chain standards system in the world.



104 Member Organizations.
145 Countries served.
More than 1.3 Million user companies
Local services, global reach.

30 years of experience
Over 20 represented sectors (CPG, HC, T&L, Defense, etc)
Over 5 billion transactions a day

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GS1: Vision

"GS1's goal is clearly aimed at the **simplification** of global commerce by **connecting** the flow of information with the flow of goods.

Global commerce is multi-faceted and the complexities innumerable; however, GS1 has **focused its mission** at the core of the challenge.

GS1 will lead the design and implementation of global standards to improve the supply and demand chain."

***Tim Smucker**, GS1 Chairman 2003-2006*
***Miguel Lopera**, President and CEO*

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Why are global standards important?

Reduce complexity

- Within organizations
- Between organizations
- For H/W and S/W production and purchase decisions

Reduce cost

- Implementation
- H/W, S/W and Integration

Facilitate trading partner collaboration

Allow organizations to focus more on how to use the information than how to get information

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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.
  - the one organisation with multi-industry sponsorship
  - a robust technology track record
  - true global representation
  - 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

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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
- Facilitate participation and represent users in the standards process

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GS1: A Broad Portfolio

GS1 has a full portfolio of products and solutions

GS1 BarCodes

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

GS1 eCom

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

GS1 GDSN

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

EPCglobal
Powered by GS1

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

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How GS1 Standards are used. Some examples

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A Future GS1 Product: Reduce Space Symbology (RSS)

Our first generation bar code (EAN/UPC)…

Retailers: *"It only carries GTIN"*
Manufacturers: *"It's too large for many packages"*

RSS, the next-generation bar code, carries over 100 different bar code data elements like serial or lot numbers, expiration dates, & measurements

Get GTIN Plus Serial # in the SAME space:

Get GTIN in less space and pick tall or wide:

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RSS Adoption Business Case

Sunrise Date 2010

Benefit Areas

- Enable **category management** and control of a number of products not able to support a standard bar code due to **size of packaging**.
- **Better control** of inventories, shrinkage, and product recalls.
- Better control over products exceeding their **expiry dates**
- Enable **scanning of fresh food products** (i.e. produce) reducing key punch errors, allowing for self check out options, and supplier identification.

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Fresh Foods Identification

Vision: we see a world where fresh food products identification

- **Provides shrink reduction and Category management tools used in “center store”**
- **Allows retailers to have compatible systems across borders**
- **Allows manufacturers to mark once, ship to all**
- **Allows backward compatibility with commodity codes (PLU)**

Benefits

- ✓ Improved accuracy at POS and at Check-out
- ✓ Increase speed at check-out
- ✓ Identification of vendor
- ✓ Variable weight handling
- ✓ Better control of expiration dates and perishables
- ✓ Enable the GS1 System– GDSN, eCom, Traceability, etc.- to be applied to Fresh Food Items
- ✓ Etc…

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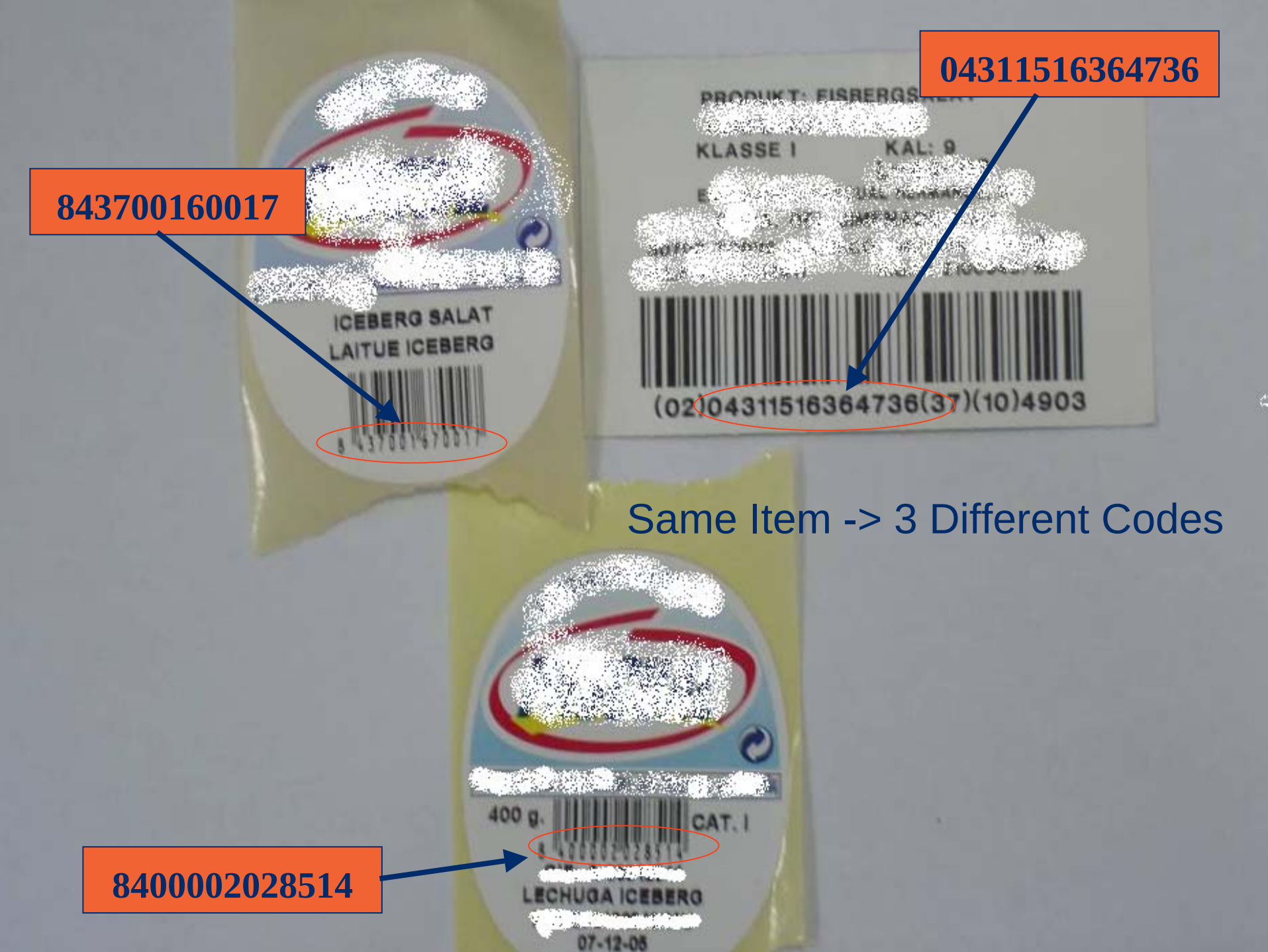
04311516364736
843700160017
ICEBERG SALAT
LAITUE ICEBERG
KLASSE I
KAL: 9
(02)04311516364736(37)(10)4903
Same Item -> 3 Different Codes
400 g.
CAT. I
8400002028514
LECHUGA ICEBERG
07-12-06

Fresh Foods Identification

- ✓ ***The Brand Owner is normally responsible for the allocation of the Global Trade Item Number™ (GTIN™).***
- ✓ ***Items without a brand name and generic items – not private labels – are still assigned Global Trade Item Numbers™ (GTIN™) by their manufacturer***

Current Situation

- *Different Interpretations of the GTIN Allocation Rules. Some National Guidelines are not in line with GS1 General Specifications.*
- *Some European implementations are not line with GS1 General Specifications.*
- *F&V Suppliers have to code the same product with different GTINs depending on the country where articles are sold.*

Opportunity to create a common understanding of GTIN Allocation Rules in F&V in Europe: FRUITS&VEGETABLES HARMONISATION PROJECT

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Examples of GS1 Traceability Applications

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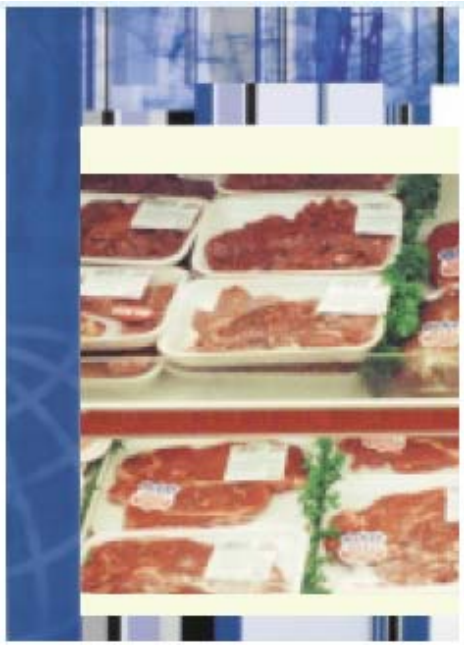
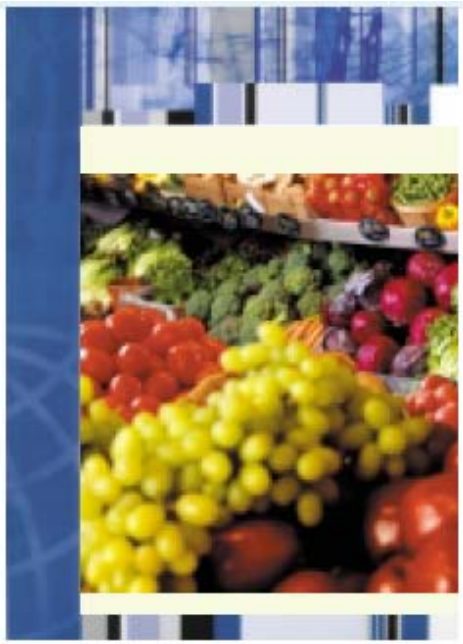
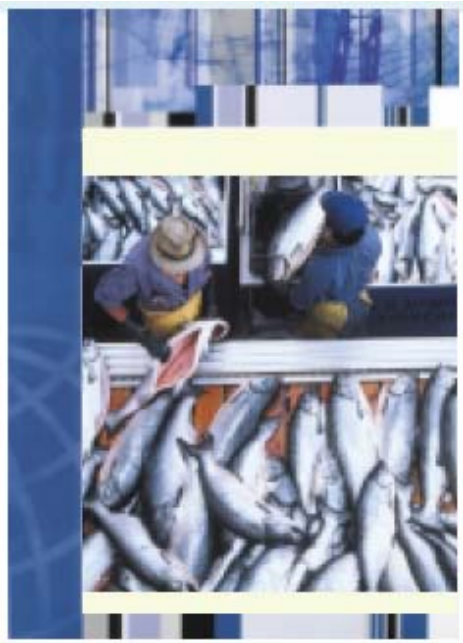
GS1 Traceability Guidelines



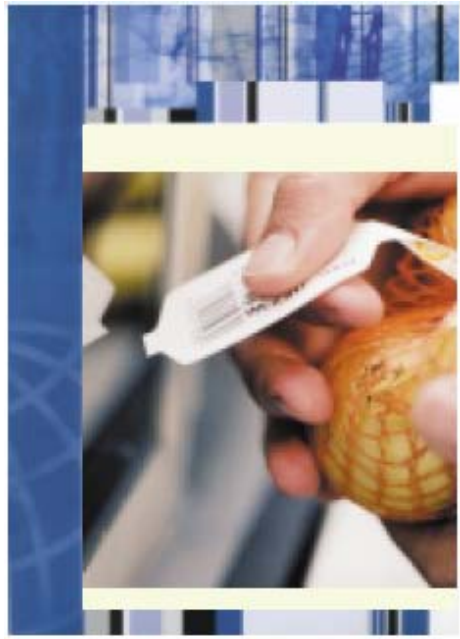
Traceability of Beef



Fresh Produce



Traceability of Fish



Traceability Implementation

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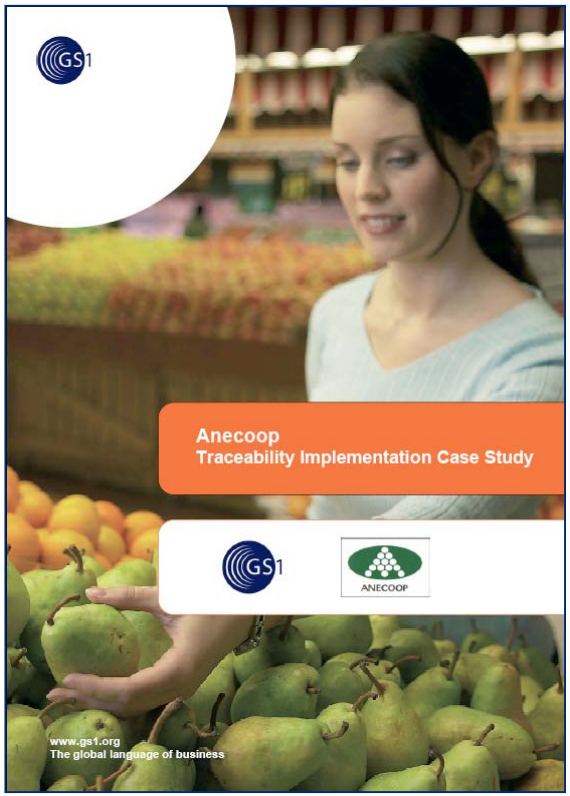
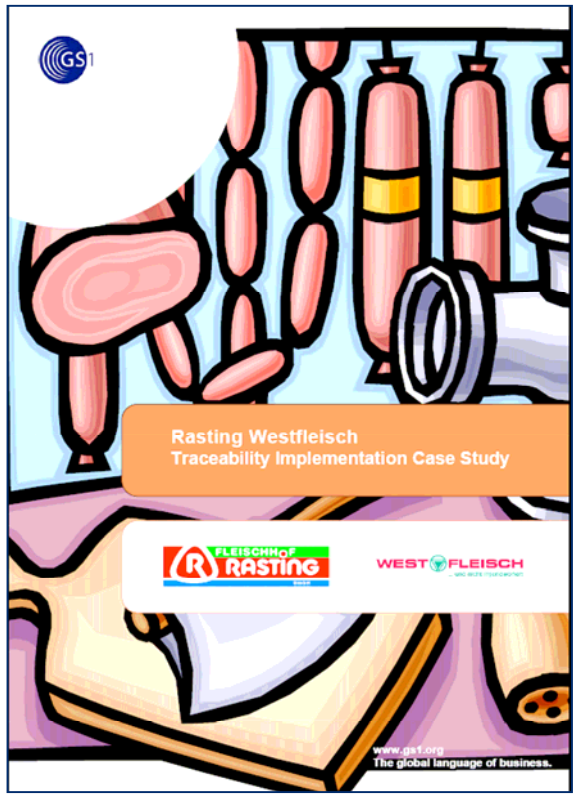
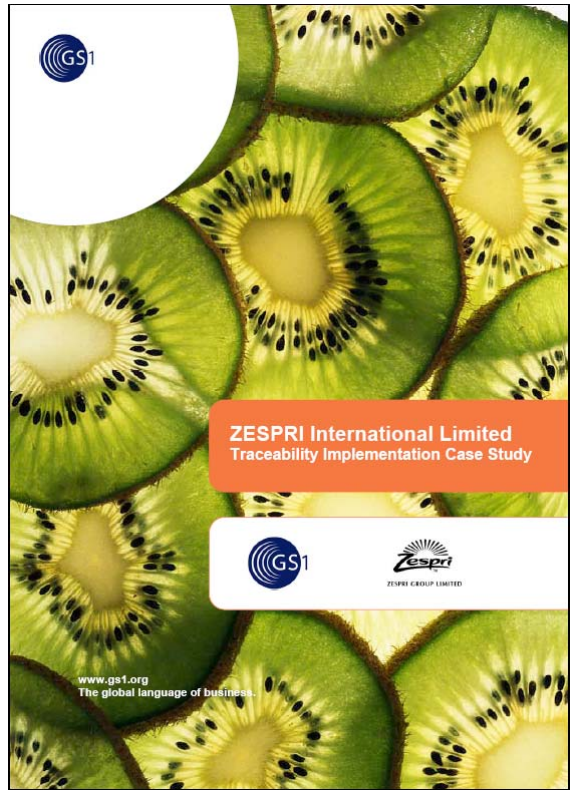
Traceability Case Studies







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Global Industry Adoption of GS1 Traceability

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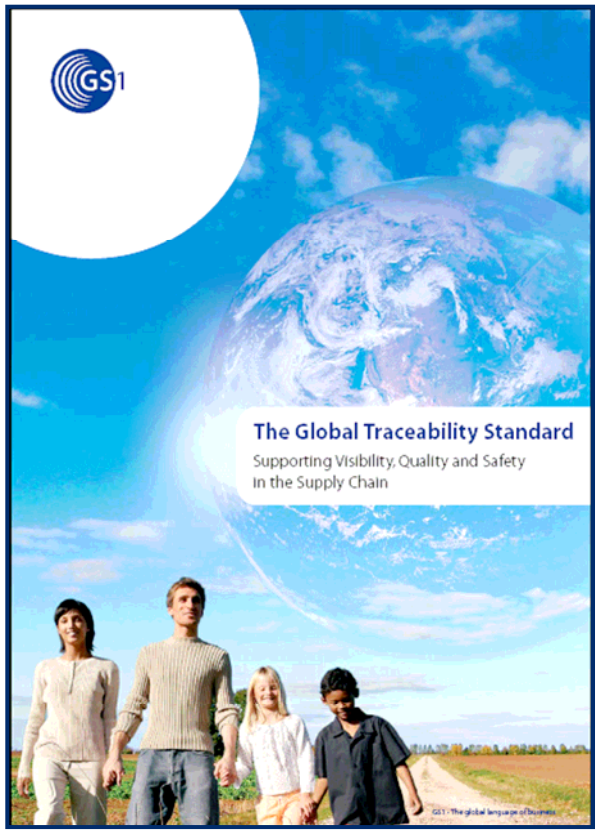
For More Information



www.gs1.org/traceability

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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.
- GPC in GDSN supports functions;
    - Publication and subscription
    - Validation and search
- GPC helps trading partners aggregate product information globally
    - Sales data
    - Market data

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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.

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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.

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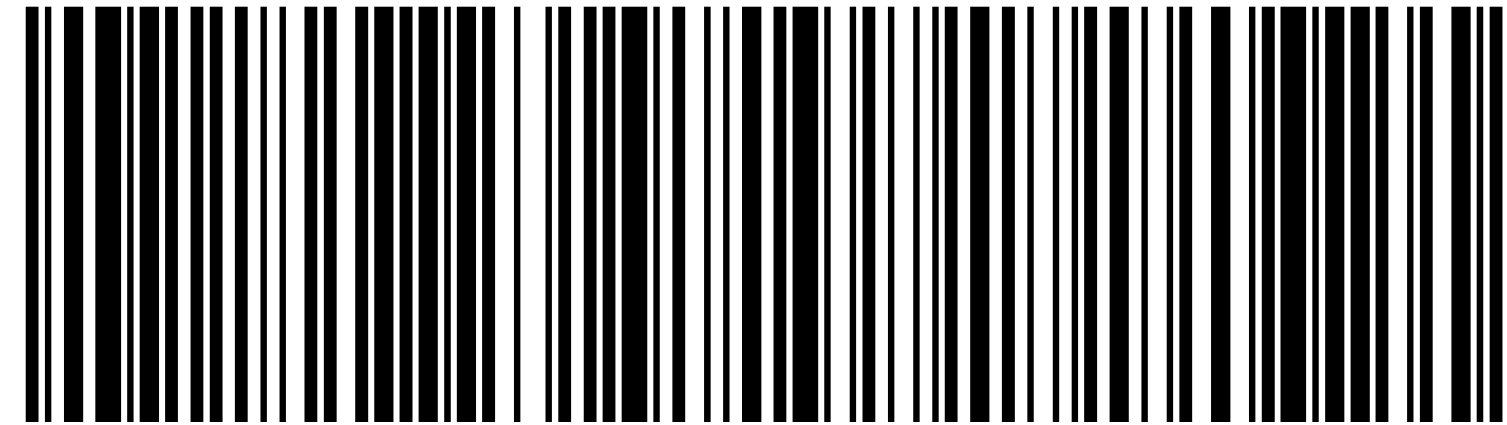
GPC and Meat

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



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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.

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Thank You