

New Plan for GS1 DataBar Sunrise

GS1 DataBar represents a new capability at retail point-of-sale (POS) which is already witnessing wide scale implementation in North American groceries, piloting in Europe and Asia, and can be found on loose produce shipping all over the world. GS1 DataBar permits marking on small, hard to mark items like loose produce and can provide new bar code information like weight, price, or date codes.

In 2006, the Management Board and General Assembly agreed to monitor Top 100 retailer readiness to use the technology and make management adjustments as necessary. Based on the market readiness report conducted in 2008, the GS1 Advisory Council and Executive Committee of the GS1 Management Board agreed to a new plan for GS1 DataBar adoption that was announced at the GS1 Global Forum in Brussels.

In summary:

- **By 2010 GS1 DataBar standards will be available for bilateral agreement between trading partners for all trade items. The specific focus will be on Fresh Products scanned at retail POS.**
- **By the target date of 2014 GS1 DataBar standards, including attribute information (using AIs), can be used by all trading partners in an open environment. At a minimum, retailers should be able to scan a GS1 DataBar and process GTIN to the database.**
- **GS1 Member Organisations will assist adoption through education and support of users and report retailer readiness annually to the Global Office**

Practical consequences of the new plan:

- Retailers who are ready by 2010 can conduct bilateral trading with their trading partners.
- Retailers who have started GS1 DataBar programs, especially fresh food pilots, continue with no interruption. Nothing needs to change for them.
- Member Organisations who have been educating and marketing the Sunrise 2010 Date, do not change your message. Specific focus is on Fresh products scanned at POS.
- Member Organizations should work with their retail community to determine when GS1 DataBar will be used in open trade (any trade item) between the years of 2010 and 2014 and report this to Global Office
- 2014 is the date when GS1 DataBar can be used globally in an open trade (on any product).
- MOs need to educate all retailers about GS1 DataBar used in all trade item environments. This includes retailers from Grocery, DIY, General Merchandise, Electronics, Pharmacy / Drug, Convenience Store/Gas & Go and any other outlets where both omni-directional and hand held scanning devices are used, including general distribution scanning (e.g., back of the store, warehouse, distribution centers).



Benefits of the new plan:




- Allows early adopter nations to move ahead but provides up to 4 more years for adoption in all nations (to other countries)
- Allows each Member Organisation to develop national GS1 DataBar Sunrise Date rationale (e.g., small symbol, fresh foods, coupon, more data) while preserving, but delaying the common requirement to support GS1 DataBar scanning and Application Identifier processing at POS.
- Supports a balance between the need of medium-large retailers to benefit from GS1 DataBar investments and small-medium retailers who may require more time to make the transition
- Informs brand managers to know when they can use GS1 DataBar on their products in a country or countries where cross-border trade takes place.

Next Steps:

- MOs should update their retailers about the change of timing
- Update their communication material/brochures/websites..etc
- GS1 Global Office will conduct a series of Webinars to train and educate MOs on GS1 DataBar Sunrise Strategy and how to develop national Sunrise dates with retailers
- MOs will report when their retailers agree to use GS1 DataBar with a minimum of GTIN in open trade within your market. Reporting will set National Sunrise dates between 2010 and 2014.

Detailed Adoption Timeline by Application

Application	Business Opportunity	Adoption Timeline
<p>Loose Produce GS1 DataBar Stacked Omnidirectional</p> 	<p>GS1 DataBar encodes GTIN providing brand identification, shrink management, category management, and reduced out-of-stocks for loose produce items..</p>	<p>Implementation is underway within major retailers globally. Labels should contain both GS1 DataBar and the human readable PLU. This allows early adopters to use GS1 DataBar without causing disruption to other grocers. By 2010 GS1 DataBar standards will be available for bilateral agreement between trading partners for all trade items.</p>
<p>Variable Measure Trade Items GS1 DataBar Expanded and Expanded Stacked</p> 	<p>GS1 DataBar can carry GTIN + additional information such as weight and lot number on variable measure fresh food products to provide brand identification, shrink management, category management, and traceability</p>	<p>Pilots are planned within major retailers globally. As these products are typically labeled in-store or by bilateral agreement, retailers can implement when they and/or their trading partners are ready. Global application standards are under development in 2009.</p>

<p>Small Products</p> <p>GS1 DataBar Omnidirectional or GS1 DataBar Stacked Omnidirectional</p> 	<p>GS1 DataBar can be used where the product size is too small to carry a full size EAN/UPC such as jewelry or hardware products. It enables manufacturers to get back space on their packages in order to provide more information about their product.</p>	<p>Based on regional divergence of equipment readiness, GS1 Member Organizations will be working with local retailers to determine what year is the right time for open supply chain use. Manufacturer packaging managers can use these local adoption dates to make decisions about label changes based on countries which can support GS1 DataBar.</p>
<p>Coupon (USA)</p> <p>GS1 DataBar Expanded and Expanded Stacked</p> 	<p>GS1 US and the Joint Industry Coupon Committee recommendation to use GS1 DataBar to resolve technical issues with the current USA Coupon System and to enhance its functionality.</p>	<p>Phase 1 rollout is currently underway in the USA using EAN/UPC and GS1 DataBar (see insert picture); Phase 2 rollout with GS1 DataBar exclusively (no EAN/UPC bar code) is planned for 2010.</p>
<p>Hardware and Software</p> 	<p>Purchasing new bar code hardware and software equipment today enables retailers to get the same benefits in fresh foods as they do today with Fast Moving Consumer Goods. In addition, scanning and processing GTIN plus additional data enables new fresh food benefits such as shrink control, and traceability.</p>	<p>GS1 Member Organizations should advise retail members all hardware and software purchases MUST be GS1 DataBar ready. This includes bar code scanning, design, printing or verification equipment. Do not buy aftermarket equipment that will not work. By 2010 GS1 DataBar standards will be available for bilateral agreement between trading partners for all trade items. By the target date of 2014 GS1 DataBar standards, including attribute information (using AIs), can be used by all trading partners in an open environment. At a minimum, retailers should be able to scan a GS1 DataBar and process GTIN to the database.</p>