



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...





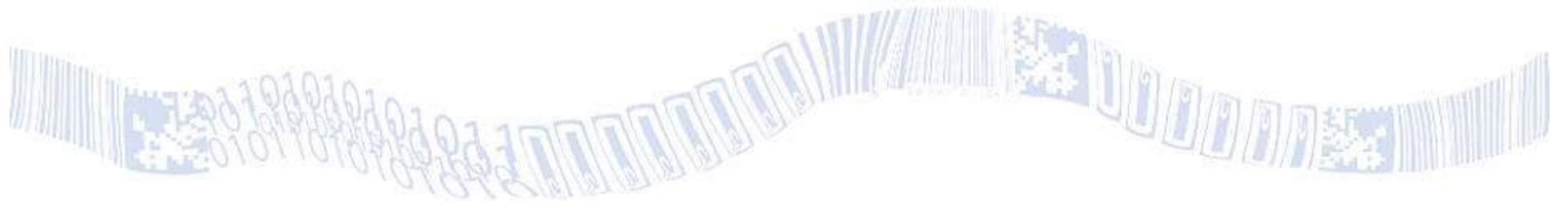
Standards play an important role



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



Standards help keep costs down for everyone.

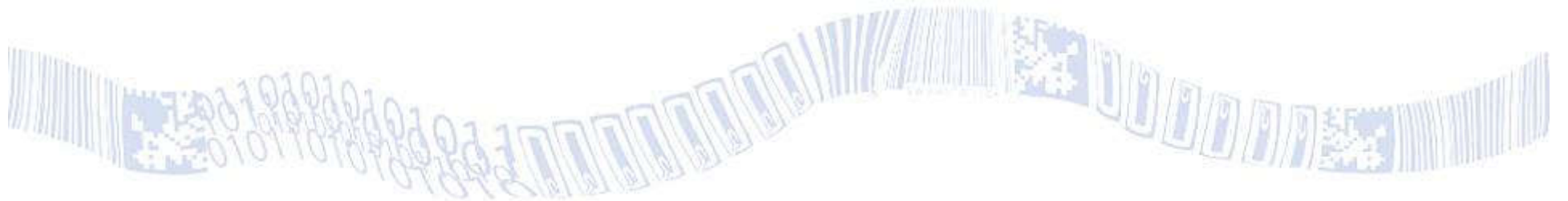




GS1: A global system of standards

**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

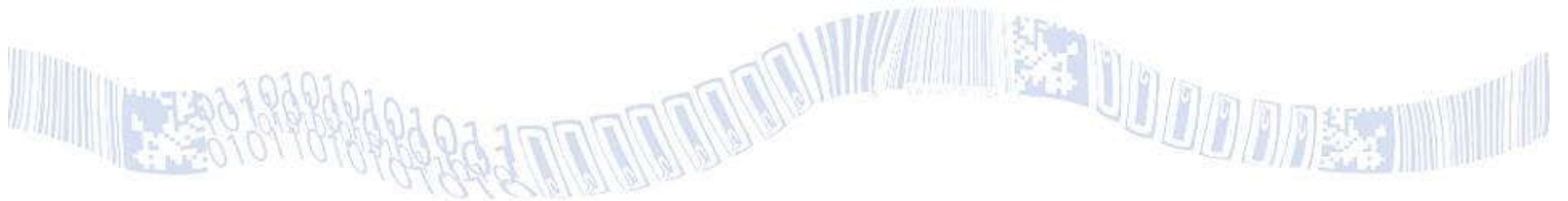




GS1: A global system of standards

**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





Everyday, everywhere

GS1 standards are used by...

**Big
multinational
chains**

**Small
corner
shops**

**World
famous
brands**

**Individual
craftsmen**



Used by millions of companies



■ Countries with a GS1 Member Organisation

■ Countries served on a direct basis from GS1 Global Office (Brussels)

**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

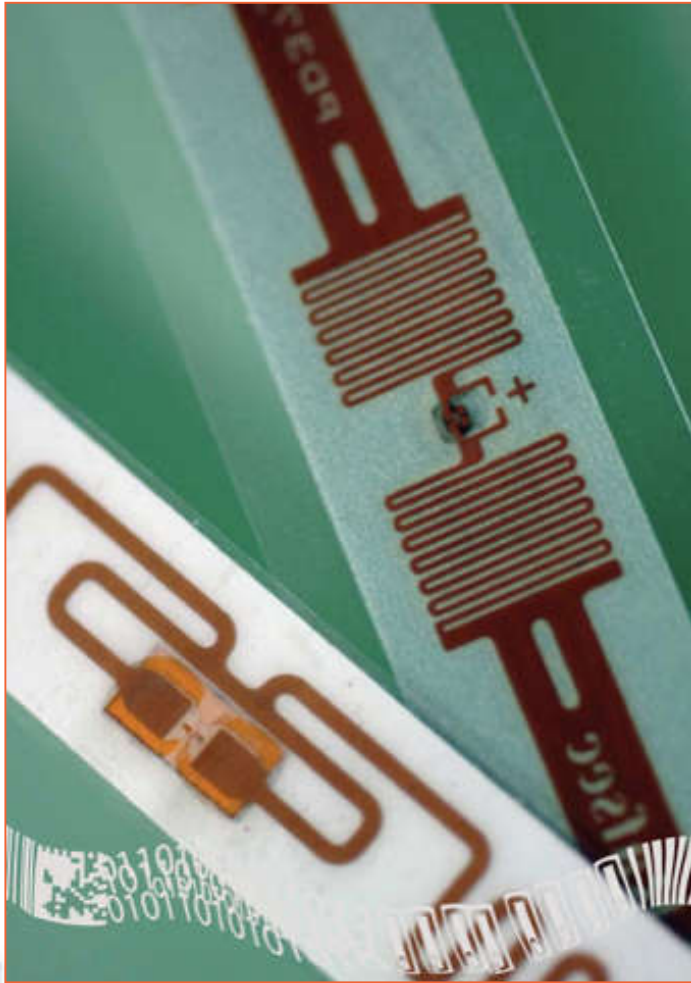


We're always trying to create a better experience for businesses and shoppers.

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.**



Combating 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!



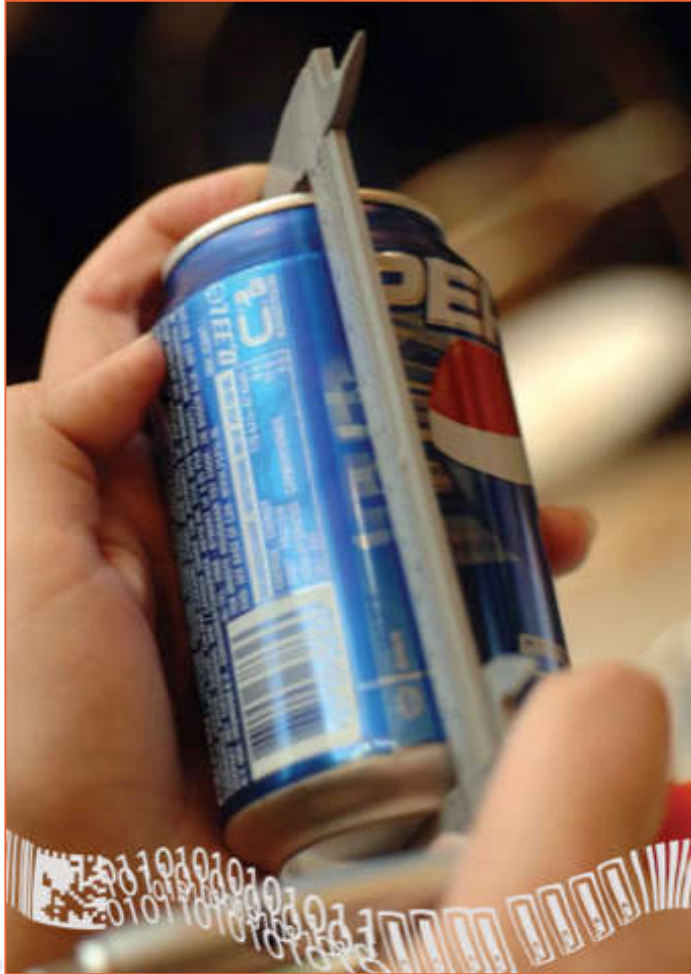
Business is global now: You need to be able to communicate with clients and partners around the world.

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.



GS1



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



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





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