



# Alliance II Challenges



THE GLOBAL LANGUAGE  
OF BUSINESS

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# 2005 SUNRISE – 10 YEARS PAST

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- 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

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- 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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