Global Standards Management Process

High-Speed Barcode Printing

Mission-specific working group

Call to Action

What business challenges are being solved?

The GS1 System does not provide a consumer trade item barcode that can be printed at production speeds up to 1000 ppm. This project is designed to evaluate, for inclusion into the GS1 System, a barcode symbol known as DotCode, which was designed to be generated at very high production speeds. Permitting this barcode symbol to carry GTIN and GTIN attributes will enable industry to accurately identify and track products across supply chains where scanning capability exists or for where the scanning capability is explicitly planned to exist.

The work request that generated this Mission-Specific Working Group was submitted by GS1 and by GS1 in Europe in response to the near-term business challenge surrounding implementation of track-and-trace solutions to combat illicit trade in the tobacco industry.
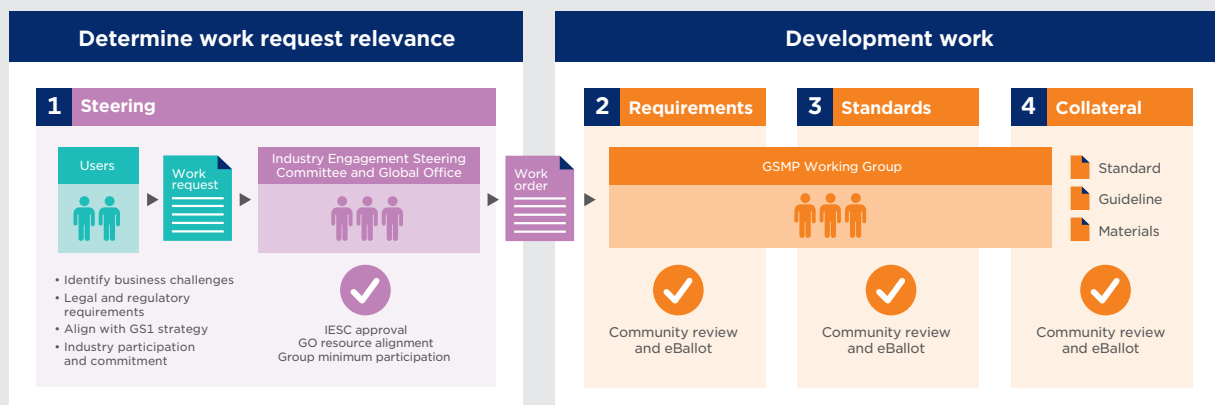
Background

The World Health Organization published the Framework Convention on Tobacco Control (WHO FCTC) and Protocol to Eliminate Illicit Trade in Tobacco Products. These are guiding documents that provide the basis for our leadership, development, and participation decisions in this Working Group.

In response to the WHO Convention, the European Union issued Directive 2014/40/EU, establishing tobacco-related product labelling requirements intended to enable product traceability throughout the supply chain. GS1 standards can address this challenge, but current GS1 barcodes can only support production speeds of up to 500 parts per minute (ppm) and some speeds reach 1000 ppm. Thus, there is a need to evaluate DotCode for inclusion into the GS1 System.

Industry participation and consultation between GS1 Member Organizations and national parties is needed to help to ensure GS1 standards can meet regulatory traceability requirements while providing for cross-border interoperability.

The GSMP is a community-based forum for businesses facing similar problems to work together and develop standards-based solutions to address them. Active GSMP participants represent industries ranging from retail and consumer goods to fresh foods, healthcare, transport and logistics, government and more—a healthy mix of business and technical people from nearly 60 countries.

4-step consensus-driven process

Impact

Implementing these standards could help industry meet regulatory challenges and provide traceability for all tobacco products (including those produced via high speed production processes).

Why is this work needed?

New standards will enable industry to offer holistic, interoperable solutions that utilise the GS1 System where current barcode production capabilities are insufficient and where industry agreement is reached to utilize the new capability.

Working group objectives

This initiative aims to develop a new GS1 Application Standard and approve an additional barcode symbology. Where adequate scanner deployment exists or is planned to exist on a documented timeline, these new standards would enable GS1 members to print barcodes carrying GTIN and dynamic data (e.g., date, serial number) at twice the production speeds possible with existing GS1 barcode symbols.

Initially, this DotCode application standard will be limited to niche supply chain applications, since few deployed scanners can scan this symbology and the symbology is undergoing revisions. This standard may be extended to additional applications after symbol revisions have been tested and a sufficient business case is created by industry.

Who should join this working group?

As the initial application focus is on the EU Directive, industry participants representing all tobacco supply chain stakeholder groups are welcomed. They should have:

- Knowledge of pending regulatory requirements for printing dynamic barcode data at high speeds and plans for meeting these requirements
- Business or IT expertise in supply chain and logistics processes and systems
- Business or IT expertise in traceability systems and supporting data requirements
- Public policy and regulatory affairs

In addition, members of other industries with similar needs who are committed to meet the implementation thresholds using the existing version of DotCode are welcomed.

To conform to the spirit of the WHO Protocol direction to national parties, this Working Group will have ten GS1 Member Organization representatives and two Chairs, one a retailer, the other a GS1 Member Organisation.

How will the working group operate?

This working group will follow GS1's improved standards development process:

- **Define business requirements**—collect input from the industry and solution provider communities about what the standards should include.
- **Develop standards**—experts draft standards and present them to industry and solution providers for confirmation and approval.
- **Ratify and publish**—standards are approved by the standards development community, ratified by GS1 governance bodies and published.

How to get involved

Organisations who wish to participate in this GS1 Standards Development (GSMP) Working Groups must sign the GS1 IP Policy and the opt-in agreement for this work group. These policies help GS1 continue to offer neutral, open supply chain standards that can be practiced on a royalty-free basis.

Next Steps

1. Project overview & enrollment webinar: **23-March, 2016**
2. Project Orientation Webinar: **6-April, 2016**
3. Working Group kick-off: **13-April, 2016** (GS1 Global Standards Event in Jersey City, USA)

For more information and to join the group, visit: www.gs1.org/standards-development-work-groups#HSDB
Help or questions, please contact:
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