Item Level Tagging Policy Group
Material Use and Instructions

Overview

The Item Level Tagging Policy Group has developed this set of Consumer Notice and Awareness Materials and staff training information to assist retailers and manufacturers in implementing GS1 EPCglobal's *Guidelines on EPC for Consumer Products.*

If you have questions concerning any of the materials or their use, please contact:

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Goals

- Provide policy and communications support and assistance to retailers, manufacturers and technology companies involved in item level tagging.

- Encourage consistency of messaging concerning EPC, GS1 *EPCglobal Guidelines on EPC for Consumer Products* and other issues

- Educate key audiences on benefits of EPC and of the GS1 *EPCglobal Guidelines on EPC for Consumer Products.*

- Provide guidance and recommendations for satisfying the GS1 *EPCglobal Guidelines on EPC for Consumer Products* on consumer notice.

Use of Materials

The materials and advice contained in the Consumer Notice and Awareness Materials and staff training information should be viewed as guides or models rather than strict rules for implementation. The Item Level Tagging Policy Group recognizes that each participant in an item level tagging program will have its own specific needs, style and design requirements. With that in mind, please review the following descriptions of and use recommendations for the materials included in this "tool kit".

The "tool kit" contains six documents in addition to these instructions:

- Instructional Presentation
- Staff Education Materials
- EPC 101 Materials
- Consumer Notice Materials
- Media Relations Materials
- Image Folder

Following is detailed information about each of those documents and their contents.

Instructional Presentation
A PowerPoint presentation containing information from the other tool kit materials that can be customized for use in educating management and staff about EPC technology, the GS1 EPCglobal's *Guidelines on EPC for Consumer Products* and specific item level tagging pilot or program details.

Staff Education Materials
The following Staff Education Materials were developed by GS1 EPCglobal and the Item Level Tagging Policy Group to assist retailers and manufacturers in educating their staff about EPC technology.

EPC and RFID Facts Slim Jim – Suggested copy for a 4"X 9", 2-sided "slim jim" brochure containing brief, bulleted information explaining EPC and RFID and the benefits to the consumer.

Wallet Card – Suggested copy for a 2-3/8" X 3-7/8" wallet card with bulleted list of EPC and RFID benefits and toll-free information number and "Landing Page" Web address as well as internal information source.

Poster – Copy for a poster for posting in break rooms and other employee-only areas that would highlight EPC and RFID benefits.

Sticker – Copy for a temporary sticker for posting in checkout areas with short bulleted information about EPC and RFID benefits.

Consumer Notice Materials
The following Consumer Notice Materials were developed by GS1 EPCglobal and the Item Level Tagging Policy Group to assist retailers and manufacturers with providing additional notice to consumers concerning the use of EPC technology.

Guidance On Positioning of Consumer Notice -- This guidance document is designed to help retailers and manufacturers choose the best means to advise their shoppers of the presence of EPC technology. They are designed for pilot or test situations where the use of the technology is limited to specific products, categories or areas of the store.

Suggested Tag Lines – A list of possible tag lines that can be used to develop a "theme" for notice materials.

Consumer Notice Materials (cont.)
<u>Check-Out and Store Front Poster</u> – Copy for store front or posters/stickers to provide consumer notice.

<u>Consumer Information Card</u> – Copy for a small card with bulleted list of EPC and RFID benefits distribution to customers upon request.

EPC 101 Materials
The following EPC 101 Materials were developed by GS1 EPCglobal and the Item Level Tagging Policy Group to assist retailers and manufacturers in educating a variety of audiences about EPC technology of products.

<u>EPC 101 Briefing</u> – A written document providing basic information on what EPC and RFID are, how they work and what they do.

<u>EPC/RFID 101 FAQ</u> – A brief Frequently Asked Questions document (FAQ) on EPC and RFID.

Media Relations Materials
The following Media Relations Materials were developed by GS1 EPCglobal and the Item Level Tagging Policy Group to assist retailers and manufacturers with media outreach or inquiries concerning item level EPC tagging of products.

<u>Media Guidelines</u> – Media guidance designed to provide information on how to conduct media outreach that complements the spirit of the GS1 *EPCglobal Guidelines on EPC for Consumer Products.*

<u>Talking Points</u> – Short List of key messages on EPC, RFID, GS1 EPCglobal and GS1 *EPCglobal Guidelines on EPC for Consumer Products*

<u>FAQs</u> – List of frequently asked questions and answers on EPC, RFID, GS1 EPCglobal and GS1 *EPCglobal Guidelines on GS1 EPC for Consumer Products.*

<u>Story Angle List</u> – A list of possible story angles related to EPC for use with the media.

Image Folder
A folder containing the following images which may be used in conjunction with the other materials:

<u>EPC Symbol</u> – The image used to provide notice to consumers that an EPC tag is present on or within the packaging of a product.

<u>Notice Sample</u> – An image demonstrating how Consumer Notice might be displayed

<u>EPC Tags</u> -- A variety of photographs showing EPC tags.