



The Global Language of Business

## Pilot Programme

# GS1 Trustmark

December 2016 – December 2017

### Who is GS1?

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GS1 is a not-for-profit international association that provides standards for efficient business communication. Our best-known standard is the barcode. Find out more at [www.gs1.org](http://www.gs1.org).

### What is the GS1 Trustmark?

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The GS1 Trustmark is a visual symbol that differentiates information coming from brand-owners from other sources. It can be visible anywhere where information about a product is displayed to consumer digitally (usually in mobile apps and on e-commerce websites).



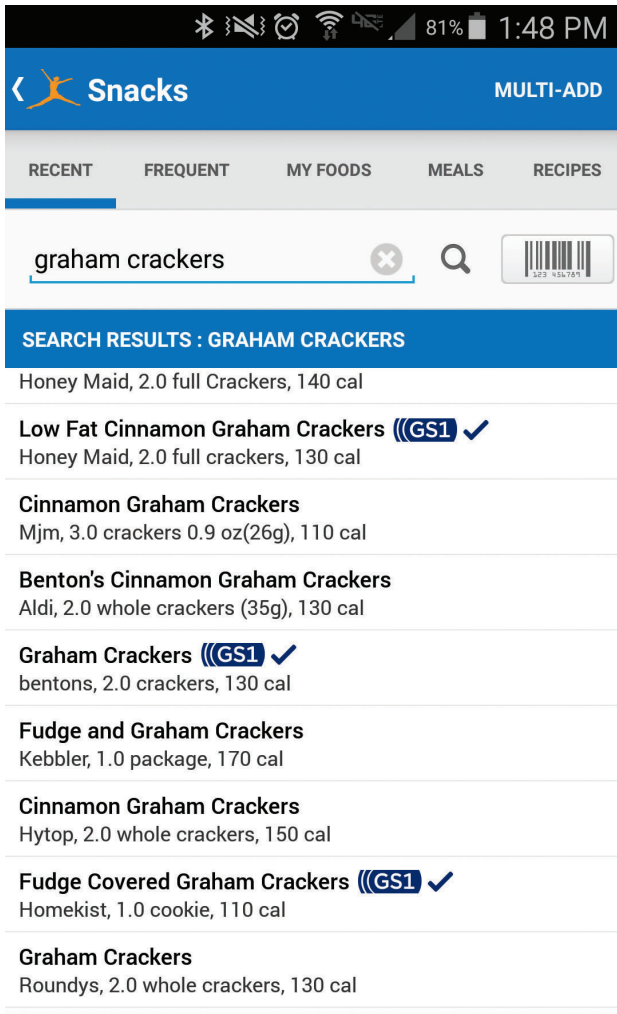
Through standards, certification procedures and agreements on the use of our GS1 Trustmark, we make it possible for brand-owners to communicate information about their products online in a way that ensures that this information is not altered in any way when it reaches the consumer.

### What are the pilot objectives?

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The objectives of the pilot are to establish:

- value propositions for consumers and businesses
- best practices for mobile/website developers
- best practices for 3rd parties and aggregation services



## What are the benefits of participating in the pilot?

By participating in the pilot you will gain first-mover status in this exciting new area covering:

- Importance and value of trusted product data for consumers
- Automated inclusion of trusted product data streams in apps

## How to participate

Participating in the pilot is easy. Simply follow the steps below:

1. Indicate your interest in participating by emailing [cameron.green@gs1.org](mailto:cameron.green@gs1.org)
2. Sign the pilot participating agreement

Your GS1 member organization contact will then help you get started.

## Additional information

- GS1 Trustmark consumer-facing page: [www.gs1.org/trustmark](http://www.gs1.org/trustmark)
- How the GS1 Trustmark works: [www.gs1.org/trustmark\\_demo](http://www.gs1.org/trustmark_demo)
- GS1 Trustmark consumer-facing video: [www.gs1.org/trustmark\\_video](http://www.gs1.org/trustmark_video)

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