



**For Immediate Release**

**24 March 2006**

## **GS1 and GCI Extend Standards to Meet the Needs of Upstream Integration**

Miguel Lopera, President and Chief Executive Officer of GS1, announced today the release of a complete set of GS1 standards designed for the specific needs of upstream suppliers of ingredients, raw materials and packaging.

Suppliers and manufacturers jointly developed the Upstream Integration Model (UIM) under the umbrella of the GCI Global Upstream Supply Initiative (GUSI) and fully support it.

The standards are the fruit of the collaboration between GS1 and GUSI, and are based on the UIM. They come in complement to the existing GS1 XML standards already available for retailers and manufacturers around the world and extend the benefits of standardisation to include upstream.

These standards support the most frequent business processes used by upstream suppliers and their trading partners, enabling them to exchange information smoothly. The focus is on real-time data exchange, instead of the "batch" exchanges that were used in the past.

Implementing the Upstream Integration Model together with these newly released GS1 Standards will result in a highly optimised process and bring a wide variety of benefits, including improved levels of service, reduced inventory and lower administration, production and transportation costs.

GUSI Co-chairman Garry Haworth, Head of eBusiness for the Nestlé Group, says, "Doing what we have done has not been easy, especially as this was the first upstream standards initiative. The support of GCI and GS1 has been critical for success. We now have a well thought-out set of standards and are well into implementation mode. It is important to note that the benefits of this solution do not only occur in the upstream, they also flow to the downstream where customers and consumers are also beneficiaries."



GUSI Co-Chairman Roland Dachs, Vice President, Logistics & Planning for Crown Europe, adds "With the GCI Upstream Model successfully developed by upstream manufacturers and suppliers as an industry integration solution built on common processes, we now very much welcome the release of the associated GS1 Standards. They complement the model well, and together will enable scaled benefits for trading partners."

GS1 President and Chief Executive Officer Miguel A. Lopera applauds the work that has been accomplished, adding "The Upstream Integration Model is a much better scenario for exchanging information between trading partners than in-house proprietary solutions. GS1 Standards will allow manufacturers and suppliers to implement this model with less effort, and to more quickly unlock the full potential of its benefits."

The **GCI Global Upstream Supply Initiative** (GUSI) provides the platform for industry partners to get together and work on the definition and implementation of the processes for Upstream Integration. **GS1** worked with an industry requirements team on the development of the necessary communication standards to enable these processes.

Companies committed to GUSI include Ajinomoto, Alcan, Crown Europe, Dow Corning, Firmenich, Groupe Danone, Henkel, IFF, Nestlé, Novozymes, Philips, P&G, Sara-Lee, SCA, Smurfit Kappa Group, Symrise, Tetra Pak, Unilever, Van Genechten Packaging.

*For more information, please contact:*

**GS1**

Contact Miodrag Mitic, General Manager, GS1 Solutions by e-mail at [miodrag.mitic@gs1.org](mailto:miodrag.mitic@gs1.org)

**GCI**

Contact Ruediger Hagedorn, Senior Business Consultant, GCI by e-mail at [Ruediger.Hagedorn@gci-net.org](mailto:Ruediger.Hagedorn@gci-net.org)



### **About the Global Commerce Initiative (GCI)**

The Global Commerce Initiative (GCI) was established in October 1999 as a voluntary platform. Its objective is to improve the performance of the international supply chain for consumer goods through the collaborative development of best practices and the implementation of global recommended standards.

It is a network created by the member companies and sponsors to simplify global commerce and link the value chains to improve consumer value.

GCI operates through an Executive Board composed of senior representatives of about 40 companies drawn equally from manufacturing and retailing that do business across continents or via global supply chains.

GCI operates in partnership with eight organisations - regional ECR Initiatives and VICS, four trade associations (AIM, CIES, Grocery Manufacturers Association (GMA), FMI (Food Marketing Institute (FMI)) and the standards organisations GS1 and GS1 US - representing more than 1 million companies in the world.

For more information about the Global Commerce Initiative, please visit our website at [www.gci-net.org](http://www.gci-net.org).

### **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, 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 101 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)