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***For Immediate Release***

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## **GS1 Announces Release of *Data Quality Framework***

**Industry Team Creates Best-Practice for Data Quality Management Systems**

**BRUSSELS, BELGIUM/LAWRENCEVILLE, NJ, May 30, 2006 –**

GS1, the not-for-profit organisation that develops global standards for the identification of goods and services across supply chains, has announced the publication of the *GS1 Data Quality Framework*, including a best practice protocol for companies to establish, implement, maintain and improve their data quality management systems. GS1 and Global Commerce Initiative (GCI), along with representatives from suppliers, retailers and industry associations, worked together as a team to establish the framework.

The suppliers on the team include The Campbell Soup Company, General Mills, Georgia Pacific, Kraft Foods, The Procter & Gamble Company, SCA, and Unilever. The retailers represented on the team are Carrefour, Royal Ahold, Tesco and Wegmans Food Markets. The other contributing industry associations are AIM-European Brand Association, CIES (The Food Business Forum), Efficient Consumer Response (ECR) Europe, The Food Marketing Institute (FMI), and The Grocery Manufacturers Association of America (GMA).

Good quality data – data that is complete, consistent, accurate, time-stamped and industry standards-based – is foundational to collaborative commerce and global data synchronisation. The *GS1 Data Quality Framework* incorporates a data quality management system to validate the existence and effectiveness of key data management business processes. In addition, it offers several options to show compliance, by offering rules for self-declaration and an inspection procedure to physically validate product attributes. By improving the quality of data, trading partners reduce costs, improve productivity and accelerate the speed to market for new products.

Ruud van der Pluijm, Co-Chairman of this initiative and Vice President of Royal Ahold, says, "The challenge we faced as a team was to develop a framework that would meet today's and tomorrow's data quality needs. In producing the *GS1 Data*



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*Quality Framework*, we were very mindful of both current opportunities, and data quality considerations that will drive future collaborative commerce."

Dave Hutchings, Senior Director, B2B of Kraft Foods, adds, "The model is based on the premise that trading partners should choose the data quality approach that best meets the needs of their trading partner relationship. We are encouraging widespread usage of the protocol because improved data quality will result from compliance."

Miguel A. Lopera, President and Chief Executive Officer of GS1, adds, "The strength and usefulness of the GS1 Global Data Synchronisation Network (GDSN) is dependent upon accurate data. The publication and widespread use of the protocols detailed in this framework will help ensure that trading partners exchange the most accurate data possible. It's another terrific example of GS1 leading collaborative efforts to improve the supply chain."

GS1 is responsible for updating and publishing the *Data Quality Framework* and provides overall stewardship. The framework also supports the GS1 System standards for measurement tolerances. The 104 Member Organisations of GS1 will leverage it in the data quality services offered to their customers around the world.

For more information about the *GS1 Data Quality Framework*, visit [www.gs1.org/dataquality](http://www.gs1.org/dataquality)

#### **About GS1**

*GS1 is an organisation dedicated to improving the efficiency and visibility of supply and demand chains, globally and across sectors. GS1 is the global language of business.*

*Our diversified portfolio of products, solutions and technologies includes the GS1 System of standards (the most widely used standards system in the world) as well as GS1 BarCodes, GS1 eCom, GS1 GDSN, GS1 EPCglobal and Traceability. GS1 also offers a wide range of services, including training, certification, technical support, and implementation advice.*

*GS1 operates in more than 20 industries and sectors in 104 countries, and addresses all aspects of the supply chain, enabling a million companies of all sizes to execute more than five billion transactions a day.*

*Formed in 2004 from the joining together of EAN International and the Uniform Code Council, Inc (UCC), GS1 is truly global, with Headquarters in Brussels (Belgium) and Princeton, New Jersey (USA).*

*For more information, visit [www.gs1.org](http://www.gs1.org)*