Alliance Programme

Progress Report

Al Garton
Alliance II Challenges
2005 SUNRISE – 10 YEARS PAST

• Acceptance of GTIN-13 (EAN-13) in the U.S.
  – *All* major retailers can scan and process EAN-13 at point of sale
  – *Some* small retail businesses may still be lagging (extremely small percentage) but the real problem is understanding terminology
  – *Some* Distributors are not familiar with terminology

• GS1 US is constantly fighting the education battle
BEST PRACTICES

• GS1 MOs should work together to continue the fight
  – When challenging the need for assignment of a U.P.C. Company Prefix, please provide the following to GS1 US:
    • Name of the company
    • Contact within the company
  – GS1 US will contact the U.S. company to confirm the need for assignment of a U.P.C. Company Prefix
QUESTIONS?

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