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# LETTER FROM THE CHAIRMAN



On 26 June 1974, at a Marsh Supermarket in Troy, Ohio in the United States, a pack of Wrigley's Juicy Fruit chewing gum with a GS1 barcode on it was run through a hand-made laser scanner. Forty years later, the five billion daily beeps of GS1 barcodes around the world are the most recognisable elements of what has become the Global Language of Business.

## A big idea

If the barcode had been a little idea, it would have stayed in the grocery store. But it became quickly apparent that barcodes offered the ability to uniquely identify, accurately capture and automatically share vital information about products – and it turned out that this sort of visibility was needed for locations and assets too, beyond just the retail and consumer goods sector, all along the entire supply chain from end to end, and everywhere in the world.

By responding to these needs, GS1 became the truly global organisation it is today, and GS1 standards the common language for a worldwide community of business partners.

Over the past forty years, GS1 has been helping industry collaborate on remarkable innovations. The organisation is constantly evolving, and each year touches new technologies, new applications and new industries.

## High speed business evolutions

This unflagging drive to engage industry leaders to work together to create better ways of doing business is more important today than ever before, because the world is changing at an incredible pace. It took over 12 years for television to reach 50 million people, but today a successful app can reach that many users in just a matter of days. People shop differently in this new world: year after year, increasing percentages of consumers are either buying online, or making their in-store purchasing decisions based on research done online before or during the purchasing process.

**Mike McNamara**

Chief Information Officer, Tesco  
Chairman, GS1

This is the very essence of omni-channel retailing.

GS1's reach stretches far beyond retail. In the healthcare sector, for example, GS1 standards help ensure patient safety. At the end of 2013, GS1 received accreditation by the U.S. Food and Drug Administration (FDA) as an issuing agency for the unique device identifiers (UDIs) used to mark and identify medical devices and provide important product information about them. GS1 global standards are helping manufacturers to address the requirements of an American regulation designed to support patient safety and supply chain security. We expect other countries to enact similar regulations in the months and years to come.

## Changing lives

I frequently remind the Innovation Team at Tesco that when the right technology is applied in the right way, it can change the way we live, the way we work and the way we shop. With its unequaled identification system, its global reach, its foundation of cross-cultural communication, its world-class standards development process and its focus on data quality, GS1 has the core competencies needed to continue to help its community of users change the way we live, work and shop. I am proud to be Chairman of this organisation for a second year. In these next pages, you will read about some of GS1's recent accomplishments and success stories in their ongoing efforts to enable innovation, ensure data quality and support a sustainable future.

# LETTER FROM THE VICE-CHAIRMAN AND CHAIRMAN EMERITUS



## Timothy P. Smucker

Chairman of the Board,  
The J.M. Smucker Company

Vice-Chairman & Chairman  
Emeritus, GS1

GS1 is an inclusive community with a truly global footprint. Their inclusive approach truly showcases their vantage point as a global organisation. GS1 is being sought out as a valued partner within multiple sectors. GS1 global standards are being leveraged to address regulatory compliance, help to manage risk, provide visibility into supply chains, and become a critical aspect of patient safety and food traceability.

## Consumers are changing the landscape

Consumers want information and they want a lot of it. Where did the product come from? Who made it? Where? In what working conditions? When? What were the environmental impacts from the manufacture and shipping of the product? What is its carbon footprint? Consumers' desire for more information and mobility are opening up new horizons for GS1 to consider:

- Consumers are changing the way they search for goods and make decisions about purchasing.
- Consumers have an evolving value system and relate to products in new ways.
- Consumption is changing; there are shifts in the way that consumers actually use things.
- Businesses are innovating to meet those new consumer demands.
- Businesses are manufacturing, distributing, marketing and selling in new ways.

Opportunities abound and success begets future success. GS1 is uniquely positioned to meet this changing landscape and solidify their value proposition as the connection point between demand and supply for the next 40 years and beyond.

## Unchanging GS1 values in a changing world

Although we face an accelerating speed of change, there is something that remains unchanged. The **GS1 Basic Beliefs** are the guideposts and remain the strength of GS1.

- We are a not-for-profit organisation.
- We are neutral from business partners.
- We are user-driven and governed.
- We serve all companies, both multinationals and SMEs.
- We are a platform for collaborative agreements between business partners.
- We are a Non-Governmental Organisation (NGO) with consultative status recognised by the United Nations.

The power in these fundamental principles enables GS1 to provide global and open standards for industries achieved through voluntary participation of our users. Open standards are a key prerequisite for collaboration. GS1 stands ready to work with industry in a collaborative fashion across the total value chain to deliver the changes necessary to meet the needs now and in the future.

A handwritten signature in blue ink, reading "Tim Smucker".

# LETTER FROM THE PRESIDENT AND CHIEF EXECUTIVE OFFICER



**Miguel A. Lopera**

President and Chief Executive Officer, GS1

The past year has been wonderful and inspiring. In a world that is changing so quickly and in so many ways, GS1 remains very relevant. I know without a doubt that GS1 will continue to enable the connection between the flow of goods and services and the flow of information for the next 40 years.

## The power of standards

How can I be so confident? Because I believe in the power of standards to transform the way we work and live. At GS1, we create a common foundation for business by uniquely identifying, accurately capturing and automatically sharing vital information about products, locations and assets. We enable visibility through the exchange of authentic data. We empower business to grow and to improve efficiency, safety, security and sustainability.

## Shaping a new future together

We have worked over the past twelve months to assess new opportunities, to embrace digital and to understand the impact of new regulations. The fruit of these efforts is a new global strategy.

## The key strategic priorities

Our new global strategy is built upon a few key goals. The first and overarching priority is to continue to be consistent with our work across all regions and all business sectors, whether at our Global Office or at our Member Organisations. We all have a **common purpose, shared beliefs** and a **global brand**. We are pursuing our efforts to define **common KPIs**.

We are also continuously striving for **quality in execution**, and particularly in standards implementation **and data quality**. Data quality has always been important to GS1. However, striving for 100% data quality is now a top priority for us because the information stored in GS1-operated services is more frequently needed by application providers, end users and regulators.

We will continue our focus on meeting the unique needs of several **core industry sectors** and several **new sectors**.

We are putting a special emphasis on our **GS1 Digital** activity and its ability to respond to the demands of the new **omni-channel** retail marketplace. Consumers have changed the way they search for goods and make decisions about purchasing. We are working to help our users face these new consumer demands.

We are actively **embracing innovation** as we carefully study how new devices and new technology are changing the way our users shop, work and communicate.

In short, we are learning from the past to shape the future, and changing what we do without changing who we are.

## Gratitude and appreciation

There are so many who help make GS1 so special. We are a unique organisation and a unique team of people. I am proud to come to work everyday, knowing that we are striving to transform businesses and improve people's lives around the world. Thank you to everyone at the GS1 Global Office and everyone at our 111 Member Organisations. Thank you to our partners and service providers who enhance and enrich what we do.

And most importantly, thank you to our users, who have been making our efforts worthwhile for more than forty years. We count on you to continue to challenge us to extend our reach and our impact.





# SECTORS

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As part of our efforts to provide the users of GS1 standards with the right answers to their unique business needs, we are engaged with the global communities of several specific industry sectors.

**Marianne Timmons**

President, GS1 Industry Engagement





# RETAIL & CONSUMER GOODS

## The next generation of product identification



In today's technology-driven world, consumers are demanding an increasing amount of product information to be digitally linked to the physical products they use and consume. Regulators are pushing for more information transparency and we are now seeing the introduction of legislation which mandates that information available on a product's package must also be available to consumers digitally.

Through our GS1 Member Organisations around the world, GS1, in partnership with The Consumer Goods Forum, is working to help retailers and brands in fast-moving consumer goods (FMCG), electronics, fresh food and apparel meet this challenge.

New capabilities will allow more accurate digital communication of minor product formulation and/or packaging changes to the consumer.

As an increasing percentage of consumer sales and purchase decisions are made online, ensuring the accuracy of digital product information will build consumer trust in the products that they consume and ultimately have a positive impact to topline sales.

By using GS1 standards to identify, capture and share information about products in stores and on the web, retailers can fully leverage well-established distribution networks, reduce store markdown costs, enhance customer experiences, increase sales and build trust in their brands by providing accurate, up-to-date information.

## DID YOU KNOW ?

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Business-to-consumer e-commerce will account for 5.2% of global fast-moving consumer goods sales by 2016, up from 3.7% in 2013, according to Kantor Worldpanel.

According to eMarketer, worldwide business-to-consumer e-commerce sales will increase by 20.1% this year to reach \$1.5 trillion (€1.1 trillion).

A full 21% of all retail sales in the United Kingdom now occur online, according to UK Online Retail Association IMRG.

Smartphones are changing the retail landscape: 84% of smartphone shoppers use their phones while in a physical store, according to a 2013 study done in conjunction with the Google Shopper Marketing Agency Council and M/A/R/C Research.

69% of consumers in a recent Accenture/Forrester poll expect store associates to use mobile devices.

### Jeremy King

Chief Technology Officer  
Walmart Global eCommerce



“As we continue to create a seamless shopping experience across online, mobile and stores, we rely on accurate and consistent product information.”

## KEY INITIATIVES 2013/2014

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- Pursued work on Fruit & Vegetable Global Data Synchronisation Network (GDSN®) Guideline and Fruit & Vegetable Labelling Guideline
- Published an engagement kit to help apparel sector retailers and manufacturers ensure global visibility and maximum efficiency from source to store
- Pursued our cooperation and collaboration with The Consumer Goods Forum
- Supported our user communities and local implementation efforts
- Learn more about our work and our accomplishments in mobile and web-based commerce, foodservice, traceability, product recall, anti-counterfeiting and more topics concerning the retail and consumer goods sector later in this document
- Stay up to date with the latest news about GS1 in retail and subscribe to our newsletter at [www.gs1.org/retail](http://www.gs1.org/retail)



# HEALTHCARE

## Improving traceability, enabling compliance, supporting implementation



To comply with a wide range of regulations, more organisations and companies in the healthcare sector are turning to GS1. By aligning around one single set of neutral, global standards, stakeholders are pursuing their efforts to achieve a safer and more efficient healthcare supply chain.

Traceability remains high on the agenda. GS1 standards assist healthcare organisations to quickly and efficiently identify drugs and devices when recalled, improve the accuracy and specificity of adverse event reports and provide a foundation for a global, secure distribution chain. They also offer a clear way to identify medical products in patients' electronic health records.

This year, GS1 became the first standards organisation to receive accreditation by the U.S. Food and Drug Administration (FDA) as an issuing agency for Unique Device Identification (UDI).

This regulation requires that all medical devices sold in the U.S. be identified and marked, and that product information be stored in the FDA Unique Device Identification database.

We are also seeing the GS1 EPCIS emerge as a way to reliably document Chain of Custody (the chronological documentation of goods) and Chain of Ownership (the sequence of historical transfers of ownership). These information trails are mandatory in a number of countries, as they help prevent counterfeits from entering legitimate supply chains.

Patient safety remains a vital goal of our work. Our Healthcare Provider Advisory Council (HPAC) consists of thought leaders and early adopters of GS1 healthcare standards. Twice a year, the HPAC presents a Provider Recognition Award and a Provider Implementation Best Case Study Award during global GS1 Healthcare conferences. They also hold monthly webinars to share best practices on implementation in hospitals.

## DID YOU KNOW ?

A new eProcurement strategy for the National Health Service (NHS) published by NHS England and the Department of Health of the United Kingdom aims to help the NHS save £1.5 billion (€1.8 billion) by financial year 2015–2016 thanks in large part to the use of GS1 standards throughout the healthcare supply chain.

Since 2006, the Turkish Drug and Medical Device National project has required that every single medical device be registered in a main national database. Today approximately 2.5 million devices have been registered and 91.84% of them are marked with GS1 standards.

In Australia, 97.05% of medicines carry GS1 barcodes and 75.49% of medical devices are identified and marked with GS1 standards.

Download the 2014/2015 GS1 Healthcare Reference Book for more case studies from around the world: [www.gs1.org/healthcare/library](http://www.gs1.org/healthcare/library)

### Mike Wallace

Director, Global Standards & Serialisation  
Abbott Laboratories



## KEY INITIATIVES 2013/2014

- Became the first standards organisation to receive accreditation by the U.S. Food and Drug Administration (FDA) as issuing agency for UDI
- Had GS1 Global Service Relation Number (GSRN) and Service Relation Instance Number (SRIN) for identification of patients and caregivers included within a new ISO standard
- Named as liaison member of Asian Harmonisation Working Party (AHWP), an inter-governmental organisation uniting 23 economies to improve patient safety and ensure a safer and more efficient medical devices supply chain
- GS1 Standards endorsed by 60 leading global healthcare stakeholders
- Released demo app enabling smartphones to read GS1 DataMatrix to link to product information
- Held two successful GS1 Healthcare conferences (U.S. and South Korea)
- Published the 2014/2015 GS1 Healthcare Reference Book, featuring 12 implementation success stories
- For more information on GS1 Healthcare, visit [www.gs1.org/healthcare](http://www.gs1.org/healthcare)

“By implementing GS1 standards as part of our normal business processes, we are able to proactively manage the pace of change on our own terms as opposed to reacting to a mandate or crisis.”



# TRANSPORT & LOGISTICS AND CUSTOMS

## Shippers & receivers of goods benefit in many ways from our standards



Forty years after the first barcode was read, GS1's reach extends far beyond the retail point of sale. Today we are boosting efficiency and interoperability in many supply chain processes. Transport and logistics (T&L) is a key sector where our standards bring measurable benefits and costs savings.

Retailers, manufacturers and wholesalers who ship and receive goods – and the logistics service providers (LSPs) who work with and for them – are looking for ways to improve visibility over their shipments and shorten lead times. GS1 standards enable trading partners to do exactly that, as well as to achieve more efficient handling and inventory management, enhance security and accelerate operations.

Responding to the needs of our global community, in the past year we ratified new standards and updated existing standards. We deployed a range of targeted outreach programmes and published a variety of guidelines in order to better serve our existing customers and support implementation of our standards by new users.

Just like industry, customs organisations too wish to reduce the complexity, time and costs related to importing and exporting goods. GS1 standards can provide visibility into products arriving at borders, creating new ways for government organisations and businesses to improve security and gain efficiencies.

Our GS1 Member Organisations are perfectly situated at the intersection of all of these needs. As a result, GS1 MOs have many opportunities to expand and strengthen relationships with their member companies and with key transport, logistics and customs stakeholders. They can also more broadly communicate the value of GS1 standards as a way to bring great value to international trade.

## DID YOU KNOW ?

UK companies using GS1 standards have reduced the time it takes to receive goods by up to 92%.

A market leader in logistics, Luís Simões has a state-of-the-art Logistics Operations Centre enabled by GS1 standards such as the Serial Shipping Container Code (SSCC) and Global Trade Item Number® (GTIN®) that are encoded in EAN-13, GS1-128 or ITF-14 barcodes on GS1 Logistics Labels. GS1 standards are also used in transaction messages like the Despatch Advice and Received Advice. The firm saw unit costs decrease by up to 22% and now has service levels above 99.97% and stock quality at more than 99.96%.

Download the 2014/2015 GS1 Transport & Logistics and Customs Reference Book for more case studies showing how GS1 standards are making a difference:  
[www.gs1.org/transportlogistics/library](http://www.gs1.org/transportlogistics/library)

**Michael Kilgariff**  
CEO  
Australian Logistics Council



“We are encouraging companies to build frameworks that use open GS1 standards for better interoperability throughout Australia and the world.”

## KEY INITIATIVES 2013/2014

- Strengthened our user community and expanded the use of GS1 standards in this sector
- Ratified 4 new GS1 XML message standards for warehouse management processes
- Reviewed and updated GS1 Logistics Label standard and guideline
- Published “GS1 EANCOM IFTMIN Message Guide” detailing how IFTMIN messages can be used to support transport instruction processes
- Published “GS1 Standards in Customs and Industry Briefing Paper”
- Actively participated in the World Customs Organization (WCO) IT Forum, raising awareness of how existing supply chain standards can be leveraged for smarter cargo admission at international borders
- For more information on GS1’s T&L activities, visit [www.gs1.org/transportlogistics](http://www.gs1.org/transportlogistics)

# FOODSERVICE

## Standards can help meet the demands of consumers and regulators



Today's consumers increasingly demand transparency about the food they buy and this includes food served by restaurants, hotels, and the cafeterias in office buildings, hospitals and schools. Lawmaking bodies around the world are also working to protect citizens by ensuring accurate information is available about exactly what is being served: EU Food Information Regulation 1169/2011 (EU 1169) requiring the provision of food information to consumers is one highly visible example.

GS1 can help foodservice industry stakeholders meet market pressures and comply with government regulations. Over the past year, we have moved forward in our work with this sector. GS1 Member Organisations around the world are engaging with foodservice companies to support their transition from legacy systems and manual processes to automated processes powered by neutral, global GS1 standards.

Initial feedback is very positive: foodservice stakeholders are quickly recognising the business benefits.

Concrete actions around the world reveal this sharp uptick in interest. GS1 Canada, for example, hosted a successful event devoted to foodservice suppliers, brokers, operators and distributors. GS1 UK helped the largest UK foodservice distributor begin sending data via the GS1 Global Data Synchronisation Network (GDSN) to another key sector player. GS1 France is actively helping French companies meet the demands of EU 1169. GS1 Australia has made significant progress with an active steering committee focused on numbering and barcoding. GS1 US has set a goal to have 75% of the American foodservice industry using GS1 standards by 2015.

In short, there is widespread confidence that GS1 standards in the foodservice sector will greatly improve efficiency, product information and safety.

**The availability of complete, accurate data across the global foodservice supply chain is on its way to becoming a reality**





## FINANCIAL SERVICES

### Helping to identify parties engaged in certain financial transactions



Over the past year, GS1 has played an important role in the establishment of the Global Legal Entity Identifier Foundation (GLEIF) which held its inaugural meeting in June 2014 in Switzerland.

The Global Legal Entity Identifier System (GLEIS) will uniquely identify parties to certain financial transactions, in the public interest, and without any licensing, intellectual property or similar restrictions. It is intended to help financial regulators and firms with financial stability analysis and risk management, streamline reporting, and improve data quality for supervision and compliance purposes.

Tim Smucker, GS1 Chairman Emeritus, and Ravi Mathur, CEO of GS1 India, have both been named to this newly established GLEIF Board.

A web portal service (p-lei.org) launched last year by GS1 in collaboration with FIX Protocol, CNRI and TahoeBlue continues to collect and consolidate Legal Entity Identifier (LEI) data into a single file. By doing so, it serves as an invaluable tool for industry participants faced with the challenge of managing LEI data published by multiple organisations (Local Operating Units, or LOUs) in varying formats. This is particularly critical for GLEIS participants during the nascent stages of GLEIS.

GS1 was instrumental in helping finalise a common data format that LOUs will deploy as official participants in GLEIS. We have also been able to use our expertise and experience to contribute to GLEIF Board initiatives on global standards development, global governance and development, and strategic growth.

**As a neutral, interdependent federation with expertise in global identification standards, GS1 brings significant value to GLEIF**





# SERVICES & SOLUTIONS

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Application providers, end users and regulators are increasingly accessing GS1-powered services and solutions. This is one reason why achieving 100% data quality is now a top priority for us.

**Malcolm Bowden**

President, Global Solutions and  
GS1 Data Excellence Inc.





## DATA QUALITY

### Helping the global supply chain achieve accurate, trusted data

Data quality is a vital part of any supply chain, and fundamental to increasing efficiency, reducing costs and positively impacting consumer safety. Indeed, it is today widely recognised that master data sits at the core of any business.

Data quality has always been important to GS1. However, striving for 100% data quality is now a top priority for us because the information stored in GS1-operated services is more frequently needed by application providers, end users and regulators. For example, data quality plays an essential role in EU Food Information Regulation 1169/2011 (EU 1169/2011) on the provision of food information to consumers.

Our strategy for data quality (DQ) is articulated around several goals, one of which we have already achieved: after a successful pilot, we have entered into a multi-year partnership with Clavis Technology, the leading provider of cloud-based e-commerce intelligence and data quality performance management solutions.

The GS1 solution, powered by Clavis will check and monitor the data in the GS1 Global Data Synchronisation Network and GS1 Source data aggregators, and deliver results via individual DQ dashboards.

Another objective is to strengthen DQ at the brand owner level, by building best practices for business processes such as data governance, auditing, introduction of new lines and more.

We are also striving to provide or enable master data services for product data capture, product measuring 'inspection' and product imaging, either directly by the local GS1 Member Organisation (MO), or by working with third-party providers.

Another goal is to bring about a step-change in the data quality of GS1 GEPIR and GS1 GLN Service. Read more on pages 24-25 of this report.

## DID YOU KNOW ?

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The Australian Healthcare Industry Data Crunch Report revealed the high cost of bad quality data. Improving data quality could save Australia's healthcare industry €20.3 million to €67.6 million (AUD\$30 million to AUD\$100 million).

Poor data quality has negative impacts on process efficiency in distribution centres and retail stores. A recent review of data quality by Bayard Consulting found that 70% of items of one retailer surveyed did not have any logistic dimensions at all, resulting in significant issues with their route planning. Estimated yearly cost savings of up to €9.5 million (\$13 million) could be achieved if brand owners were to improve item master data quality and simply use transport more efficiently.

**Brian Young**  
Chairman  
British Frozen Food Federation



## KEY INITIATIVES 2013/2014

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- Signed global partnership with Clavis Technology to monitor quality of data within GS1 data services
- Supported industry-led data quality initiatives which will serve as global best practices in data accuracy, to be shared by the community
- Initiated the 2014 Data Quality MO Survey
- Partnered with GS1 Hungary to support GS1 Logger, an element in the fight against illegal or unauthorised use of GS1 Global Company Prefixes and GS1 ID Keys
- Deployed a range of actions (webinars, assessments, presentations, etc.) to help educate brand owners on the importance of data quality and to better allow GS1 MOs to position themselves as data quality facilitators between trading partners
- To stay up to date on our data quality initiatives, visit **[www.gs1.org](http://www.gs1.org)**

“The BFFF recognises that GS1 standards are a foundation for foodservice companies to build upon and resolve, for example, the demands of sharing information required under EU 1169/2011 which is arguably our members’ greatest challenge currently.”

# TRUSTED DATA: GS1 SOURCE AND GS1 GLOBAL DATA SYNCHRONISATION NETWORK

## Two of the most foundational GS1 repositories of information

The GS1 Global Data Synchronisation Network and GS1 Source are two vital GS1 services that provide our global community of users with trusted data that they can share to increase the efficiency of their supply chain business processes.

The GS1 Global Data Synchronisation Network (GDSN) allows companies using GS1 standards to more efficiently share product master data as well as consumer data. GDSN also allows medical device manufacturers to comply with the U.S. Food & Drug Administration's new regulation that includes a requirement to provide data to a Unique Device Identification database.

Work is underway on a Major Release for GDSN. New features will allow companies in any sector to get up and running faster with a smaller core data set, making GDSN easier to implement. It will be quicker for companies to add new attributes to adapt to regulatory changes or industry developments, or new product categories as their business grows or their sector evolves. The Major Release will also support new business applications like hazardous materials or sustainability.

GS1 Source provides a way for brand owners and retailers to make product information available on computers, smartphones and tablets. Companies can use GS1 Source to share information about their products in the cloud. Application developers can then integrate this product data in their web and mobile applications. Our teams are working to certify a network of data aggregators and to allow the standard to be used for health & beauty products and for cosmetics.

Both GS1 Source and the future Major Release of GDSN help companies comply with EU Food Information Regulation 1169/2011 concerning food products sold online.



## DID YOU KNOW ?

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When GS1 first launched GDSN in October 2004, there were only 74,000 items shared among trading partners in 13 countries in the GS1 Global Registry®. Today, GS1 GDSN is a cornerstone of the supply chain, with more 15 million global trade items shared by 32,000 companies across multiple industry sectors.

GS1 Source helps companies comply with EU Food Information Regulation 1169/2011 concerning food products sold online, which is increasingly vital in a world where, according to Accenture, online sales of consumer packaged goods (CPG) are expected to reach €18.4 billion (\$25 billion) or about 1% of sales in 2014 and will account for 25% of total CPG spending within five to ten years.

### John Phillips

Senior Vice President,  
Global Customer Supply  
Chain and Logistics

PepsiCo



“Sharing quality data using GS1 standards means our product information is in the right place at the right time to meet the exploding consumer demands of omni-channel commerce.”

## KEY INITIATIVES 2013/2014

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- Reached 15 million GTINs in the Global Registry
- Via data migration teams, worked to ensure community alignment around significant changes to trade item unit descriptors, packaging code lists and units of measure as part of efforts on Major Release
- Began certifying GS1 Source data aggregators to ensure all are using GS1 standards properly and in a uniform, interoperable way
- Demonstrated a Google Glass app at Mobile World Congress, showed how barcodes can reveal extra info to consumers
- Pursued work with Open Mobile Association (OMA) on a specification based on existing standards that will make it easier for application developers to integrate barcode scanning features and link to trusted product information in their apps
- Learn more about the GDSN Major Release at [www.gs1.org/gdsn/majorrelease](http://www.gs1.org/gdsn/majorrelease)
- Learn more about GS1 Source at [www.gs1/source](http://www.gs1/source)

# GS1 DATA SERVICES: GEPIR

## En route to an even more reliable and more secure GEPIR

GEPIR, the GS1 Global Electronic Party Information Registry, is an internet-based service that gives access to basic contact information for almost 1.3 million companies that use GS1's unique numbering identification system. Every one of the 111 GS1 Member Organisations now has data in the GEPIR network.

By simply typing a barcode number (more formally known as the GS1 Global Trade Item Number, or GTIN) into GEPIR, anyone can find the owner of that barcode's contact information. Physical location numbers (GS1 Global Location Number, or GLN) and shipment numbers (GS1 Serial Shipping Container Code, or SSCC) can also be used as search criteria. The knowledge and information made available via GEPIR support a wide variety of consumer demands and business needs.

Over the past year, a team of people from the GS1 Global Office and GS1 Member Organisations has been working to improve the quality of the data communicated in GEPIR. The group also finalised the specifications for GEPIR 4, a new release that will be more reliable and more secure. For GEPIR users, GEPIR 4 will provide a more user-friendly interface including a batch input function to submit multiple requests. The new release will also enable users to search for information about any GS1 Identification Key and not just GTIN, GLN and SSCC.

With GEPIR 4, GS1 Member Organisations will be able to create better value-added services for their users. It will also be easier to implement, because it will have one single Unified Modeling Language-compliant (UML) specification and one single guideline.

Implementation and roll-out of GEPIR 4 is planned for the second half of 2014.

For more information on GEPIR, visit <http://gepir.gs1.org>



GEPIR provides an easy way to  
look up business information



**A central index providing a single point of access to GLNs regardless of where they are registered**

# GS1 DATA SERVICES: GS1 GLN SERVICE

## **All GS1 Global Location Numbers in one single searchable service**

The Global Location Number, or GLN, is the GS1 Identification Key used to uniquely identify any physical location, such as a store, a hospital, a warehouse or a berth in a port; GLNs can also identify a company's legal or functional entities. GLNs are widely used for both domestic and global trade in retail, healthcare, transport & logistics, utilities, foodservice and many other business sectors.

There are a wide range of business use cases in which companies need to exchange location and legal entity information. Generally, this is done by emailing spreadsheets or creating partner-to-partner web portals, unnecessarily manual processes that are time-consuming and inefficient. To help, almost twenty GS1 Member Organisations (MO) have created registries of the GLNs in their countries.

However, our community of users needs a simple and effective way of exchanging GLNs and basic information with all of their trading partners, anywhere in the world, via a single point of access, without having to join multiple registries.

The new GS1 GLN Service meets these demands. It provides a global index connecting local GLN registries. It will also offer the ability to host local GLN registries for MOs who do not already have one. Access to GS1 GLN Service is provided to members of a GS1 Member Organisation via a local portal, thereby ensuring a single point of access with a single fee.

Manufacturers, retailers, hospitals, distributors, transport & logistics providers, farms, foodservice operators, customs agencies and other organisations that need to search for and browse GLN data will now be able to search for information about a specific GLN or an organisation registered anywhere in the world.



## PRODUCT & CONSUMER SAFETY

### **Safety enhanced when GS1 standards bring supply chain visibility**

The broad topic of product and consumer safety – including actions and efforts around traceability, product recalls, anti-counterfeit and compliance with safety regulations – is truly a collective, global effort. It is a key agenda item of organisations such as The Consumer Goods Forum (TCGF), the Organisation for Economic Cooperation and Development (OECD), the World Customs Organization (WCO), the European Commission's Directorate General Health and Consumers (DG SANCO), the United States Food & Drug Administration (US FDA) and many other standards organisations, certification bodies, trade associations, industry forums and research centres. Their collective goal: to protect consumers.

Manufacturers and retailers are now facing numerous internal, national and international requirements that are not always easily reconcilable.

This is where GS1's global neutral standards can help. GS1 can enable safety in the supply chain by helping industry comply with regulatory requirements and safety standards, meet consumer demands, enable full chain traceability, prevent mislabeling, fight counterfeiting, and when necessary, perform rapid, targeted, timely and complete recalls.

In the past year, GS1 has continued to engage with major safety stakeholders in the retail and consumer packaged goods business sector around the world. We are working to encourage the industry to leverage the GS1 standards that are already in place in order to meet consumer expectations for safe products and food, and to comply with regulations.

Looking forward, GS1 will lead a more integrated approach to product and consumer safety implementations, so we can better support industry in meeting their challenges.

## DID YOU KNOW ?

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In December 2013, the Product Traceability Expert Group established by the European Commission's Directorate General Health & Consumers (DG SANCO) published a report which recommended the adoption of global standards such as ISO and GS1 as a best practice for improving supply chain traceability and consumer safety.

“The ability to track and trace products helps properly identify dangerous products and remove them from the market more rapidly” said Maija Laurila, Head of the Product and Service Safety Unit at the European Commission DG SANCO, “It would be interesting to see educational traceability assessment exercises conducted jointly with the businesses or trade associations and market surveillance authorities. In addition, global standards contribute to the success of traceability systems and to overall consumer protection.”

### Cenk Gürol

VP, CEO, E-commerce,  
Aeon Co., Ltd.  
Chairman of Board,  
Global Food Safety Initiative



## KEY INITIATIVES 2013/2014

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- Identified, developed and received approval from the GS1 General Assembly on a more integrated approach to safety
- Built capacity through the GS1 Global Traceability Programme in GS1 Member Organisations: more than 230 trained professionals in 64 countries (including more than 50 auditors from 30 countries now accredited to perform traceability system assessments) can provide advice on traceability best practices
- Continued work to develop technical specifications for fish traceability in order to meet the stringent requirements of the EU Fish Traceability Regulation 1224/2009
- Reviewed checklist used to perform traceability system assessments in the field; work underway to update and streamline
- Learn more about GS1's efforts in product and consumer safety at [www.gs1/traceability](http://www.gs1/traceability)

“Traceability of food and ingredients is of paramount importance for every consumer. The connection between the dots in terms of information is always going to be the key to succeeding, and the use of global standards such as GS1 is essential to making that possible.”



# SUSTAINABILITY

## Providing a common language for a shared responsibility

The evidence of climate change is growing, and its potential impact on the planet and its citizens is becoming more apparent. At the same time, manufacturers, retailers and transporters are becoming more firmly committed to sustainable business practices and corporate social responsibility programmes.

GS1 is now widely recognised for the role our standards play in supporting our users' efforts for sustainable consumption and production. For example, the more accurate forecasting made possible by GS1 standards translates into less over-ordering of unneeded products that would just be thrown away when they are not purchased by consumers. Accurate product measurement data at the item, case and pallet levels enables loads in trucks, trains and shipping containers to be highly optimised, and that means fewer total journeys are required to deliver products to retailers or distribution centres.

GS1 standards can also create an entirely paperless order-to-cash process. And these are just a few of the many concrete ways that GS1 standards help global supply chains operate more sustainably.

Retailers, suppliers and consumers are increasingly concerned about the source of metals such as tantalum, tin, tungsten and gold, the mining of which can sometimes benefit violent militias and rebel groups. Companies and consumers are also interested in the provenance of palm oil, cocoa beans, timber and other raw materials. Fish and seafood in particular are in the spotlight: both regulations and voluntary programmes are being implemented around the world to ensure their traceability. Many GS1 Member Organisations are helping meet these demands, because our standards can be used to create trusted chains of custody.

## DID YOU KNOW ?

Apple and Intel are making significant efforts to eliminate the use of any conflict metals in their products, including in the components they acquire from suppliers.

Mondelēz, a world leader in biscuits, chocolate, gum, candy, coffee and powdered beverages, requires that its suppliers have a palm oil traceability system in place by the end of 2015.

Considerations of a product's environmental-friendliness are becoming an element in consumers' purchasing decision process: 95% of European Union citizens surveyed in a 2013 study agreed that using environmentally-friendly products is 'the right thing to do', 91% feel that buying environmentally-friendly products sets a good example, and 89% believe that buying environmentally-friendly products can make a difference to the environment.

### Stephan Füsti-Molnár

Managing Director  
Henkel Laundry & Home Care



## KEY INITIATIVES 2013/2014

- Published an Implementation Guideline for GS1 Global Protocol for Packaging Sustainability (GPPS)
- Strengthened ties with leading industry players, including The Consumer Goods Forum (TCGF) and the European Commission Directorate-General for the Environment
- Joined The Sustainability Consortium (TSC)
- Taking part in development of the Food Loss Waste Measurement Protocol established by the World Resources Institute and sponsored by TCGF, the Waste & Resources Action Programme (WRAP), the United Nations Environment Programme (UNEP) and others
- Actively participating in and supporting industry-led EU Product Environmental Footprint (PEF) and Organisational Environmental Footprint (OEF) pilots which include food, beverage and detergents and other products
- Presented at Global Eco-Labeling Network (GEN) annual general meeting
- Learn more about GS1's efforts in this area at [www.gs1/sustainability](http://www.gs1/sustainability)

“The communication of product-related sustainability data along the entire value chain from the raw material supplier to the end consumer is critical if we are to achieve a green economy, and GS1 standards and solutions have an important role to play in this process.”





# STANDARDS & SYSTEM DEVELOPMENT

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Our Standards & System Development process has become even more efficient and effective. We work closely with our community to ensure that our efforts are addressing the most important business needs, that our work is best-in-class and that we are constantly innovating.

## **Steve Bratt**

Chief Technology Officer and President, Standards Development and EPCglobal Inc.





## GS1 DIGITAL

### Expanding GS1 to cover the new landscape of commerce

Across most of our first 40 years, GS1 was focused on linear supply chain business processes that were relevant when commerce happened only in the physical world.

Today, however, the world has changed. The borders between physical and online retail are disappearing and the concept of 'channels' is quickly losing its relevance. Multiple device ownership, showrooming, social media, product reviews ... these new consumer habits are only the beginning. Analyst reports from around the world confirm that online, mobile and social influences skyrocketed in 2013, and 2014 is expected to be another year for record-setting statistics.

To succeed in this fast-changing retail landscape, it is critical to successfully align traditional business processes around a seamless consumer experience. That is the mission of the GS1 Digital initiative.

We are working to empower industry to more efficiently connect with consumers across both physical and digital paths to purchase, by expanding GS1 standards to enable the trusted identification, classification, description, relationship and sharing of data about things.

In the past year, we were focused on two main initiatives. The first, GS1 Source, is our effort to develop a database of trusted product attributes. Read more on pages 24-25.

The second, GTIN+ on the Web, is our project to enable companies to embed GS1's unique identification keys and attributes into the code of web pages, so that consumers can more efficiently search for, compare, buy and share information about products.

As the global language of business, GS1 is uniquely positioned to meet the challenges of the omni-channel transformation of retail.

## DID YOU KNOW ?

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In 2012–13, 76% of Australia’s 15.4 million internet users made a purchase or order over the internet, according to the Australian Bureau of Statistics.

76 million Americans used the Google Search mobile app each month in 2013, up 37% from 2012, according to a Nielsen study.

A 2013 study done by the Google Shopper Marketing Agency Council and M/A/R/C Research revealed that instead of going directly to a retailer’s site or app, 82% of shoppers use search engines for browsing product information while in-store.

A 2013 study by Google and Nielsen revealed that consumers spend more than 15 hours per week researching on mobile sites and apps.

46% of showrooming shoppers still ended up making a purchase in-store, an 11-point increase from 2011, according to a 2013 report from Pew.

**Eric Tholomé**

Product Management Director  
Google



“GS1 standards have been invaluable in our efforts to improve the online shopping experience by harmonising product data and eliminating inaccuracies.”

## KEY INITIATIVES 2013/2014

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- GS1 Digital strategy approved by GS1 Management Board
- Launched the GTIN+ on the Web Mission-Specific Workgroup in GSMP, with over 80 participants
- Published thought leadership papers on the design and structure of web markup for GS1 Identification Keys and Attributes
- Launched an investigative effort to understand GS1’s role in the future of digital asset management
- Established working relationships with World Wide Web Consortium (W3C) and Industrial Internet Consortium (IIC)
- For more information, visit **[www.gs1.org/digital](http://www.gs1.org/digital)**



# GS1 GLOBAL STANDARDS MANAGEMENT PROCESS

## The forum where business needs find standards-based solutions

GS1 is a neutral and not-for-profit international standards development organisation. The GS1 Global Standards Management Process (GSMP) is the backbone of our work to develop and publish globally applicable, royalty-free (to the best of our ability) standards that meet the needs and requirements of our GS1 community.

At its core, GSMP is GS1's standards development life cycle. It provides a comprehensive set of rules that allows our community of stakeholders to reach consensus. Inclusive and collaborative by design, as of June 2014 GSMP had more than 1100 individual members representing 424 companies from every corner of the world.

Following a comprehensive analysis of our standards development process and its performance as compared to those of other

Standards Development Organisations (SDOs), we launched the "Best in Class" initiative to ensure that GSMP is truly the best standards development process. Changes underway include new entrance criteria to ensure industry relevance, a streamlined governance process, an effective and efficient workflow and additional capabilities to better support a truly international level of engagement. We now better ensure that new proposals have broad support from the global GS1 community. We also require that proposals include thoughtful KPIs to measure the future success of the standard once it is implemented by industry. One other major objective is to continually improve the GSMP experience for our participants.

Several exciting new standards development efforts are underway in GSMP. In particular, working groups are studying ways to bring the benefits of GS1 standards into the 'cloud.'

## DID YOU KNOW ?

Held twice per year, GS1 Global Standards Events provide the opportunity to meet face-to-face to make significant progress toward the development of global standards that deliver business value to our community of users.

Our October 2013 Standards Event in Lisbon, Portugal brought together 308 individuals from 117 companies spanning retail, manufacturing, solution providers, apparel and other industries.

Our March 2014 Standards Event in Atlanta, Georgia, USA brought together 225 individuals from 85 companies and organisations.

Results of GSMP satisfaction surveys improved by 10 points in the last year alone!

Participating in a GS1 Standards Event allows you to shape industry standards, improve your global trading capabilities, prepare your business to embrace new standards and so much more. Find out more at [www.gs1.org/gsmpp/participation](http://www.gs1.org/gsmpp/participation)

### Chris Diorio

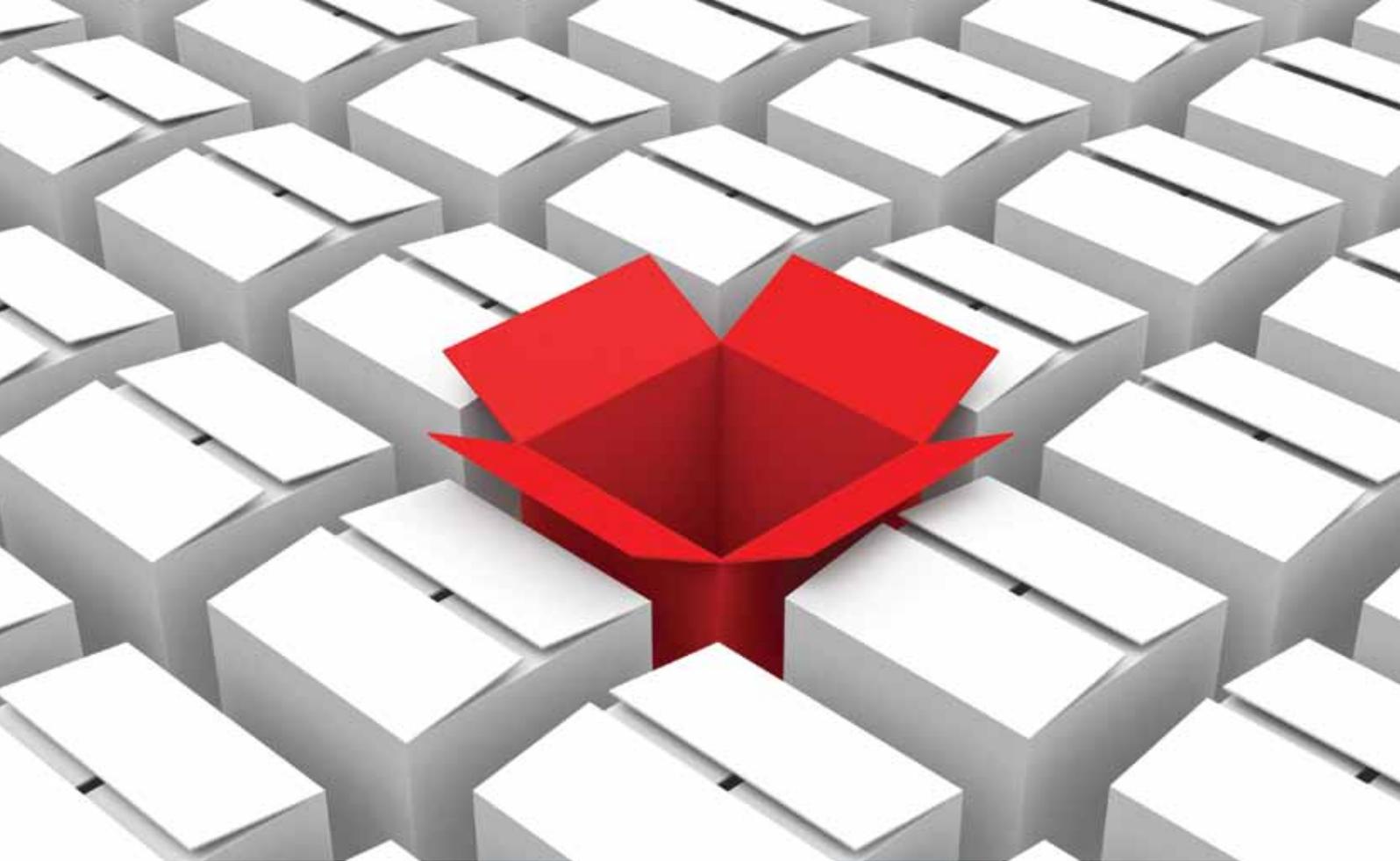
Vice Chairman, Chief Strategy & Technology Officer  
IMPINJ, Inc.



## KEY INITIATIVES 2013/2014

- Published 73 improvements to GS1 standards and guidelines in 2013-2014
- Implemented a standardised structure to meeting agendas and minutes, for optimal engagement of our GSMP community
- Streamlined email processes across all work groups
- Reorganised all online Community Rooms to provide more consistent look and feel.
- Launched standardised conferencing and collaboration tools
- Revised and updated GSMP website for better usability
- View work group progress and read status reports at executive, management and project levels at [www.gs1.org/gsmpp/insight](http://www.gs1.org/gsmpp/insight)

“The EPC UHF Generation 2 air interface protocol developed by GS1 is a true example of a best-in-class standard that will enable a wide range of new, end-user driven RFID applications. We expect to see tags, readers and infrastructure that leverage ‘Gen2v2’ deployed by 2015.”



# GS1 IDENTIFICATION KEYS

## More relevant and dynamic than ever before

One of the most basic building blocks of the GS1 system is the principle of unique identification. No matter what industry sector or what business application: whenever information is exchanged, there is a need for globally unique identification.

That is where GS1 Identification (ID) Keys come in. Often better known by their acronyms (GTIN, GLN, SSCC...) than by what those acronyms stand for, GS1 ID Keys are used around the world to uniquely distinguish items, logistic units, documents, returnable assets, warehouses, factories, storerooms, shelves, racks, bins and much more. A GS1 Application Identifier can be added to a GS1 ID Key to express more detail such as batch numbers or expiration dates. GS1 ID Keys can be expressed in different types of data carriers, such as barcodes and RFID tags, as well as in different types of business messages such as EDI or XML.

One GS1 ID Key is currently getting special attention: the GS1 Global Location Number (GLN) is used to identify physical locations and legal entities. GLNs are an essential component in the supply chain, with applications in transport and logistics, healthcare, grocery, consumer goods and more. They also play a vital role in GS1 service offerings such as product recall, GS1 Global Data Synchronisation Network (GDSN), GS1 eCom business messages and GS1 Source. The current GLN Allocation Rules allow for interpretation. This flexibility - which was beneficial to the initial adoption of GLN - is proving to be a challenge today. Work is now underway to remove the ambiguity as well as add different location types, including virtual locations for electronic order facilitation.

## DID YOU KNOW ?

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The GS1 Global Trade Item Number (GTIN) is fully compatible with ISO/IEC 15459 - Part 4: Individual products and product packages.

The GS1 Global Location Number (GLN) is fully compatible with ISO standard 6523 and the international code designator (ICD) for the GLN is 0088.

The GS1 Serial Shipping Container Code (SSCC) is fully compatible with ISO/IEC 15459 part 1: Unique identifiers for transport units. This is often referred to as the ISO license plate and is a pre-requisite for tracking and tracing logistic units in many international supply chains.

The Global Shipment Identification Number (GSIN) is fully compatible with ISO/IEC 15459 part 8: Grouping of transport units. The GSIN also meets the requirements for a unique consignment reference (UCR) according to the World Customs Organization.

**Sadashiv Nayak**

CEO

Future Retail Limited



## KEY INITIATIVES 2013/2014

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- Published “GS1 Identification Keys - Executive Summary Series”, a set of documents designed to increase knowledge and understanding of GS1 ID Keys
- Updated and redesigned “GTIN Allocation Rules Made Even Easier” guide
- Translated GTIN Allocation Rules into Azerbaijani and Lithuanian, making the Rules now available in 20 languages
- Launched a GLN Allocation Rules mission-specific work group in the Global Standards Management Process, tasked with creating an updated set of GLN Allocation Rules
- Translated “GS1 ID Keys in Transport & Logistics” into French
- Learn more about GS1 ID Keys at **[www.gs1/idkeys](http://www.gs1/idkeys)**

“GS1 standards are a key enabler in helping us enhance the efficiency of our supply chain processes and customer service levels through faster checkouts, enabling on-shelf stocks availability and cost savings.”



## GS1 BARCODES & GS1 EPC/RFID

### A rapid, efficient and global way to capture unique identification

On 26 June 1974, a cashier at a Marsh Supermarket in Troy, Ohio (USA) became the first person in the world to scan a GS1 barcode. Today, it is quite difficult to imagine a world without barcodes: some 5 billion of them are scanned every day around the globe, in retail, fresh foods, foodservice, healthcare, transportation and other business sectors.

So that our users can have a data carrier that perfectly fits their application, there are more than a dozen different types of GS1 barcodes. In recent years there has been a growing interest in 2D barcodes such as GS1 QR Code and GS1 DataMatrix.

Because the quality of barcodes is vital to their proper use, we recently published a set of guidelines intended to make consistent and accurate barcode conformance testing services possible.

Our own GS1 Automatic Identification and Data Capture Test Lab is a critical part of this overall effort. Thanks to it, GS1 will be able to leverage quantified data on how our symbols perform on today's scanners and use the results to make changes in our standards as needed.

Ten years ago - thirty years after that first barcode scan - GS1 standards were enhanced with the Electronic Product Code (EPC) which uses Radio Frequency Identification (RFID) for the automatic capture of an object's unique identification. Since then, GS1 EPC/RFID business applications have gained traction throughout the global supply chain, increasing the efficiency of business processes in sectors as diverse as retail apparel and rail transportation. This past year, GS1 published an update of its EPC Gen 2 standard, which includes a range of new features to improve security and help deter counterfeiting.

## DID YOU KNOW ?

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UHF (Ultra High Frequency) RFID tags, which are used for GS1 EPC/RFID, represented more than half of the 5.9 billion RFID tags sold worldwide in 2013, an increase of almost 75% over 2012.

A 2013 report from VDC Research noted an increase in investments in both stationary barcode scanners (up 30% over 2012) and handheld barcode scanners (up 15%) in 2013, a sign of how enterprises continue to rely on barcodes to help facilitate a broad range of everyday operations.

Results of a study undertaken by GS1 France to assess the rate of barcode scan rates at the point of sale revealed that 99.6% of barcodes scan correctly. Most scanning issues came from label printing problems.

### Tom Brady

Vice President, GS1 Automatic Identification & Data Capture (retired)

Speaking on June 26, 2014: forty years to the day after he was present as Project Manager when the first barcode was scanned in a supermarket

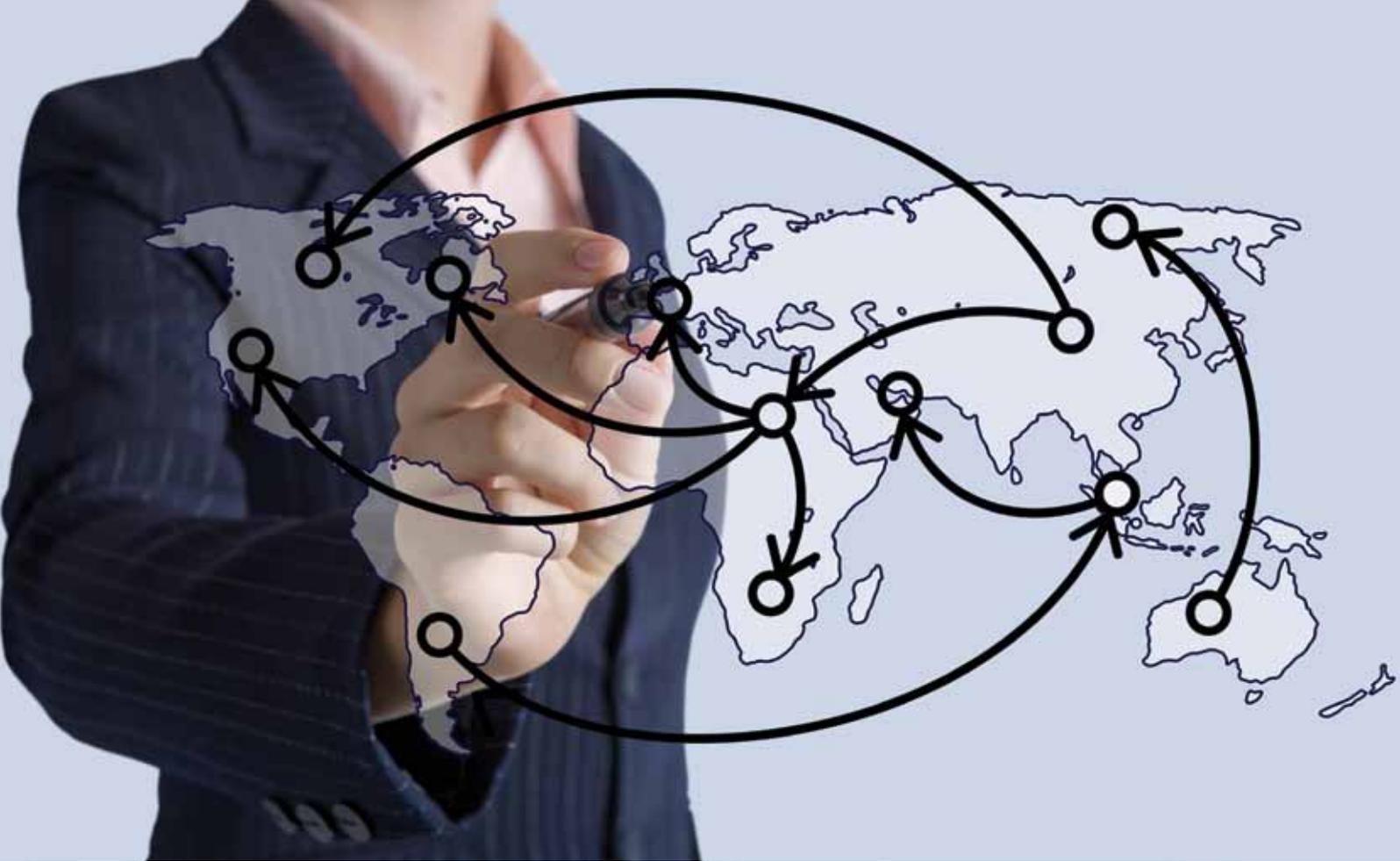


## KEY INITIATIVES 2013/2014

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- Published Electronic Product Code (EPC) Gen2v2, a new version of the ultra high frequency (UHF) EPC Gen 2 standard which helps address complex supply chain challenges, including anti-counterfeiting and the security of products and tags
- Updated Tag Data Standard (TDS) to version 1.8 and made progress on v 1.9
- Published a suite of guidelines about starting and maintaining a barcode verification service
- Moved our AIDC Test Lab to the University of Pittsburgh's Swanson School of Engineering
- Learn more about GS1 EPC/RFID at [www.gs1.org/epcglobal](http://www.gs1.org/epcglobal)
- Learn more about GS1 barcodes at [www.gs1.org/barcodes](http://www.gs1.org/barcodes)

“It was quite an experience. I sure didn't realise the magnitude of what we were doing. And yet my granddaughters can't remember a world where there wasn't barcode scanning. I sometimes forget that people today don't know anything else.”



## GS1 ECOM & GS1 EPCIS

### Sharing information across the global supply chain

GS1 standards offers business partners a variety of ways to share supply chain information to enhance visibility, improve operational efficiency, reduce errors, improve consumer safety and enhance security.

EPCIS is a GS1 standard that enables trading partners to share information about the movement and status of products (as well as logistics units and other assets) as they travel throughout the supply chain – from business to business and ultimately to consumers. With EPCIS data, trading partners gain visibility into real-life events that happen in the supply chain.

The recent release of EPCIS 1.1 supports lot- and batch-based product identification, which is especially important for industries like fresh foods where serialisation at the item level is not always feasible. It also enables improved traceability of ingredients for processed foods, increased inventory accuracy in the apparel sector and more

precise determination of custody and ownership of goods at any point in the healthcare supply chain.

GS1 eCom – the GS1 term for Electronic Data Interchange (EDI), the sharing of structured data according to agreed message standards by electronic means – also provides numerous ways to securely share information. GS1 has two sets of eCom message standards: GS1 XML and GS1 EANCOM®. Both offer a predictable structure for electronic business messages such as invoices and despatch advice notices, enabling business partners to communicate in an automated way, efficiently and accurately, irrespective of their internal hardware or software.

Both GS1 eCom and GS1 EPCIS share data drawn from GS1 identification keys, no matter whether these keys are encoded in GS1 barcodes or on EPC/RFID tags.

## DID YOU KNOW ?

Supermarket chain Tesco and supplier Dairy Crest successfully met shared goals thanks to GS1 standards. Dairy Crest now identifies pallets with a GS1 Serial Shipping Container Code encoded in a GS1 Logistics Label. Tesco now places orders with Dairy Crest using GS1 eCom standards. Dairy Crest has achieved 99.5% delivery accuracy. Tesco has seen improved receipt of goods and better availability of Dairy Crest products.

Chipotle restaurants leverage GS1 standards, including EPCIS, to identify food and ingredients at every step of the supply chain, providing a complete view of the path from farm to restaurant. The fast casual dining chain has seen increased efficiencies in quality assurance and logistics, which result in better quality and freshness for customers.

### Dr. Meinrad Lugan

Member of the Board of Management

B. Braun Melsungen



“Global standards and a harmonised approach on the implementation of GS1 eCom standards in Healthcare are essential to reduce cost throughout the supply chain.”

## KEY INITIATIVES 2013/2014

- Published new implementation guide for the GS1 EANCOM IFTMIN (Transport Instruction) business message
- Published four new GS1 XML business message standards in support of Warehouse Management processes
- Published update to EPCIS and its companion Core Business Vocabulary (CBV). The new standards include backward-compatible enhancements to enable supply chain visibility of lots/batches, as well as to document the upstream transformation of one or more input ingredients into one or more outputs
- Pursued work to allow both GS1 EPCIS and GS1 eCom standards to meet specific needs of the global healthcare supply chain
- Learn more about GS1 eCom at [www.gs1/ecom](http://www.gs1/ecom)
- Learn more about GS1 EPCIS at [www.gs1/EPCIS](http://www.gs1/EPCIS)

# GS1 MEMBER ORGANISATIONS IN ACTION

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The GS1 Global Office oversees the development of GS1 standards, but the day-to-day action takes place at our 111 Member Organisations around the globe, where GS1 team members work to help businesses and organisations seize all the benefits made possible by GS1. In the next pages, we are pleased to share a few of the many success stories from around the globe.

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**The time spent checking goods dropped significantly, and shipping errors declined to only 1% of all received shipments**

# GS1 NETHERLANDS

## Leading Dutch food retailer streamlines goods receipt process

Headquartered in the Netherlands, leading food retailer Albert Heijn constantly seeks ways to improve its customer service. As part of these efforts, the company recently streamlined the goods receipt process across its vast network of distribution centres (DCs).

Albert Heijn asked its suppliers to use the GS1 Serial Shipping Container Code (SSCC) embedded in the GS1 Logistics Label to uniquely identify all logistics units travelling to DCs for unloading. The GS1 SSCC is also part of the EDI Despatch Advice business message, which helps ensure speedier reception of incoming goods.

Using this 'fast lane' goods reception process, Albert Heijn teams scan the GS1 Logistics Label on incoming deliveries and compare the GS1 SSCC information in the Despatch Advice to the actual goods received.

Each supplier starts with a score of 0%. For each delivery that corresponds exactly to what was pre-announced, 10% is added to the score, with a maximum score of 80%. However, each delivery with a deviation from what was expected subtracts 20% from the score, with a minimum of 0%.

For a supplier whose fast-lane score is greater than 75%, for example, Albert Heijn only fully verifies 25% of deliveries. For other deliveries, if the actual number of logistic units matches the number stated in the Despatch Advice, then the delivery is registered by just pressing one button without checking the content of each logistic unit.

This process has created a more transparent supply chain for tracking and tracing shipments, leading to more reliable deliveries and faster product recalls. Albert Heijn has also laid the foundation for more automated warehouse processes with fewer duplicate administrative tasks.



# GS1 HONG KONG

## A modernised pharmaceutical product supply chain in public hospitals

The Hong Kong Hospital Authority manages all public hospitals and affiliated institutions in Hong Kong. They recently completed a supply chain modernisation project.

Before the project's implementation, there was an entirely manual, paper-based procurement and goods receipt process and a lack of efficient or accurate means of recording the movement of pharmaceutical products into and out of the pharmacy warehouse.

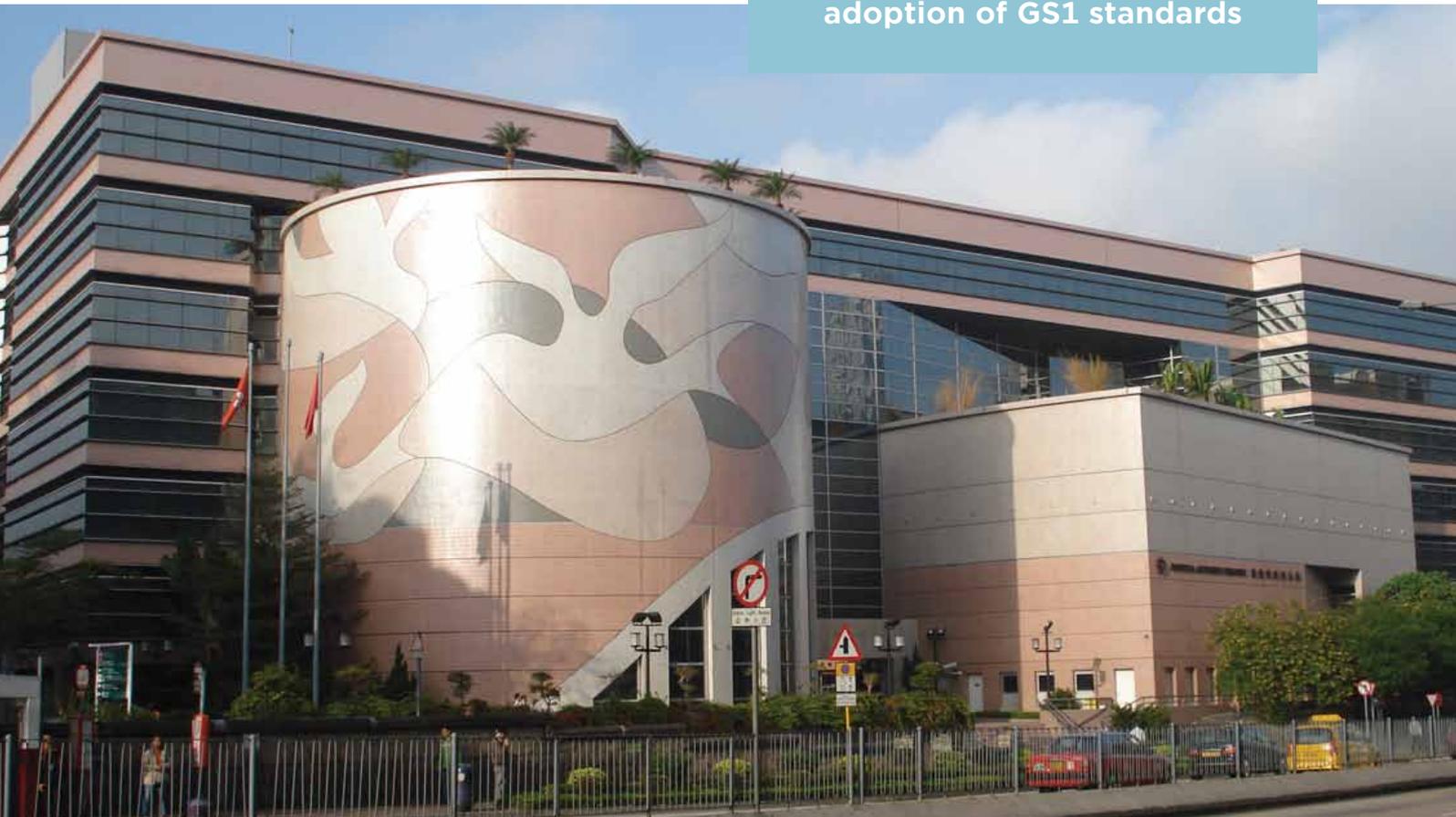
As part of the project standardisation requirement, the Hospital Authority now makes use of GS1 Global Trade Item Numbers (GTIN) to identify every pharmaceutical product package, GS1 Global Location Numbers (GLN) to identify every medication supplier and hospital delivery location and GS1 Serial Shipping Container Codes (SSCC) to identify logistic units in deliveries from suppliers.

It also exchanges information with suppliers using GS1 EANCOM Electronic Data Interchange (EDI) business messages, such as purchase orders, order responses, dispatch advice and invoices.

With these GS1 standards, the Hospital Authority can comply with industry standards to automatically check products received against orders to improve accuracy and efficiencies. They can also track and trace pharmaceuticals into and out of pharmacy warehouses to prevent expired medications from being distributed.

Workflow efficiency has significantly improved, pharmaceutical product traceability is greatly enhanced, and the project has contributed to medication safety in the patient care process. Furthermore, by automating processes, the time required to enter drug traceability information in the warehouse was reduced from a few minutes to less than 30 seconds.

**Ensuring supply chain visibility, operational efficiencies and patient safety through the adoption of GS1 standards**





# GS1 COLOMBIA

## Manufacturer achieves efficiencies at every point of the supply chain

Headquartered in Colombia, Crystal is a clothing manufacturer with more than 50 years of experience and a range of brands that are well known across Central and South America.

Recently, Crystal completed a major project to deploy standardised processes and boost data quality across its supply chain. The company wanted to provide a flexible ordering process to meet the unique needs of its clients, as well as minimise the errors that inevitably result from manual data input.

The foundation of their improved supply chain is electronic data interchange (EDI) driven by GS1 standards. A variety of GS1 EDIFACT/EANCOM business messages - including ORDER, DESADV (despatch advice), CIN (catalogue item notification) and IFTMIN (transportation instruction messages) - are used, as are Global Trade Item Numbers (GTIN), Global Location Numbers (GLN) and Serial Shipping Container Codes (SSCC).

**New processes have improved service, reduced errors, lowered costs and generated better business information**

Crystal shares product data with trading partners through LOGyCA / SYNC, a GS1 Colombia partner and certified GDSN data pool.

Thanks to their enhanced supply chain processes, Crystal has seen a significant number of tangible business benefits. First and foremost, the company has greatly improved information exchange and communication, both internally and with trading partners, all while offering better service to clients and to end consumers. Crystal has also noted that the new processes have helped them be more competitive in the market and better positioned for greater growth.

As part of its strategy for continuous improvement, Crystal plans to develop additional EDI-driven processes, such as a return notice, freight request for returns and reception notice. They are also exploring the use of EPC-enabled RFID.



# NAMES & NUMBERS

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We are pleased to share here the results of our 2013-2014 financial year, information about our governance and contact details for our GS1 Member Organisations around the world.

**Philippe Wéry**

Chief Financial and Administrative Officer, GS1





# FINANCIAL STATEMENTS

## Key financial statistics: Global revenues

GS1 Member Organisations (MOs) around the world are funded by their local members through annual membership fees and sales of services. Consolidated in euro, the total revenues of GS1 MOs in 2013 amounted to €311.5M, 0.5% higher than the previous year. Excluding the impact of currency (i.e. at constant exchange rates) the increase is 7.1%, compared to 12% the year before. Regions have progressed (without foreign exchange impact) very differently from each other: Asia Pacific at 10.0%, North America at 2.6%, Europe at 7.7%, Latin America at 11.4% and MEMA at -2.8%.

## GS1 Global Office: Fee evolution

In 2013-14, the GS1 Global Office's revenues amounted to €28.2M, an increase of €1.2M or 4.4% versus the year before. Because of the slight growth in global revenues and the declining MO percentage fee, our budget 2014-15 foresees a slight decrease in Global Office revenues of -0.4% or -€0.1M to reach €28.1M.

## Income statement and headcount

GS1 Global Office revenues increased at €28.2M in 2013-14 compared to €27.0M in 2012-13 while operating expenses increased by 2.3% to €26.3M versus €25.7M the year before.

The €0.6M operating expenses increase is driven by (1) fixed expenses which grew by €0.3M due among others to additional bad debts provisions, (2) discretionary spending, which includes travel, consulting, marketing and large user meetings/events, increased by €0.3M versus the prior year mainly due to the new Global Brand project. Our payroll expenses remained basically stable at €14.5M.

Our consolidated income statement shows a positive result of €1.8M for the fiscal year ending June 2014. Both our base business (managed from the GS1 Central Office) and Data Excellence Inc. (previously named GDSN Inc.) contributed positively to this positive result. We continued to build reserves to cover and/or speed-up current and future investments in new technologies and/or in key projects, but also to have the necessary financial resources in case of adverse currency fluctuations. In the last eleven years, we have built accounting reserves of €15.5M.

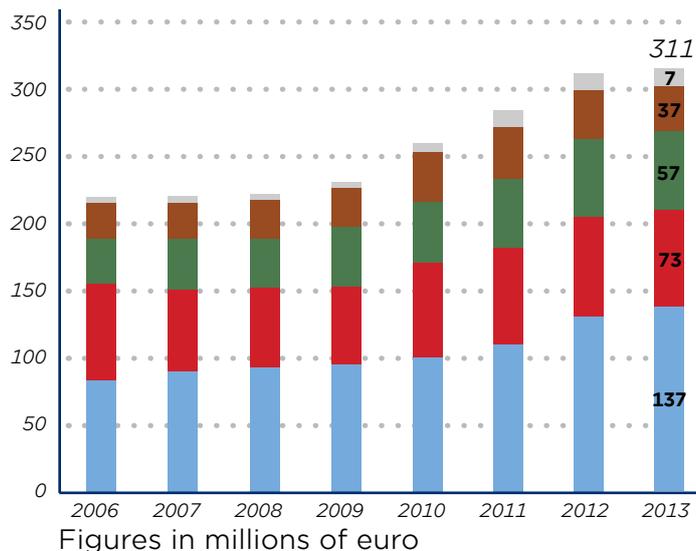
In terms of types of expenses, our main investment remains our people, with 80 staff members at the end of June 2014; the headcount is flat compared to June of last year. Our budget 2014-15 foresees to increase our headcount by seven FTEs, of which three filling existing positions and four in new positions to support the implementation of the new strategy.

## GS1 Member Organisation revenue: **Growth by region**

|  | Growth 2013/2012<br>% w/o FX* |             |
|--|-------------------------------|-------------|
| <b>Middle East/<br/>Mediterranean/Africa</b> | - 17.8%                       | - 2.8%      |
| <b>Latin America</b>                         | - 4.3%                        | 11.4%       |
| <b>Asia Pacific</b>                          | - 0.8%                        | 10.0%       |
| <b>North America</b>                         | - 3.5%                        | 2.6%        |
| <b>Europe</b>                                | 6.1%                          | 7.7%        |
| <b>TOTAL</b>                                 | <b>0.5%</b>                   | <b>7.1%</b> |

\* Foreign exchange impact

## GS1 Member Organisation revenue: **Historical perspective**



## GS1 Global Office revenue: **Historical perspective**

| Figures in millions of euro    | 06/07<br>Actuals | 07/08<br>Actuals | 08/09<br>Actuals | 09/10<br>Actuals | 10/11<br>Actuals | 11/12<br>Actuals | 12/13<br>Actuals | 13/14<br>Actuals | 14/15<br>Budget |
|--------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-----------------|
| <b>GS1 Central Office</b>      | 16.4             | 16.7             | 16.9             | 22.5             | 22.7             | 23.9             | 25.0             | 26.2             | 25.9            |
| <b>EPCglobal Inc.</b>          | 7.8              | 6.7              | 6.2              | -                | -                | -                | -                | -                | -               |
| <b>GS1 GDSN Inc.</b>           | 2.5              | 2.2              | 1.8              | 2.0              | 2.0              | 2.0              | 2.0              | 2.0              | 2.2             |
| <b>Total GS1 Global Office</b> | <b>26.6</b>      | <b>25.6</b>      | <b>24.9</b>      | <b>24.5</b>      | <b>24.7</b>      | <b>25.9</b>      | <b>27.0</b>      | <b>28.2</b>      | <b>28.1</b>     |
| Staff (FTEs)                   | 79               | 79               | 82               | 74               | 72               | 77               | 80               | 80               | 87              |
| <b>Cumulative Reserves *</b>   | <b>4.6</b>       | <b>6.3</b>       | <b>6.9</b>       | <b>8.1</b>       | <b>10.2</b>      | <b>12.2</b>      | <b>13.8</b>      | <b>15.5</b>      | <b>14.8</b>     |

\* where Reserves are defined as accumulated net results; could be invested in cash, fixed assets or receivables

## GS1 consolidated FY 2013/14 actuals for the period ending 30 June 2014

| Figures in millions of euro       | <b>Consolidated</b> | <b>GS1 Central Office</b> | <b>GS1 Data Excellence Inc.</b> |
|-----------------------------------|---------------------|---------------------------|---------------------------------|
| <b>Revenue</b>                    | <b>28.2</b>         | <b>26.2</b>               | <b>2.0</b>                      |
| Fixed/Recurring Expenses          | 3.0                 | 2.8                       | 0.2                             |
| Discretionary Expenses            | 8.8                 | 7.9                       | 0.9                             |
| Payroll Expenses                  | 14.5                | 14.0                      | 0.5                             |
| <b>Operating Expenses</b>         | <b>26.3</b>         | <b>24.7</b>               | <b>1.6</b>                      |
| <b>Operating Result</b>           | <b>1.9</b>          | <b>1.5</b>                | <b>0.4</b>                      |
| <b>Other Revenue / (Expenses)</b> | <b>(0.1)</b>        | <b>(0.1)</b>              | <b>-</b>                        |
| <b>Result for the period</b>      | <b>1.8</b>          | <b>1.4</b>                | <b>0.4</b>                      |

Notes: Consolidation based on budget rate (1.30 USD/EUR). Fiscal year 2013/14 ended 30 June 2014

# GS1 Management Board

|                               |   |                                      |
|-------------------------------|---|--------------------------------------|
| <b>Mike McNamara</b>          | Chief Information Officer<br>Chairman, GS1                      | Tesco                                |
| <b>Timothy P. Smucker</b>     | Chairman of the Board<br>Vice-Chairman & Chairman Emeritus, GS1 | The J. M. Smucker Company            |
| <b>Rakesh Biyani</b>          | Joint Managing Director   | Future Retail                        |
| <b>David Calleja Urry</b>     | Chief Executive Officer   | GS1 Malta                            |
| <b>Rubén Calónico</b>         | Chief Executive Officer   | GS1 Argentina                        |
| <b>Bob Carpenter</b>          | President & Chief Executive Officer                             | GS1 US                               |
| <b>Antonio Chedraui Eguía</b> | Chief Executive Officer   | Grupo Chedraui                       |
| <b>Long Chen</b>              | Chairman  | China Resources Entreprise           |
| <b>Joe Crafton</b>            | Chief Executive Officer (Retired)                               | Crossmark                            |
| <b>Kevin M. Dougherty</b>     | Group Vice President & Chief Supply Chain Officer               | The Kroger Company                   |
| <b>Rollin L. Ford</b>         | Executive Vice President and<br>Chief Administrative Officer    | Wal-Mart Stores, Inc.                |
| <b>Werner Geissler</b>        | Vice Chairman and Adviser to the CEO                            | The Procter & Gamble Company         |
| <b>Pierre Georget</b>         | Chief Executive Officer   | GS1 France                           |
| <b>John Gilbert</b>           | Member of the Board of Management and<br>CEO Supply Chain       | Deutsche Post DHL                    |
| <b>Doug Herrington</b>        | Vice President Consumables                                      | Amazon                               |
| <b>Samir Ramzy Ishak</b>      | Group Vice President of Operations                              | Abudawood                            |
| <b>Atsushi Kaneko</b>         | Group Chief Information Officer                                 | AEON                                 |
| <b>Philippe Lambotte</b>      | Senior Vice President Global Supply Chain                       | Mattel                               |
| <b>Rhonda Levene</b>          | Chief Business and Financial Officer                            | Daymon Worldwide                     |
| <b>Miguel A. Lopera</b>       | President & Chief Executive Officer                             | GS1                                  |
| <b>José Lopez</b>             | Executive Vice President of Operations & GLOBE                  | Nestlé                               |
| <b>Meinrad Lugan</b>          | Member of the Board of Management                               | B. Braun Melsungen                   |
| <b>Gary Lynch</b>             | Chief Executive Officer   | GS1 UK                               |
| <b>Silvester Macho</b>        | Chief Information Officer                                       | METRO AG                             |
| <b>Rodney McMullen</b>        | Chief Executive Officer   | The Kroger Company                   |
| <b>Daniel Myers</b>           | Executive Vice President Global Integrated<br>Supply Chain      | Mondelēz International               |
| <b>Maria Palazzolo</b>        | Chief Executive Officer   | GS1 Australia                        |
| <b>Joseph Phi</b>             | President   | LF Logistics,<br>A Li & Fung Company |
| <b>Jörg Pretzel</b>           | Chief Executive Officer   | GS1 Germany                          |
| <b>N. Arthur Smith</b>        | President & Chief Executive Officer                             | GS1 Canada                           |
| <b>Ed Steinike</b>            | Vice President & Chief Information Officer                      | The Coca-Cola Company                |
| <b>Eric Tholomé</b>           | Product Management Director                                     | Google                               |
| <b>Hervé Thoumyre</b>         | Chief Information Officer                                       | Carrefour                            |
| <b>Hiromu Ueno</b>            | Chief Executive Officer & Senior Executive Director             | GS1 Japan                            |
| <b>Mark Wagner</b>            | President Operations & Community Management                     | Walgreens                            |



# Data Excellence Inc. Board of Directors

|                                 |   |                                   |
|---------------------------------|---|-----------------------------------|
| <b>John S. Phillips</b>         | Senior Vice President, Customer Supply Chain & Go-To-Market<br>Chairman, Data Excellence Inc. | PepsiCo Global Operations         |
| <b>Nihat Arkan</b>              | Chief Executive Officer   | 1WorldSync                        |
| <b>Lori Bigler</b>              | Director of Enterprise Analytics & Insights   | The J.M. Smucker Company          |
| <b>Malcolm Bowden</b>           | President Global Solutions & GS1 Data Excellence Inc.   | GS1                               |
| <b>José Maria Bonmati Perez</b> | Chief Executive Officer   | GS1 Spain                         |
| <b>Bob Carpenter</b>            | President & Chief Executive Officer   | GS1 US                            |
| <b>Suja Chandrasekaran</b>      | Vice President & Corporate Officer, Enterprise Information Management                         | Wal-Mart Stores, Inc.             |
| <b>Roman Coba</b>               | Global Chief Information Officer  | McCain Foods                      |
| <b>Ghislain Esquerre</b>        | Supply Chain Solutions & Services Center Director   | Carrefour                         |
| <b>Rafael Florez</b>            | Chief Executive Officer   | GS1 Colombia                      |
| <b>Patrick Kern</b>             | Director, Global Data Services & Business Intelligence  | The Procter & Gamble Company      |
| <b>Antonius Kromwijk</b>        | Assistant Vice President Globe Program Management   | Nestlé                            |
| <b>Gary Lynch</b>               | Chief Executive Officer   | GS1 UK                            |
| <b>Bill Marquardt</b>           | Vice President, Portfolio Management  | Premier Inc.                      |
| <b>Kirby McBride</b>            | President & Chief Executive Officer   | FSE Inc. / FSEnet+ GDSN Data Pool |
| <b>Maria Palazzolo</b>          | Chief Executive Officer   | GS1 Australia                     |
| <b>Jörg Pretzel</b>             | Chief Executive Officer   | GS1 Germany                       |
| <b>Sabine Ritter</b>            | Executive Vice President, Strategy, Industry Initiatives & Strategic Alliances                | The Consumer Goods Forum          |
| <b>Antonio Salto</b>            | Director Global Information Systems/B2B Master Data   | Kraft Foods Inc.                  |
| <b>N. Arthur Smith</b>          | President & Chief Executive Officer   | GS1 Canada                        |
| <b>Mike Wehrs</b>               | Chief Executive Officer & President of Scanbuy  | Scanbuy                           |

# EPCglobal Inc. Board of Governors

|                                |   |   |
|--------------------------------|---|---|
| <b>Dr. Sanjay E. Sarma</b>     | Professor, Mechanical Engineering<br>Chairman, EPCglobal, Inc.                    | Massachusetts Institute of Technology                 |
| <b>Michael P. Rose</b>         | Vice President Supply Chain Visibility<br>Vice-Chairman, EPCglobal, Inc.          | Johnson & Johnson                                     |
| <b>Angel Becerra Tresierra</b> | Chief Executive Officer   | GS1 Peru  |
| <b>Steve Bratt</b>             | Chief Technology Officer & President,<br>Standards Development and EPCglobal Inc. | GS1   |
| <b>Robert (Bob) Carpenter</b>  | President & Chief Executive Officer   | GS1 US  |
| <b>Bill Connell</b>            | Senior Vice President Transportation,<br>Reverse Logistics, Collaboration         | Macy's, Inc.  |
| <b>Cory Gundberg</b>           | Vice President, Strategy, Innovation & Communications                             | Wal-Mart Stores, Inc.                                 |
| <b>Valerie Hoge</b>            | Vice President, Operations,<br>Consumer, Life Sciences & Healthcare               | Deutsche Post / DHL /<br>Exel Americas Support Center |
| <b>Louis Kratz</b>             | Vice President Corporate Logistics & Sustainment                                  | Lockheed Martin Corporation                           |
| <b>Antonio Mazzariello</b>     | Lead CCEX Project & Head MDG  | Novartis Pharma AG                                    |
| <b>Paul Peters</b>             | Acting Assistant Secretary of Defense for Logistics<br>& Materiel Readiness       | Office of the United States<br>Department of Defense  |
| <b>Jörg Pretzel</b>            | Chief Executive Officer   | GS1 Germany   |
| <b>N. Arthur Smith</b>         | President & Chief Executive Officer   | GS1 Canada  |
| <b>Jyrki Syväri</b>            | End-to-End Supply Network Strategy  | Boehringer Ingelheim GmbH                             |
| <b>Milan Turk, Jr.</b>         | Managing Director, Go to Market Innovation,<br>Global Operations                  | The Procter & Gamble<br>Company                       |
| <b>Hiromu Ueno</b>             | Chief Executive Officer & Senior Executive Director                               | GS1 Japan   |
| <b>Joachim Wilkens</b>         | Unit Leader Supply Chain Development  | C&A Group   |
| <b>Dr. Gerd Wolfram</b>        | Business Innovation   | METRO AG  |





## GS1 Leadership

The GS1 Global Office Leadership Team is composed of the following people:

**Miguel A. Lopera,**  
President and Chief Executive Officer

**Malcolm Bowden,**  
President, Global Solutions and Data Excellence, Inc.

**Steve Bratt,**  
Chief Technology Officer & President, Standards Development and EPCglobal Inc.

**Marianne Timmons,**  
President, Industry Engagement

**Patrick Vanlombeek,**  
Chief Marketing Officer

**Philippe Wéry,**  
Chief Financial and Administration Officer

***Left to right in photo:***

Steve Bratt, Patrick Vanlombeek, Philippe Wéry, Malcolm Bowden, Marianne Timmons, Miguel Lopera

# GS1 Member Organisations

The following information was correct when we went to press.  
For the most up-to-date information, please visit [www.gs1.org/contact](http://www.gs1.org/contact)

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