What is GS1?

An Overview
May 2008
Background: What are standards?

Standards are agreements that structure any activity or any industry.

They may be rules or guidelines that everyone applies.

They may be a way of measuring, or describing, or classifying products or services.
When there are no standards...

There are no global standards for shoe sizes!

So companies must...

• Mark the same shoes differently for different countries
• Specify the right size reference on purchase orders, invoices and delivery slips
• Pay extra attention to region-by-region specificities

Result? Extra costs passed on to consumers...!
And shoes are a simple example!

Without standards, business processes would be very complex, especially for companies that manufacture products from a large number of components coming from different places…
Standards play an important role

Standards are the foundation for clear, understandable exchanges between companies in an increasingly globalised economy.

Standards help keep costs down for everyone.
GS1: A global system of standards

GS1 designs and implements a global system of supply chain standards

GS1 standards provide a framework that allows products, services, and information about them to move efficiently and securely for the benefit of businesses and the improvement of people’s lives, everyday, everywhere.
GS1 brings together companies representing all parts of the supply chain. Manufacturers, distributors, retailers, hospitals, transporters, customs organisations, software developers, local and international regulatory authorities, and more work together under our leadership to create standards.
GS1 standards are used by...

- Big multinational chains
- Small corner shops
- World famous brands
- Individual craftsmen
Used by millions of companies

108 Member Organisations.
150 countries served.
2,000 people helping us.
Helping businesses work more efficiently

GS1 BarCodes: The most well-known and universally recognizable GS1 standard.

Businesses and organisations around the world use them to automatically identify products, pallets and places, and manage their supply chains more efficiently.
Enabling new services for consumers

We’re always trying to create a better experience for businesses and shoppers.

The new GS1 DataBar is smaller than its predecessor, and yet it can contain more information, like “best-before” dates and discount coupon details.
Better visibility throughout the supply chain

GS1 EPCglobal® standards put RFID technology to work for businesses and for people.

With GS1 standards encoded onto RFID tags, businesspeople can know not only what an item is, but also where it is now and where it has been before.

This means more effective and streamlined processes in a number of different sectors.
Improving patient safety and care

GS1 Healthcare: Helping the right patient get the right medicine at the right dose in the right way at the right time.

We bring together hospitals, pharmaceutical companies, medical device manufacturers, transporters, and more to develop standards that will help reduce medication errors and improve product traceability.
Combatting counterfeiting

Counterfeit handbags and watches are a problem. Counterfeit prescription drugs are a serious problem.

Luckily, GS1 standards are already playing a key role in the fight against counterfeiting in the pharmaceutical industry — and in many other fields as well.
Ensuring consumer safety

Where does the food your family eats come from? How did it get to your supermarket? What route did it take to get there?

The answers lie in traceability applications and systems, which need to know everything that happens, at every step of the way, from the farm to your kitchen table. GS1 standards make these systems possible.
Swift and smooth global communication … with less paper!

Business is global now: You need to be able to communicate with clients and partners around the world.

GS1 eCom standards provide clear guidelines for creating electronic versions of many business documents, enabling trading partners to smoothly exchange information electronically.

This means faster, better work … with less wasted paper!
Enabling new ways of working together

To work together, companies need to share accurate, properly classified data.

The GS1 Global Data Synchronisation Network (GDSN) enables companies who do business with each other to always have the same information in their systems.

Any changes made by one company are made available to all of the others who do business with them.
To succeed at projects like the ones described here, hundreds of stakeholders around the world need to come together.

That’s why there is an organisation like GS1.
Our mission

To be the neutral leader enabling communities to develop and implement global standards providing the tools, trust and confidence needed to achieve our vision.
Our four key product areas

- **Global standards for automatic identification**
  Rapid and accurate item, asset or location identification

- **Global standards for electronic business messaging**
  Rapid, efficient & accurate business data exchange

- **The network for global data synchronisation**
  Standardised, reliable data for effective business transactions

- **Global standards for RFID-based identification**
  More accurate, immediate and cost effective visibility of information
Working with GS1

If your company…

…needs a barcode number, or wants to set up a traceability program, or is wondering about the potential of RFID, or wishes to begin exchanging electronic invoices with a partner, or any of the many other solutions and services made possible by GS1 standards,

then simply contact GS1!
For more information:
www.gs1.org
Contact Details

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