GS1 Industry & Standards Event 2017
09-13 October 2017 – Brussels, Belgium
Transforming business together

Session: Apparel Industry Workshop
Time: October 11th, 2017 – 10:30 until 12:30

Who may attend: Everyone interested in Apparel/Fashion/Footwear
Speaker(s): Markus Mueller

Anti-trust caution

- GS1 operates under the GS1 anti-trust caution. Strict compliance with anti-trust laws is and always has been the policy of GS1.

- The best way to avoid problems is to remember that the purpose of the group is to enhance the ability of all industry members to compete more efficiently.

- This means:
  - **There shall be no discussion of prices, allocation of customers, or products, boycotts, refusals to deal, or market share.**
  - If any participant believes the group is drifting toward impermissible discussion, the topic shall be tabled until the opinion of counsel can be obtained.

- The full anti-trust caution is available via the link below, if you would like to read it in its entirety: http://www.gs1.org/gs1-anti-trust-caution.

Statement & reminder for seeking intellectual property information

- Relevant to the features of the specification that are being developed in this work group, if anyone has knowledge or information about intellectual property rights, such as, patents or patent applications; please promptly convey this information to the work group facilitator.

- The intellectual property rights can either be in development or owned by persons, companies or third parties within this work group or outside this work group.

- We do this under the guidance of the GS1 Intellectual Property Policy, so that GS1 can seek to avoid the uncertainty regarding intellectual property claims against the Specification.

Meeting etiquette

- **Meetings will begin promptly as scheduled**
- **Be present – avoid multi-tasking**
- **Avoid distracting behaviour:**
  - Place mobile devices on silent mode
  - Avoid sidebar conversations
- **Be considerate**
  - Avoid monologues
  - Keep comments concise
- **Respect work group decisions**
  - Avoid re-opening decisions unless there is a significant quality impact

- **Collaborate** in support of meeting objectives
  - Ask questions
  - Be open to alternatives
- Be **representative**
  - Avoid personal remarks
  - Do not speak for your company or community if you do not clearly understand their needs
  - Votes should reflect the needs of your company or community

GS1 Standards Event App – How to get it

1 Get the App by searching your App store for "GS1 Global Events" (If you already have the Global App due to attendance at the Global Forum or Standards Event, you do not need to do this)

2 Once you have the Global App on your mobile device, type GS1IS17 in the search box. Please click the orange (+) to activate the event within your application.

3 Login with the email address you used to register for the event:

Username: (your registered email)
Password: 2017

WiFi internet access

- Select "Crowne-Plaza-Free-Internet" and connect
- Password: 2017

Overview

1. **Intro: 6 major sector challenges** and its impact on GS1 Standards (Markus Mueller, GS1 Global Office)

2. **Images & Attributes** – Master Data are key to success in an Omni-channel world (James O'Sullivan, GS1 UK)

3. **Merchandise Visibility** at C&A (Joachim Wilkens & Hans-Peter Scheidt, C&A)

4. **Circular Logistics** – A need for more traceability? (Jan Merckx, VIL)

5. **EPCIS track & trace solution in Apparel** at TakaDance, (Kenichi Okumoto & Kohei Nohara, Daiwa Computer and Noriyuki Mama, GS1 Japan)

Intro:
6 major sector challenges
and their impact on
GS1 Standards and Solutions

Markus Mueller, Director Industry Engagement Apparel & GM
GS1 Global Office

The competitive landscape changes dramatically

Brand owners and retailers have been concentrating on **b2b efficiencies** in the past – as the competitive landscape changes dramatically they have to look at the **entire supply chain from manufacturer to consumer**

6 major sector challenges

Consumers demanding "Always On" shopping experience

Stock efficiency through increased visibility data

New fulfilment strategies constitute new sales channels

Consumer returns directly affect profitability

Traceability along increasingly complex supply chains

The common issue: master product data

Projecting challenges into GS1 world – How we intend to help the sector!

Extended masterdata & data quality

- Product images
- Attributes & marketing texts
- Big data, cursed shopping, chat bots

Unique identification & Smart Search

- Products sold online need unique ID keys
- Content on the web cannot be removed
- Product lifecycle extends (ThredUp etc.)

EDI & RFID Downstream & Upstream

- Automated production and packaging
- Component identification, e.g. organic cotton fabrics
- Visibility Data within Supply Chain

Traceability & Sustainability

- Anti-counterfeit
- Product safety
- Sustainability & Corporate Social Responsibility

2. **Images & Attributes** –
Master Data are key to success in an Omni-channel world

James O'Sullivan, Industry Engagement Manager Apparel, GS1 UK

3. **Merchandise Visibility** at C&A

Joachim Wilkens, Head of Business Operations Solutions, C&A and Member of the GS1 Industry Engagement Steering Committee

Hans-Peter Scheidt, Unit Leader Supply Chain Development, C&A

4. **Circular Logistics** – A need for more traceability?

Jan Merckx, Project Leader, VIL

5. **EPCIS track & trace solution in Apparel** at TakaDance

Kenichi Okumoto, RFID Solution Dept. Manager, Daiwa Computer

Kohei Nohara, RFID Solution Dept. System Engineer Daiwa Computer

Noriyuki Mama, Senior Researcher, GS1 Japan

GS1 Xchange: Where collaboration meets community

GS1 Xchange is your new home for a variety of existing and future GS1 user communities.
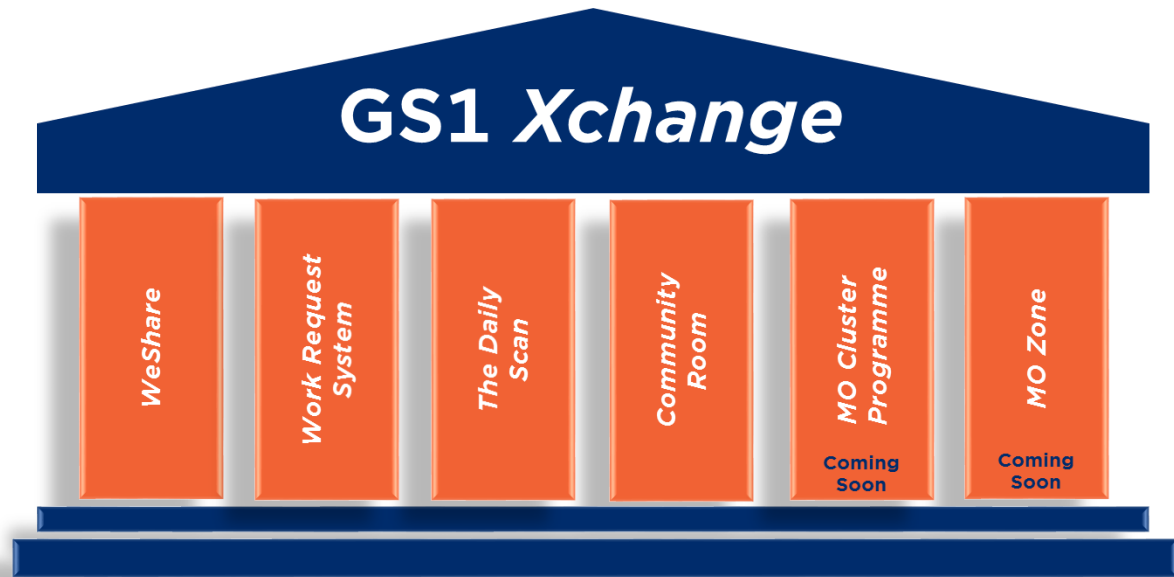
This new meeting space includes established communities such as the *GS1 Community Room* and *GS1 WeShare* portals, as well as new communities like the *GS1 Daily Scan-* your fresh source for up-to-date recent GS1 news and industry information.

User benefits include:

- Single sign-on
- Easy navigation between different communities
- Improved experience

Join today!
Xchange.gs1.org

GS1 *Xchange*

WeShare · Work Request System · The Daily Scan · Community Room · MO Cluster Programme (Coming Soon) · MO Zone (Coming Soon)

The Daily Scan: News you can use

Did you know? **The Daily Scan** is the new welcome page on the GS1 Xchange platform, providing you with up-to-date GS1 news and information.

Join us! Experience this modern approach to news, with cutting-edge features such as:

- Timely retail & standards' news for GS1 members
- Quick access to your GS1 portals
- News sorted & tagged by category
- Shareable & downloadable content through social media
- Translation function
- Weekly digest...and more!
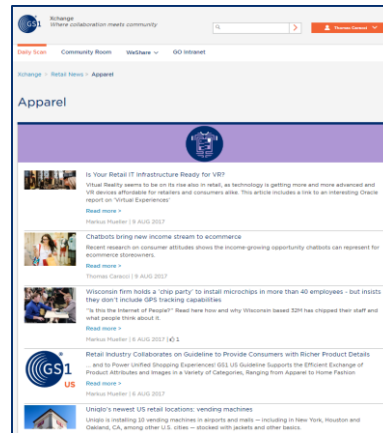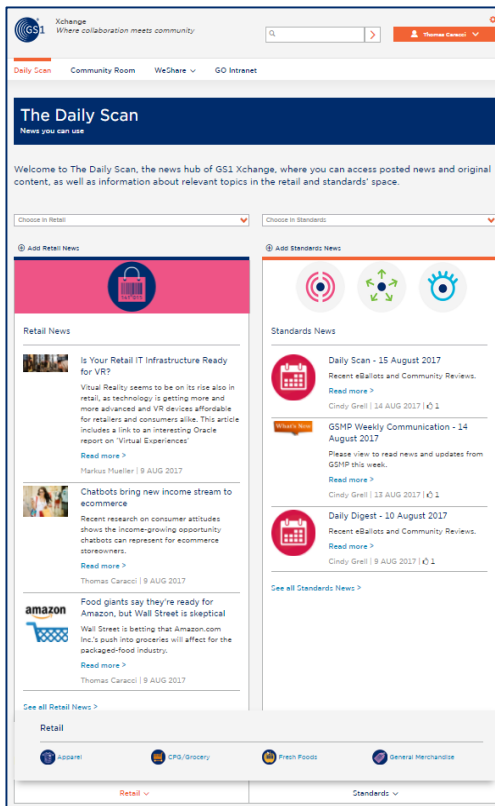
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