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### **Animal Health Industry to adopt EAN.UCC identification system for traceability**

GS 1 (formerly EAN International), a leader in facilitating efficient international business, has the pleasure to announce that the International Federation for Animal Health (IFAH) has endorsed the EAN.UCC standards as a unique identification system for animal health products worldwide.

IFAH members have agreed on using a two-dimensional EAN.UCC bar code (Data Matrix ECC 200). This industry initiative will first be introduced in Europe where the members of IFAH represent 95% of the market. This extended trial is scheduled to last three years, after which the EAN.UCC identification system will be rolled out globally, as a function of local requirements.

The EAN.UCC System is acknowledged by the animal health industry as global standard that is accepted worldwide. The system allows each product batch to be followed throughout the supply chain using an optical, machine-readable bar code, enabling traceability for animal health products from production to application.

Additional benefits for the animal health industry include, that the chosen standard is not only small, expandable and robust, but it also allows data to be efficiently and effectively encoded and read.

A recent IFAH Press Release reports Patrick James, President of IFAH, as stating: “ I am delighted at IFAH’s decision to adopt this unique identification system for animal health products. The technical solution chosen is applicable worldwide and be easily implemented globally.” He added: “The animal health industry, the users of its products and the Authorities will certainly see the benefits of this initiative. This is the act of a responsible industry and clearly demonstrates our willingness to facilitate the traceability of animal health products.”

Miguel Angel Lopera, GS 1’s Chief Executive Officer, in welcoming the move, said: “I’m delighted that EAN.UCC standards have been adopted in support of such an important industry initiative. Traceability of veterinary medicinal products responds to consumer’s requirements for transparent information throughout the food supply chain.”

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## NOTES FOR EDITORS

### ABOUT GS1:

The mission of GS1 and the Member Organisations is to create open, global, multisectoral standards based on Best Business Practices, and by driving their implementation, play a leading role in Supply & Demand Chain Management improvement worldwide

GS1 has member organisations in 101 countries. The EAN•UCC System is an integral part of the way business is conducted worldwide. Today, over one million member companies in 155 countries use EAN•UCC standards as part of their daily business communications, representing over 5 billion scanning transactions a day. The supply chain solutions offered by the EAN•UCC System include globally unique identification codes, data transport media and electronic commerce and communications standards. These tools support established industries as well as emerging markets.

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