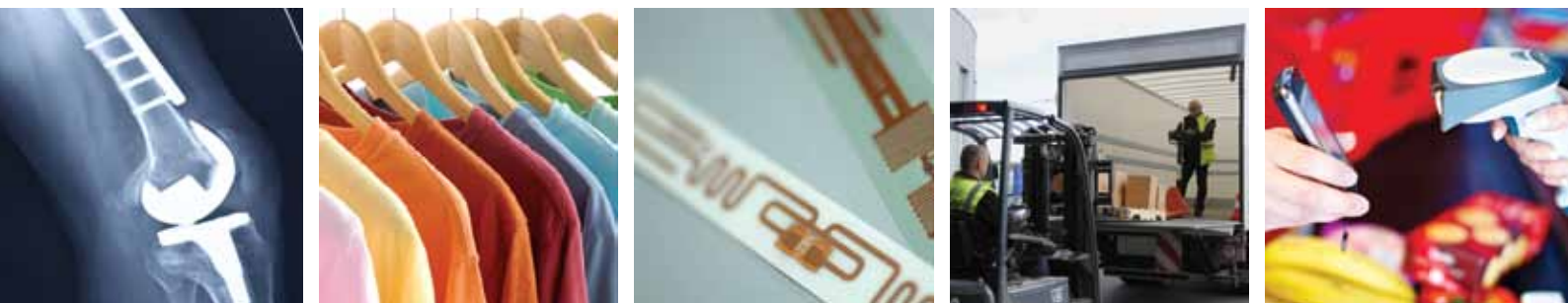




# GS1 Standards & System Development Newsletter

N° 17 - October 2012



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## Understanding the **role that we play**

### *The five global teams of GS1 Standards & System Development*

Do you know the roles and responsibilities of the GS1 Standards and System Development (SSD) team and how we contribute to the GS1 System as a whole? There are five areas within SSD, each comprised of an experienced, committed, global team:

#### Global Standards Management Process [GSMP]

##### **Team Leader: Bob Bersani**

This team is in charge of the maintenance of existing GS1 Standards, and the development of new ones. GSMP governance groups play a vital role on this team: Board Committee for Standards (BCS) with guidance from Process Oversight Committee and Architecture Group.



#### Technology & Services [T&S]

##### **Team Leader: Susie McIntosh-Hinson**

This team provides strategic oversight, business/technical operations and technical subject matter expertise for: Global Data Synchronisation Network (GDSN), EPCglobal, eCom, Data Quality, GEPIR, Global Product Classification (GPC), Global Data Dictionary (GDD) and development of new services such as Global Location Number (GLN) Registries.



## Automatic Identification and Data Capture [AIDC]

**Team Leader: Scott Gray**

This team provides strategic oversight, business/technical operations and subject matter expertise for everything concerning automatic identification and data capture, including bar code conformance.

## Corporate IT AutoID Labs & Certification

**Team Leader: Nicholas Fergusson**

This team ensures the smooth operation of all internal GS1 IT tools, hardware and software applications. They interface with MIT AutoID Labs for GS1 Research and Development. They also oversee EPC Conformance Testing, GDSN Certification and Conformance, and other certification and conformance programmes as required.

## GS1 System Integrity & Global Partnerships

**Henri Barthel**

Henri works both within GS1 and with external partners to ensure that the integrity of the GS1 System is maintained in our external engagements with other standards

development organisations. Furthermore, he provides leadership to the GS1 Architecture Group

To learn more, I invite you to read this semi-annual edition of the Standards and System Development (SSD) Newsletter. This edition touches multiple sectors across the globe and reflects how GS1 SSD works closely with GS1 Industry Engagement, Solutions, and Training and Education to deliver standards, services and solutions to Member Organisations, GS1 user companies and solution providers.

Thank you for your continued support and involvement in advancing the GS1 vision.

Sincerely,



**Sally Herbert**

President, GS1 Standards & System Development and GS1 GDSN, Inc.

# Transforming the GSMP

## GSMP Delivers

### Introducing the GSMP transformation programme

"GSMP DELIVERS" is the programme name we have given to our three-part effort to transform the way we support participants in the GS1 Global Standards Management Process (GSMP).

## Better visibility with GSMP InSight IMPLEMENTED!

**GSMP InSight**, the first part of GSMP DELIVERS, is now implemented. Designed with the goal of offering complete transparency and visibility, GSMP InSight is a website where the GS1 global community can view work group progress and status reports at executive, management and project levels. These reports highlight areas where support or assistance is needed and ensure that project targets remain aligned with our broader objectives, goals, strategies, and measures. InSight also includes a new CRM-based work request system giving complete visibility into the work queue. We are convinced that effective measurement and management of our work is vital to being a best-in-class organisation.

- Visit **GSMP InSight** at [www.gs1.org/gsm/insight](http://www.gs1.org/gsm/insight)



GSMP InSight



## Better participation with GSMP Engage COMING SOON!

We understand the time demands put on our communities and we know there are many new communication tools out there that can help. For this reason, we launched a project to expand GSMP to support several ways of participate in our work groups.

This second part of GSMP DELIVERS, known as **GSMP Engage**, will comprise of a set of tools and processes to expand global participation through improved web conferencing, the ability to use secure bulletin boards and social media as well as easier to understand meeting materials.

As a first step, at the GS1 Standards Event held in Dublin in October 2012 we announced that recordings of many meetings would be made available to qualified meeting participants, to manage some of the extremely challenging time-zone scheduling issues we face and to acknowledge that sometimes attendance at a meeting is just impossible.

## Better on-boarding with GSMP Enroll COMING SOON!



The third part of GSMP DELIVERS is called **GSMP Enroll**. This program sets out to deploy a vastly improved on-boarding service to welcome new participants and enhance their integration into the working of the GSMP so they can be more quickly operational. GSMP Enroll will include brand-new services such as GSMP Educate and GSMP Calendaring. This initiative was also launched at our recent GS1 Standards Event in Dublin.

## Help us out!

As we did with our GSMP InSight initiative, we will form two teams to participate in the design of these programmes. Please consider joining one or both of these groups and help us continually move GSMP towards a “Best in Class Standards Development” organisation!

**Interested in participating? Contact Bob Bersani at [Robert.Bersani@gs1.org](mailto:Robert.Bersani@gs1.org)**

### My Work Requests

Work Requests	Group Routed To	Step	Act. Status	Name	Dashboard
<a href="#">WR-11-000245</a>	MSWG	2	Gate: Work Group virtual vote requirements to Community Review	B2C Trusted Source of Data (TSD) MSWG	
<a href="#">WR-10-000007</a>	MSWG	3	Community Solution eBallot	B2C Digital Coupons MSWG	

Now live on GSMP InSight:

Follow the status of your Work Requests and view the detailed projects plans of all GSMP working groups



## The importance of visibility in the supply chain

*New white paper explains how the GS1 System of Standards allows you to see into your supply chain*

Visibility is the ability to know exactly where things are in your supply chain, at any point in time (or where they have been previously) and why.

With strong visibility, companies can achieve a wide range of business goals, and make use of the information gathered in business applications.

Do you know what visibility might mean to your business? Do you wonder whether getting to the next level of visibility is worth the effort? Do you understand the processes, technologies and standards that are the most appropriate and useful for achieving supply chain visibility?

GS1 has recently published a white paper to help answer these and other questions.

If you can't "see" something, you can't measure it – and if you can't measure it, it's probably costing your business too much.

This white paper introduces the GS1 Visibility Framework and explains how the GS1 System of Standards can be used to provide increased visibility into business processes within a variety of industries.

It also offers concrete examples of how organisations in many industry sectors have used GS1 standards and technologies to manage inventory, prevent diversion, ensure product authenticity and safety, facilitate recalls, meet documentation and reporting requirements, track and manage assets, and improve other business processes

Please have a look at our white paper. By understanding the common elements needed for visibility, and the standards and tools that support them, you and your colleagues can make informed decisions regarding your options for improving visibility and the business value of pursuing them.

**Download the GS1 Supply Chain Visibility Framework white paper**  
[www.gs1.org/docs/GS1\\_SupplyChainVisibility\\_WhitePaper.pdf](http://www.gs1.org/docs/GS1_SupplyChainVisibility_WhitePaper.pdf)



### Work underway to update bar code verification guidelines

#### *Providing a common approach to bar code testing*

Hundreds of thousands of companies around the world rely on GS1 standards to conduct business and meet consumers' expectations. Surely the most widely known and used element of the entire GS1 System of standards is the EAN/UPC bar code.

So that manufacturers and retailers have confidence that bar codes will perform as intended, GS1 BarCodes can be tested for conformance to GS1 Specifications.



A basic tenet of GS1 is to reduce costs in the supply chain and one of the most direct routes to meeting that goal is to ensure the quality of the GS1 BarCode symbols that are in the supply chain. Work is now well underway that will ensure Bar Code Quality Test Labs produce mutually repeatable results. Watch for updated consolidated guidelines to be published by December 2012.

### BarCode-EPC Interoperability Guideline published

#### *How to implement systems that use both standards*

The Mission-Specific Working Group (MSWG) formed earlier this year to simplify interoperability between bar codes and EPC-enabled technologies has completed its work and published the "BarCode-EPC Interoperability Guideline."



The Guideline describes the data syntax, structure and translations needed to implement enterprise systems that utilise both bar code and EPC technologies. The Guideline describes best practices for reading, decoding and conveying data between bar codes and EPCs, as well as methods for relating database records with GS1 keys stored in an EPCIS structure.



**Download the Barcode-EPC Interoperability Guidelines**  
[www.gs1.org/BC-EPC-guidelines](http://www.gs1.org/BC-EPC-guidelines)

**Contact Michael Sarachman, the group's Standards Development Leader** [michael.sarachman@gs1.org](mailto:michael.sarachman@gs1.org)



## GDSN reaches 10 million GTINs

### *Milestone figure testimonial to the value of GDSN*

The GS1 Global Registry, the GS1 Global Data Synchronisation Network's information directory, now contains more than ten million Global Trade Item Number (GTINs).

Reaching this milestone figure is significant because the more items in the GS1 Global Registry, the more information can be exchanged fluidly between companies using the GDSN.

Because it allows companies to publish data just once and then share it as many times as needed, the GS1 Global Data Synchronisation Network helps reduce errors, eliminate unnecessary costs, and

enhance work. We also see the GDSN and its Global Registry being leveraged for programmes beyond its original B2B scope. It is a key element for Data Quality and also serves as a foundation for our B2C Trusted Source of Data initiatives.

10 million  
GTINs

## Successful GDSN User Group meeting

### *Group meets at General Mills headquarters*

The Minneapolis, Minnesota headquarters of General Mills, a global food company that makes and distributes cereals, snacks and processed foods, was the site of a GDSN User Group meeting in July 2012.

More than 40 participants representing retailers, suppliers, GDSN data pools and the healthcare sector met over three days to discuss and work on a range of initiatives.

In particular, much progress was made during interactive work sessions on the upcoming GDSN Major Release, with the attendees divided into three groups: Business Value Team, Change Management and Pilot Planning. There was also excellent work accomplished on refining the strategy for explaining the Modular Item architecture with the new release's Context Strategy as well as the principle of Context, which provides attribute usage customization by industry business needs of the community.

Joy Schneck and her colleagues at General Mills were wonderful hosts, and their warm welcome greatly contributed to the success of the meetings. The entire user group was pleased to have had the opportunity to help celebrate General Mills employee Carol Edison's retirement. Carol has been instrumental in promoting GS1 Standards and actively participated in various GS1 groups over the years.



*GDSN User Group Meeting, July 2012*

## GDSN: Significant new features coming

### 2012 Maintenance Release contains many changes

Over the years GDSN has evolved the deployment and implementation of standards from major releases – which may be several years apart – to annual maintenance releases, because we recognised the need to implement simple changes and enhancements more frequently into the network outside of a major release.

Maintenance Release 5 will be deployed into the GDSN in October

Working with the Global Standards Management Process (GSMP), a process was developed to ensure that simple change requests could be deployed on an

annual basis and not have to wait until a major release. This deployment will update the network to version 2.8.

This year's Maintenance Release, known as MR5, will be deployed into the network in October. It will contain changes to the Trade Item, Catalog Item Synchronisation and Price Synchronisation messages.

MR5 will be available at [http://www.gs1.org/gsm/kc/ecom/xml/gdsn\\_grid](http://www.gs1.org/gsm/kc/ecom/xml/gdsn_grid)

## Status report: GDSN Major Release

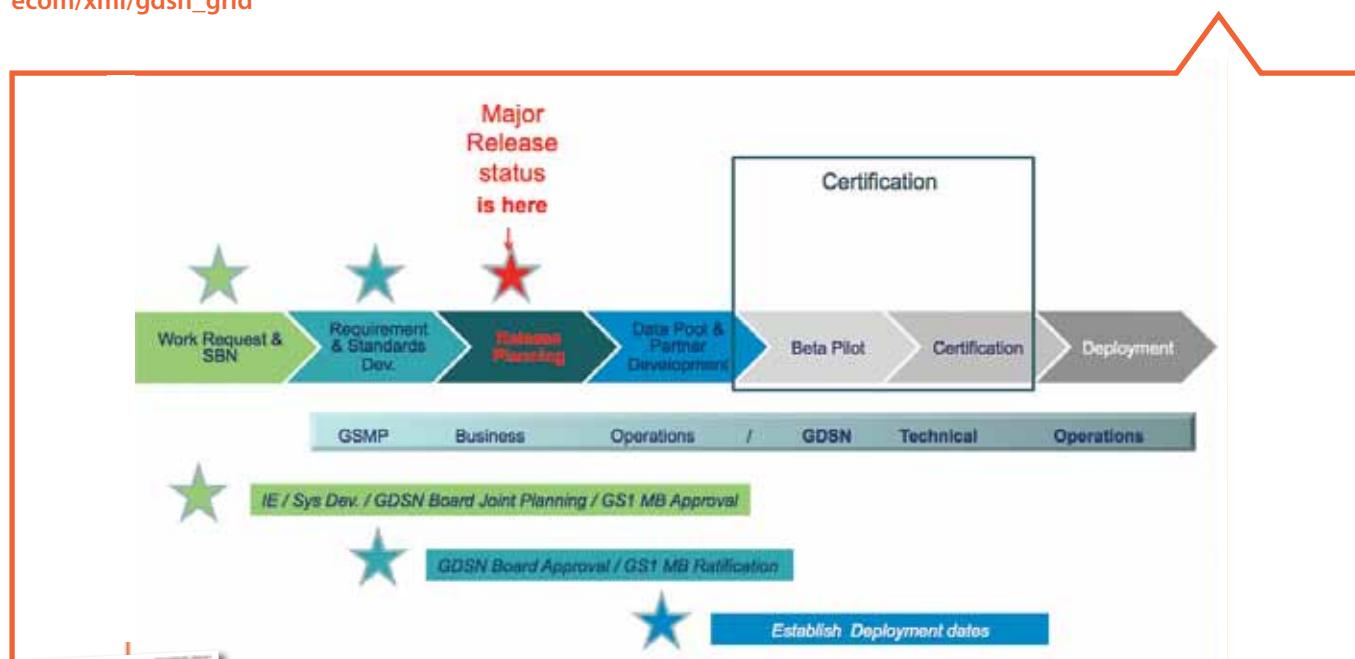
### Excellent work in progress

Work continues to move forward on the upcoming Major Release of GDSN. This Major Release will feature a new architecture that will enhance the user experience, increase flexibility, reduce complexity and boost system validation capabilities. It is the fruit of community work on more than 120 user-submitted work requests relating to the Trade Item, Price Sync and Catalogue Item Sync Standards, among others. It also incorporates the Modular Item Architecture, an important project on which we have been working for several years.

As our chart shows, we are currently in the planning stage of the Release. All working is trending within acceptable timeframes as agreed by the various teams involved in this important project.

If your company uses the GDSN, you should be part of our efforts! Contact us at [GDSNinc@gs1gdsn.org](mailto:GDSNinc@gs1gdsn.org) to help us cross the finish line quickly and smoothly.

*Status of our work on the GDSN Major Release, as of September 2012*



Stay up to date with all the news on GS1 GDSN at our recently renovated and updated website: [www.gs1.org/gdsn](http://www.gs1.org/gdsn)

## Update on GS1 eCom

### *New GS1 Profiles of UN/CEFACT XML messages*

GS1 has a longstanding relation with UN/CEFACT, notably in developing the UN/EDIFACT standard that is the basis for the GS1's suite of EANCOM messages. Over the past several years, experts from the GS1 Global Office and GS1 Member Organisations have been working in different committees to develop the new international semantic standard, the Core Component Library (UN/CCL), and the XML message standards based on it.

GS1 has now published its subsets of the UN/CEFACT XML standards, called Business Message Profiles. The GS1 Profiles include the order, order change, despatch advice and invoice messages. This message suite will complement the current GS1 XML standard in areas where UN/CEFACT based standards are required or favoured such as in public procurement and electronic invoicing in certain regions.

Download these files at [www.gs1.org/ecom](http://www.gs1.org/ecom)



### *GS1 XML standards well received*

Published earlier this year, GS1 XML version 3.0 has been well received. GS1 XML 3.0 includes a new set of Transport & Logistics messages based on the Logistics Interoperability Model (LIM). Important new features were also added to support the healthcare sector, webshop integration (B2C) and support for SME solutions, such as WebEDI.

GS1 XML 3.0 is available for download at  
[www.gs1.org/gsmg/kc/ecom/xml/xml\\_v\\_3](http://www.gs1.org/gsmg/kc/ecom/xml/xml_v_3)

### *Coming soon: EANCOM® 2002, edition 2012*

The next release of EANCOM standard is planned for 2012. It will remain named version 2002, like previous releases. This new version will feature further alignment between the price catalogue message (PRICAT) and GS1 GDSN standards, plus ratified Work Requests from 2011 and 2012, such as carbon footprint charge, interchange test code with service providers, discount coupons amount definitions, goods & services Tax Identification Number, geographical coordinates where no GLN exists, UN Globally Harmonized System of Classification and Labelling, Incoterms 2010 identification code, Customs Administrative Reference Code, and more.

Watch for news of this next release at  
[www.gs1.org/gsmg/kc/ecom/eancode](http://www.gs1.org/gsmg/kc/ecom/eancode)

## New GPC standard published

*New content soon to be implemented into GDSN*



A new version of the Global Product Classification (GPC) Standard was published in June 2012 and will soon be implemented into the GS1 Global Data Synchronisation Network.

This implementation of GPC brings valuable new content, such as Bricks to expand classification in Vegetables, Vegetable Juice, Citrus Fruits, Caulking Guns, Cleaning Products, Vitamins/Minerals, Baby/Infant Specialized Foods, Bread, Beauty/Personal Care, Hygiene, Plumbing/HVAC, and Tyre rim sizes.

**Access the GPC June 2012 Publication**

[www.gs1.org/gsmf/kc/gpc](http://www.gs1.org/gsmf/kc/gpc)

**For more information, contact Mike Mowad**

[michael.mowad@gs1.org](mailto:michael.mowad@gs1.org)

## Look up any GLN from anywhere

*Update on the project to connect all GLN registries*

GS1 Global Location Numbers, or GLNs, are widely used in many industries to identify specific places in the supply chain, such as manufacturing sites or warehouses.

Companies using GS1 standards sometimes wish to look up the GLN of some location with which they do business. In response to this need, almost 30 different GS1 Member Organisations have created GLN Registries listing all of the GLNs that their members have attributed to their companies. Most were built to support local use cases and as a result have differing functionalities and features. In order for a user to find information about their trading partners in other countries, they must today look in multiple registries. This is obviously not the most simple or effective means of exchanging GLN information.

Responding to requests from our users to create a single point of access with a minimum set of attributes supported by all registries, a Mission-Specific Working Group was launched in 2010. The group defined a list of over 70 business requirements and made a recommendation of how to connect the registries. They recommended a multi-sectorial solution to reflect the diverse nature of the industries that the existing GLN Registries serve.

GS1 then launched a strategic project to develop a solution to connect the existing registries. After much work, a pilot environment of this united framework of GLN Registries has been available since 15 July 2012 and will be in test with a limited number of Member Organisations through 7 December 2012.

**Questions about the GLN Registries Framework? Contact Kerry Angelo**

[Kerry.angelo@gs1.org](mailto:Kerry.angelo@gs1.org)

**Watch in future editions of this newsletter for further updates**

[www.gs1.org/gsmf/news](http://www.gs1.org/gsmf/news)



## Enhancing EPCIS to enable event-based Visibility across even more business processes

### *EPCIS/CBV MSWG up and running*

GS1's EPCIS standard allows business partners to share real-time information about physical events in the supply chain.

With the real-time access to supply-chain movements enabled by GS1 EPCIS, trading partners can leverage information on the location and history of individual items as they move along the supply chain, thereby increasing safety, security, accuracy, efficiency and visibility.

Within GSMP, a Mission-Specific Working Group was launched to identify requirements and incorporate these in revisions to the EPCIS and companion Core Business Vocabulary (CBV) standards. The goal is to broaden EPCIS to satisfy requirements from additional business processes.

#### **Join the EPCIS/CBV Mission-Specific Working Group**

[www.gs1.org/gsmc/community/working\\_groups/gsmc#EPCISCBV](http://www.gs1.org/gsmc/community/working_groups/gsmc#EPCISCBV)

#### **Contact Gena Morgan, the Standards Development Leader**

[gena.morgan@gs1.org](mailto:gena.morgan@gs1.org)

## Did you know?

EPCIS is data carrier-neutral, which means it can be used with both GS1 BarCodes and EPC/RFID

## GEPIR continues to make advances

### *GEPIR Data Quality and new GEPIR specification*

As the GEPIR team continues to execute the objectives defined in the GEPIR Strategy, there continue to be advances made in a number of areas.

The GEPIR Technical Development Team continues its work on an upgraded GEPIR Specification, resulting in a number of key improvements:

- Improved and updated functionality, including more comprehensive Information Codes
- Resolutions of a number of GSMP GEPIR work requests
- User-defined fields, enabling MO value-added services
- Alignment with the GS1 Global Data Dictionary, ensuring consistency with the rest of GS1
- Consolidation of documents from 8 documents down to 2 (Specification and Guideline)
- Better development tools such as Use Cases, Activity & Sequence Diagrams, UML Models

The GS1 GEPIR network provides basic contact details for over one million companies that use GS1's unique numbering system

With the onboarding effort of all MOs nearly complete, there is an increasing focus on data quality in the GEPIR network. While each MO is ultimately responsible for their GEPIR node and quality of data, three areas have been identified, resulting in an effort to improve:

- Conformance to the GEPIR specification (MO and GS1 GO GEPIR Hosting Services)
- Attribute level data quality
- GEPIR network service levels

#### **For additional information, contact Sean Lockhead:**

[sean.lockhead@gs1.org](mailto:sean.lockhead@gs1.org)





### **New version of Object Name Service standard completes prototype testing**

*Standard expected to be published in 2012*

The members of the Federated Object Name Service Mission-Specific Working Group have been working hard to expand the existing EPCglobal Object Naming Service (ONS) standard. The new standard has three goals: federation beyond the confines of its current single node at onsepc.com, addition of bar code support, and flexibility in defining services discoverable through ONS.

The new version of ONS would allow Member Organisations and other interested companies to dynamically define services of their own that can be deployed globally without having to go through the standards development process for each and every service.

For example, ONS enables discovery of mobile commerce data for those interesting in providing information to the consumer at point of purchase and it enables anti-counterfeiting by providing a direct connection to the brand owner for verification of authenticity.

The proposed ONS standard has just completed prototype testing and we expect working group approval in early September.

**Watch for future editions of this newsletter for confirmation that this standard has been published [www.gs1.org/gsmg](http://www.gs1.org/gsmg)**

**Questions about ONS? Contact Mark Frey**  
[mark.frey@gs1.org](mailto:mark.frey@gs1.org)

### **GS1 standards for components and parts**

*Gearing up to meet the needs of a new sector*

Several major manufacturers from the automotive sector have expressed an interest in using GS1 standards to be able to uniquely identify components and parts used to build or assemble cars and trucks.

In response, GS1 created a Component and Parts Identification Mission-Specific Working Group within the GS1 GSMP.

This group has already developed and had approved a comprehensive set of business requirements. The solution now under development is expected to include a

new standard identifier for components and parts, as well as a standard way to represent the identifier in bar code and RFID/EPC formats. We hope to release this standard before the end of 2012.

Although the initial demand came from the automotive sector, the solution is being designed to fit the demands of any sector where similar business processes are used. Indeed, many industries need to manufacture and trade items identified by the components or parts assembler or by the original.

GS1 standards can be used to uniquely identify components and parts used to build or assemble cars and trucks



### GS1 sponsors Automatic Identification & Data Capture (AIDC) event

*Professors and businesspeople learn about AIDC technology and applications*

In July 2012, GS1 sponsored the 24th offering of the Automatic Identification and Data Capture Technical Institute (AIDCTI). Held at the Russ College of Engineering and Technology of Ohio University in the United States, this

week-long educational event allows university professors and business professionals to learn about AIDC technologies and their applications.

The 2012 session of the Institute was qualified by its organisers as a resounding success. More than 40 participants attended classroom sessions and engaged in hands-on labs dedicated to all of the major AIDC technologies.

Participants return to their universities and offices with a vastly increased understanding of AIDC and fully up-to-date knowledge of the latest developments and possibilities.

GS1 subject-matter experts were among the speakers. Chuck Biss, Scott Gray, Andrew Hearn, Greg Rowe and Frank Sharkey, all from the GS1 Global Office, engaged attendees with GS1's experience and insight on AIDC, and presented some of the real-world challenges involved in maintaining global standards in today's rapidly and constantly changing world.

"It really gave me valuable knowledge, both in class and in labs where we saw how things really function.

The discussion among participants also gave me insight and ideas."

Feedback from a 2012 GS1 Member Organisation participant





**Are you involved in the  
fresh food supply chain?**

## **Specific solutions** for specific needs

### **Get support deploying GS1's new Fresh Food standards**

#### *GS1 DataBar makes Fresh Food safer*

With between 50-60% of sales in a supermarket being derived from the perishable category, it is estimated that between 5-7% of perishables are lost to poor management. This means that food shrinkage and waste can cost retailers up to 4% of their overall revenue, according to Planet Retail's white paper, "The Challenge of Food Waste".

With a full set of Fresh Food Standards and Allocation Rules now available, GS1 Member Organisations around the world are focused on supporting implementation efforts so that more and more retailers and producers can deal with product identification, expiration dates, and lot numbers, all of which enhance the management of their fresh foods departments.

And we haven't stopped there: The Fresh Food Industry Group is currently developing implementation guides for the fruit & vegetable sector and identifying business needs and requirements for the meat, poultry and seafood sectors

If your business plays a part in the fresh food supply chain, be sure to connect with your local GS1 Member Organisation (MO) to find out how you can increase both efficiency and consumer safety, all while reducing the amount of fresh food that spoils while sitting on the shelf unpurchased.

#### **Get the latest GS1 Fresh Food Standards and Implementation Guides**

[www.gs1.org/gsm/kc/fresh\\_foods](http://www.gs1.org/gsm/kc/fresh_foods)

#### **Find the GS1 MO nearest you**

[www.gs1.org/contact](http://www.gs1.org/contact)



# Specific solutions for specific needs

## B2C Trusted Source of Data standard close to completion

### *Solution motioned to Community Review*

To enable GS1 members to share accurate information about their products with consumers in the digital world, GS1 is building the Trusted Source of Data (TSD) framework.

The Mission-Specific Working Group in charge of this framework has recently motioned the draft solution to Community Review. The group also plans to conduct some prototype testing between data aggregators that will improve the quality of the standards and facilitate the global launch of the Trusted Source of Data framework in 2013.

In 2014, the European Union will deploy regulations regarding information made available about food sold online. The GS1 Trusted Source of Data can help companies provide this information

The solution has two main components:

1. A standard data model focusing on basic and nutritional product information, but with the flexibility to easily add additional information in the future
2. Messaging standards to allow data aggregators to communicate with each other via an "index" that will show which aggregator holds trusted information for a given product.

Once the TSD framework is in place, companies will be able to publish information in one place and have it be accessible by apps and websites all over the world. Brand-owners can share relevant product information easily, thus building trust with consumers. Mobile and web app providers can ensure they are delivering authentic data, and so increase the quality of the service they enable.

And perhaps most importantly, consumers can feel confident that the digital product information they access is accurate, no matter how or where they engage with products.

**Read the Executive Summary of the Trusted Source of Data Pilot** [www.gs1.org/docs/b2c/GS1\\_TSD\\_Pilot\\_Report\\_Summary.pdf](http://www.gs1.org/docs/b2c/GS1_TSD_Pilot_Report_Summary.pdf)

**Read the full Trusted Source of Data Pilot Report** [www.gs1.org/docs/b2c/GS1\\_TSD\\_Pilot\\_Report.pdf](http://www.gs1.org/docs/b2c/GS1_TSD_Pilot_Report.pdf)

**Stay up to date about all of our B2C projects and activities** [www.gs1.org/b2c](http://www.gs1.org/b2c)

## Digital Coupons standard published

### *GS1 at the service of today's connected consumer*

One of GS1's key priorities for the year ahead is to help manufacturers, retailers and application providers engage with today's "connected" internet consumer. In light of that, we are particularly pleased to announce the publication of a new GS1 standard for digital coupons.



Coupons for smartphones and tablets have been around for years. However, because they were not based on global neutral standards, they created a headache for companies and frustration for shoppers.

The 56 companies participating in the GS1 GSMP B2C Digital Coupons Mission-Specific Working Group (including retailers such as Best Buy, Carrefour, Metro, Moorfields, Target, Tesco, and Wegmans) set out to resolve these problems.

The new GS1 Standard was approved in May 2012. It has three main elements:

1. The Global Coupon Number (GCN), a GS1 ID Key comprising an identifier of a coupon offer and an optional serial number to identify coupon instance
2. A process standard for digital coupon management, which promotes the use of GTIN to identify products linked to coupons
3. A standard data model to support B2B and B2C communication in the digital coupon management process

## Did you know?

47% of adult internet users in the USA redeemed an online coupon or code in 2011, according to eMarketer

**Download the Digital Coupon Management Standard** [www.gs1.org/gsm/kc/b2c](http://www.gs1.org/gsm/kc/b2c)

**Questions about implementation of the standard or next steps for deployment?**

**Contact Cameron Green** [cameron.green@gs1.org](mailto:cameron.green@gs1.org)

# Specific solutions for specific needs

## Zoom on GS1 in Transport & Logistics

### *Concrete business benefits for this sector*

After many years of being primarily focused on the consumer goods sector, we have in the last several years stepped up our efforts to develop specific standards and solutions that meet the needs of other industry sectors and their supply chains.

Transport and logistics is one of these sectors. Indeed, our work in this area has taken great leaps forward in recent years. Many real-world case studies now demonstrate the concrete business benefits GS1 standards can bring to suppliers, retailers, logistic service providers and freight transporters who wish to ensure real-time visibility, boost interoperability and reduce costs.



### *Which GS1 ID Keys to use?*

A variety of guidelines to support the transport and logistics sector are today being prepared within the GS1 Global Standards Management Process, including a guideline to clarify which GS1 Identification Keys are appropriate for use in asset management, logistics unit management or transportation groupings.



## Did you know?

Companies with a 75% or greater implementation rate of GS1 Serial Shipping Container Codes (SSCC) had 50% fewer days of raw material inventory cover than companies with less than 75% of their logistics units identified by a GS1 SSCC.

Source: 2011 Consumer Goods Forum Global Scorecard

### *GS1 eCom XML messaging standards in T&L*

We are also working extensively on gathering business requirements and developing solutions for adapting GS1 eCom XML business messaging standards to be used in the transport and logistics sector.

Already published and ratified are GS1 eCom XML messages for Transport Instruction and Response, Transport Status, Pick-up & Drop-off and Transport Capacity Requirements, Plan, Booking & Response.

A message for Warehousing Inbound and Outbound Processes is currently in eBallot to approve the identified business requirements; and one for Warehousing Inventory Management is almost ready for Community Review.

We recently published an Implementation Guide for the use of GS1 eCom XML Transport Instruction and Response messages.

Stay up to date on our activities in this sector at [www.gs1.org/transportlogistics](http://www.gs1.org/transportlogistics)

### **Logistics Service Providers and other T&L Stakeholders:**

A Working Group is currently forming to develop a guideline on implementing GS1 Keys to identify shipments and assets in a transportation environment.

#### **Join us!**

Contact Michael Sarachman for details  
[michael.sarachman@gs1.org](mailto:michael.sarachman@gs1.org)



# Specific solutions for specific needs

## The “Level Below Each” in healthcare

*Progress continues on identifying and marking trade items below the “each” level*

The lowest level of packaging currently supported by GS1 Identification is traditionally referred to as the “each” level. A “Level Below the Each” is where items are regularly packaged and need to be identified below what commonly would be regarded in some supply chains as the “lowest packaging level” of a trade item.

In Healthcare, for example, lower levels of packaging exist that require identification such as a single-packed catheter or the individual blister cell from a multi-cell blister card that might be used in scanning at the bedside or in the operation theatre.

Adapting the GS1 System to enable identification of levels below the traditional “each”

The GS1 GSMP Level Below The Each Mission-Specific Working Group (MSWG) was formed to address the business needs supporting the inclusion in the GS1 system of levels below the traditional “each”. The MSWG is also working to provide clear and consistent guidance on “Level Below the Each” identification and marking for use across the spectrum of GS1 Healthcare sector solutions.

This MSWG recently completed its Business Requirement Analysis Document and is now working on developing the solution design. Their goal is to have a ratified standard by the end of June 2013.

Are you interested in this standard? Join the MSWG! We hold telephone meetings the 2nd and 4th Thursday of the month at 7:30am EST.

For more information contact Mike Mowad  
[michael.mowad@gs1.org](mailto:michael.mowad@gs1.org)

## Help us meet the new needs of the healthcare sector

*Join the AIDC Healthcare Application Standard Updates Mission-Specific Working Group*

Many of the rules that govern the GS1 System and in particular the allocation of GS1 Global Trade Item Numbers (GTINs) were first developed years ago with the consumer goods sector in mind. Today, not only does GS1 bring benefits to many other industry sectors, but the world in which we all live and work has changed significantly. Our body of knowledge about standards use is changing. We are constantly working to ensure the GS1 System follows the changing needs of our users.



One concrete example of this concerns the re-use of GTINs. Currently, our GTIN allocation rules state that once a product is obsolete for a given amount of time, its GTIN can be disassociated from it and re-used, even for a completely different product.

However, in the healthcare sector, it is often quite important that a GTIN be permanently associated with the item it identifies – for example, a GTIN that identifies an implanted orthopedic device.

A Mission-Specific Working Group (MSWG) has been assembled with the GS1 GSMP to identify how best to change the GS1 System so that the identification of certain healthcare items is permanent and never reusable. Requirements will be published for Community Review at the end of 2012.

The MSWG is also studying ways to identify “kits” in the healthcare sector, such as surgical kits which are composed of certain specific pieces of medical equipment things for one doctor and different items for another doctor in the same hospital.

**Read more and join this MSWG**

[www.gs1.org/gsmc/community/working\\_groups/gsmc#AIDCASU](http://www.gs1.org/gsmc/community/working_groups/gsmc#AIDCASU)

**Contact Michael Sarachman, the Standards Development Leader** [michael.sarachman@gs1.org](mailto:michael.sarachman@gs1.org)

### Striving to meet pedigree regulation requirements in pharmaceuticals

*Join the GSMP Pedigree Security, Choreography & Checking Service Mission-Specific Working Group*

We have issued a call to action seeking participants in a Mission-Specific Working Group on Pedigree Security, Choreography and Checking Service.

This group will develop standards to allow pharmaceutical supply chain parties to meet pedigree regulation requirements by gathering and checking pedigree event data. Standards will also address data confidentiality and security. The standard would likely be in the form of a security framework applicable to EPCIS and pedigree checking services.

To launch this group, we need participation from trading partners from all sides of this trading relationship, as well as subject matter experts that have familiarity with security frameworks for networked information systems, authentication techniques and standards (e.g. SAML), access control techniques and standards (e.g. XACML), and/or current and upcoming regulations for traceability (e.g. pedigree, authentication).

Does this sound like you?  
Then please join us!

**Read more and join this group**  
[www.gs1.org/gsmc/community/  
working\\_groups/gsmc#PEDSECCHO](http://www.gs1.org/gsmc/community/working_groups/gsmc#PEDSECCHO)

**Contact John Ryu, the Standards Development Leader**  
[john.ryu@gs1.org](mailto:john.ryu@gs1.org)

## Specific solutions for specific needs

### EPC brings concrete benefits to apparel, fashion & footwear

#### *Item-level RFID tagging is a key differentiator*

The recent success of an industry event devoted to item-level tagging is yet another sign of the way EPC/RFID is proving appealing to the apparel and footwear business sector.

Organised by GS1 Hong Kong in partnership with GS1 US and the RFID Research Center of the University of Arkansas and held in August 2012 at the Hong Kong Convention & Exhibition Centre, the **Apparel Item Level Tagging Forum** reunited close to 140 delegates from 67 companies representing apparel manufacturing, sourcing offices, fashion retail stores, logistics firms, and supply chain and distribution specialists. Thirteen presentations and an engaging panel discussion all contributed to supporting the forum's theme of "Winning the Apparel Value Chain from Source to Store."

Item-level EPC/RFID tagging enables inventory tracking accuracy, efficiency, lower return costs, and better

Item-level EPC/RFID tagging enables inventory tracking accuracy, efficiency, lower return costs, and better information.

information flow for manufacturers. For retailers, the improved productivity it provides boosts sales and streamlines returns. For consumers, it contributes to in-stock availability and the assurance of having authentic brand-name products.

In light of the increasing interest in this field, the GS1 Standards Event in Dublin added a special GS1 Apparel, Fashion & Footwear (AFF) Discussion Group to the agenda, to offer a platform for the AFF sector to share experiences and ideas about the deployment of EPC/RFID, to discuss GS1 standardisation activities and to learn about new initiatives in this sector.

**Interested in learning more about how EPC/RFID could benefit your apparel sector activity? Contact your local GS1 Member Organisation, or send a mail to Enzo Blonk [enzo.blonk@gs1.org](mailto:enzo.blonk@gs1.org)**



### EPCglobal, Inc. Board of Governors expanding

*New Board members reflect broader scope of EPC/RFID applications*

In the past several months, the EPCglobal Board of Governors has elected five new Governors:

#### Bill Connell

*Senior Vice President of Logistics and Operations at Macy's*



Bill has been instrumental to Macy's decision to a broad rollout of Item Level Tagging based on EPC/RFID. He has been at Macy's for more than 30 years in a number of senior management roles in logistics, store operations, finance, merchandise information systems and loss prevention. He is also a member of the VICS Item Level RFID Advisory Board and is Co-Chair of the Outreach and Communications Committee.

#### N. Arthur Smith

*CEO of GS1 Canada*



Art is President, CEO and Founder of GS1 Canada and EPCglobal Canada. He has long been engaged with EPCglobal, starting with the MIT Auto ID Labs and then serving as the first Chair of the EPCglobal Business Advisory Committee and Chair of EPCglobal Strategic Planning Committee. Art is also Co-Chair of VICS Item Level RFID Initiative Outreach Committee and the VICS Item Level RFID Initiative (VILRI).

**Deutsche Post DHL**

#### Valerie Hoge

*Vice President Consumer, Life Sciences & Healthcare at Deutsche Post/DHL*

Valerie has over 25 years of experience in both the automotive and grocery industries, primarily in the areas of Supply Chain, Information Technology and Sales. Deutsche Post/DHL, the world's leading mail and logistics group, was a transport and logistics pioneer in using EPC/RFID, and is today a cutting-edge leader in the sector.



#### Joachim Wilkens

*Unit Leader Supply Chain Development at C&A Group*

Joachim leads a C&A initiative to use EPC/RFID data to boost accuracy in inventory management. C&A uses EPC/RFID for both Electronic Article Surveillance (EAS) and Inventory, and targets item-level tagging of 30% of apparel items in all stores the end of 2012, increasing to at least 71% after that. Joachim considers it crucial to build solutions on existing standards to avoid unnecessary complexity and costs.

**GERRY WEBER**

#### Christian von Grone

*CIO of Gerry Weber International*

Christian had a key role in one of the apparel industry's breakthrough projects in this area: in 2009, Gerry Weber was the first company anywhere in Germany to employ RFID for article surveillance. Christian and his team oversee the tagging of millions of articles of clothing with a single RFID-enabled label that simultaneously provides fabric care instructions, goods tracking and accounting and inventory support.

It is worth noting that three of these new Governors represent the apparel sector, a sure sign of the massive adoption and widely recognised benefits of EPC/RFID in this area.

We are delighted to have such a strong team to lead EPCglobal and we thank them all for their service and guidance.

**View the complete list of all Governors on the Board of EPCglobal, Inc.:**

[www.gs1.org/epcglobal/about/governance](http://www.gs1.org/epcglobal/about/governance)



## Get **involved!**



The GSMP brings together users from all industries and from everywhere in the world to develop and implement supply chain standards: Join us, and be part of the group of volunteers who make what we do possible.

To find out about the Mission-Specific Working Groups and the Standards Maintenance Groups that are currently available and to read about what they will be working on, visit [www.gs1.org/gsmg/groups](http://www.gs1.org/gsmg/groups)



### **Save the date**



#### **GS1 Standards Event Spring 2013**

18 –22 March 2013  
Dallas, Texas, USA

Watch for details on [www.gs1.org/events](http://www.gs1.org/events)

#### **GS1 STANDARDS & SYSTEM DEVELOPMENT NEWSLETTER IS A PUBLICATION OF:**

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