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***For Immediate Release***

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## **GS1 BarCodes Announces Global Adoption of Reduced Space Symbology**

***New, Smaller Bar Code Carries More Data; Second Time in GS1 History a Bar Code is  
Approved for Global Trade Item Identification; New Identification Solutions for Fresh Foods***

**BRUSSELS, Belgium – June 12, 2006** – GS1, a not-for-profit standards organization, today announced a global sunrise date of Jan 1, 2010 for a new bar code called Reduced Space Symbology (RSS). This marks the first time since the EAN/UPC bar code was adopted that GS1 has endorsed a bar code for global, open (unrestricted) trade item identification. Today's announcement follows a compelling business case review by a global task force comprising retailers, fast moving consumer goods manufacturers, pharmaceutical companies, GS1 member organizations (MOs), and trade associations.

While EAN/UPC will remain useful for product identification, RSS enables expanded bar code implementation by meeting the objective of identifying small items and carrying more information than the current EAN/UPC bar code. With its smaller size, RSS will enable GTIN identification for hard-to-mark products like fresh foods increasing shrink reduction and category management. RSS's ability to carry GS1 Application Identifiers like serial numbers, lot numbers, and expiration dates opens the door to identification solutions supporting product authentication and traceability, product quality and effectiveness, variable measure product identification, and couponing. EAN/UPC will continue to be used for the foreseeable future as the decision to adopt RSS for existing applications will be made by brand owners.

"This announcement marks a major milestone for GS1. With RSS and the GS1 Application Identifier System available in trade item scanners, GS1 will extend the more than 30 years of consumer benefits delivered by EAN/UPC" said Scott Gray, Business Manager, GS1 Global BarCodes.

The adoption date of 2010 sets the goal for bar code systems to be capable of scanning RSS bar codes and processing GS1 Application Identifiers. Separate dates will be set for the use of the additional data for new application areas by global standards work groups. Initial priorities were established for identification of fresh food, variable measure, and pharmaceutical products sold at retail. In addition, research areas will be supported such as boosting GS1's variable bar code printing technology knowledge and expert network.

"The cost of processing information has been reduced dramatically since EAN/UPC was introduced" said Alan Haberman, RSS Task Force Chair. "EAN/UPC gave us reach, the ability to share it to the widest audience. Today, processing power, the Internet, and expanded product identification tools like RSS and EPC will expand the reach of EAN/UPC to once unimaginable levels of richness and change the relationship of the trade off between them."

"RSS is a natural complement to the GS1 System and sends a clear signal for scanner implementation worldwide" said Miguel Lopera, President and CEO, GS1. "RSS, like EPC, can carry GS1 Application Identifiers and provide GS1 with options to deliver integrated benefits based on what is needed."



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**About GS1 BarCodes.** *GS1 BarCodes, a Business Unit within GS1 is entrusted by industry to establish and support global standards for real-time, automatic identification in the supply chain of GS1 Members anywhere in the world.*

**About GS1.** *GS1 is the global not-for-profit organisation that creates, develops and manages GS1 standards. These are open, global, multisectoral information standards, based on best business practices. By driving their implementation, GS1 and its Member Organisations play a leading role in supply and demand chain management improvement worldwide. For more information on GS1, please visit: [www.GS1.org](http://www.GS1.org)*

*To find more information on RSS, visit <http://www.gs1.org/productssolutions/barcodes/>  
To send comments, contact [RSS2010@gs1.org](mailto:RSS2010@gs1.org)*