GS1 Industry & Standards Event 2019
9-13 September 2019 – Lisbon, Portugal

*Transforming business together*

Session: Verified by GS1 – Industry update
Time: Wednesday 11 September 2019, 4-6pm

Who may attend: Industry and GS1 MOs are welcome

Speakers: Christian Zaecke (Metro AG), Jean-Marc Klopfenstein (Nestle), Stephanie van Rossum (GS1 GO)
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](http://www.gs1.org/gs1-anti-trust-caution).
Cameron Green
Senior Director, Product Management
GS1 Global Office
Stephanie van Rossum
Director, Verified by GS1 programme, GS1 Global Office
We believe in the power of standards to transform the way we work and live.
Identify

Enable **GS1 Key Ubiquity and Integrity** across the industries that we serve
Capture

Simplify and bring consistency to the use of GS1 identity in Carriers
Simplify and increase **trust** in Data and Data Exchange

Verified by GS1
Use

Provide the **technical infrastructure** (Global Standards, Services and Registry Platform) **to enable solutions** across our communities

**Future of Data Sharing**
What we will cover today

1. What is Verified by GS1?
2. Why are we all engaging in this programme?
3. How does Verified by GS1 work?
4. Where do we stand today?
5. What directions are you –industry partners- giving us?
6. What’s next?
7. What can you do to get ready for Verified by GS1?
1. What is Verified by GS1?
Physical identity = GS1 Global Trade Identification Number (GTIN)
Digital identity = Identification + Data

Minimum set of core attributes needed to uniquely identify an item. For the FMCG sector, the industry has selected these:

1. Global Trade Item Number (or GTIN)
2. Brand name
3. Product description
4. Product Image URL
5. Global Product Category code (or GPC)
6. Net Content & Unit of Measure
7. Country of Sale Code
GTIN:00037000737490

**Brand name**
Pampers Cruisers
Pampers

**Product description**
PAMP CRUS S7 HP FT 76CT
Pampers Cruisers Diapers
Size 7, 76 count

**Net content & unit of measure**
76CT
76 Count

**Global Product Classification (GPC)**
10000494

**Product image URL**

**Target market**
US
What is Verified by GS1?

Verified by GS1 is a global solution that **enables Retailers and Marketplaces to verify the identity of a product** by querying the GS1 Registry Platform.
Trust and efficiency start with a valid ID.

Get product identity right with Verified by GS1.
Identification, please

Enter the country...

Enter the store...

Enter the Global Trade Item Number (GTIN) to find out whether or not the GTIN comes from a GS1 assigned Global Company Prefix (GCP) and to view available product attributes.

Global Trade Item Number

SEARCH RESULTS

© GS1 2019
2. Why are we all engaging in this programme?
Today’s companies need to keep pace

More and better data

Unique and persistent identification of products

Introduction video
Why is Verified by GS1 needed?

• Consumers expect better product information than ever before to make an informed purchase decision.

• Today, the data they receive comes from multiple sources and is of dubious quality.

• Bad data erodes trust and negatively impacts brands and their bottom line.

www.scanlife.com, January 2016
Why is Verified by GS1 needed?

Industry is under pressure to provide consumers with access to authentic and rich product information.

- **Products must be uniquely identified** using a single standard and contain a basic set of attributes that come directly from the manufacturer.

- Industry must collaborate to create and maintain a **single, neutral source of trusted product information**—a solution that will streamline global commerce and strengthen trust and confidence in the products consumers buy every day.
## Mission of Verified by GS1

<table>
<thead>
<tr>
<th>Data IN</th>
<th>Ensure every product in the universe (past, present and future) has a unique <strong>GTIN</strong>, allocated per the rules and guidelines of GS1, that can be authenticated and validated by trading partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data OUT</td>
<td><strong>Provide accurate, complete and accessible unique product identification and attribution</strong> in order to authenticate and verify the identity of every product</td>
</tr>
</tbody>
</table>
Benefits

“This is indeed the product I think it is”.

- Identify products and manage data easily
- Greater brand integrity and control of data
- Global reach for B2C data
- Updated product catalogue
- Product listing validation
- Improved data access and data quality
- Confident consumers
- Enhanced service offering
- One source of high-quality data
- Confident consumers
- Better shopping experience
  - Confidence in product information
  - Connected, seamless experiences
Industry Partners on Verified by GS1

Industry View

Olaf Koch
CEO & Chairman of the Management Board
METRO
3. How does Verified by GS1 work?
Brand owners “Getting data IN”
Retailers & Market Places “Getting data OUT”

Data IN

Data OUT
Getting data IN

Brand owners **upload the identity of a product to the GS1 Registry Platform, via a GS1 Member Organisation (MO).** Your local MO contact will help you upload your data in the best way.
Retailers **verify the identity of a product by querying the GS1 Registry Platform, via a GS1 Member Organisation (MO).** The registry can be queried from any connected GS1 MO.
Verified by GS1

Verify a product's identity based on trusted information from manufacturers

Enter a barcode number

Example search: 4000001026791

- Easily identify products
- Data provided only by manufacturers
**Verified by GS1**

Complete data
This number is registered to JOHNSON & JOHNSON PVT. LTD.

<table>
<thead>
<tr>
<th>GTIN</th>
<th>8901012116739</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand name</td>
<td>JOHNSONS</td>
</tr>
<tr>
<td>Product description</td>
<td>Johnson's Baby Oil 500 ml</td>
</tr>
<tr>
<td>Product image URL</td>
<td><a href="https://gs1datakart.org/upload/product_image123.jpg">https://gs1datakart.org/upload/product_image123.jpg</a></td>
</tr>
<tr>
<td>Global product category</td>
<td>Baby Treatments (10000500)</td>
</tr>
<tr>
<td>Net content</td>
<td>500 ml</td>
</tr>
<tr>
<td>Country of sale</td>
<td>India</td>
</tr>
</tbody>
</table>
**Verified by GS1**

08710464122416

Search

This number is registered to GlaxoSmithKline Consumer Healthcare B.V., and some data is available.
Please contact GS1 if you need help.

<table>
<thead>
<tr>
<th>Field</th>
<th>Value</th>
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<tbody>
<tr>
<td>GTIN</td>
<td>8710464122416</td>
</tr>
<tr>
<td>Brand name</td>
<td>Aquafresh</td>
</tr>
<tr>
<td>Product description</td>
<td>Aquafresh CC Pure Breath 75ml</td>
</tr>
<tr>
<td>Product image URL</td>
<td>Unknown</td>
</tr>
<tr>
<td>Global product category</td>
<td>Oral Hygiene Other (10006783)</td>
</tr>
<tr>
<td>Net content</td>
<td></td>
</tr>
<tr>
<td>Country of sale</td>
<td>Netherlands</td>
</tr>
</tbody>
</table>

This data has been provided by GlaxoSmithKline Consumer Healthcare B.V. and was last updated on 5 Sep 2019.

Do you have questions?
Contact us:
4. Where do we stand today?
## 2019 Roll-out plan, Wave 1 Countries

**Updated 11 Sept 2019**

<table>
<thead>
<tr>
<th>GS1 Member Organisations</th>
<th>Brasil</th>
<th>India</th>
<th>Germany</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Data IN</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19 June</td>
<td>25 June</td>
<td>29 August</td>
<td>28 October</td>
<td></td>
</tr>
<tr>
<td>(vs. 1 July plan)</td>
<td>(vs. 1 July plan)</td>
<td>(as planned)</td>
<td>Single / Import / GDSN connector to DataHub</td>
<td></td>
</tr>
<tr>
<td>Single / Import / API</td>
<td>Single / Import / API</td>
<td>Single / Import</td>
<td><strong>Data OUT</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>19 August</strong> API</td>
<td><strong>1 July</strong></td>
<td><strong>29 August</strong></td>
<td><strong>28 October</strong></td>
<td></td>
</tr>
<tr>
<td>(Single later)</td>
<td>Single / Import / API</td>
<td>(on time)</td>
<td>Single / API</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GS1 Member Organisations</th>
<th>Belgilux</th>
<th>Mexico</th>
<th>Netherlands</th>
<th>France</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Data IN</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31 October</td>
<td>1 November</td>
<td>5 September</td>
<td>30 November</td>
<td></td>
</tr>
<tr>
<td>Single / Import / local GDSN connector</td>
<td>(vs. 1 November plan)</td>
<td>Single / Import / local GDSN Connector</td>
<td>Single / Import</td>
<td></td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>Data OUT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31 October</td>
<td>1 November</td>
<td>1 November</td>
<td>30 November</td>
<td></td>
</tr>
<tr>
<td>Single / Import (API later)</td>
<td>Single / Import (API later)</td>
<td>Single / Import (API later)</td>
<td>Single / API (Import later)</td>
<td></td>
</tr>
</tbody>
</table>
We recognise a difference in understanding:

<table>
<thead>
<tr>
<th>Country of Sale (Industry Terminology)</th>
<th>Country of GTIN issuance (GS1 Terminology)</th>
</tr>
</thead>
<tbody>
<tr>
<td>This is the country or countries where you sell your products.</td>
<td>This is the country or countries from where your GS1 Company Prefix(es) was issued.</td>
</tr>
</tbody>
</table>

It is a normal industry practice to have a GTIN issued from one country (e.g. by GS1 Switzerland) yet sold in many other countries (e.g. in Belgium, France, etc.).

Please contact us and we will help to identify where GTINs have been issued from.
GTIN Registry - GO Dashboard

#GTINs loaded
- Loaded in Registry Platform
- Loaded with all 7 attributes
- Member Organization in RP
- Number of Licences in RP
- Last update

- By Category/GPC
  - Clothing: 18,985
  - Food/Beverage/Tobacco: 17,537
  - Beauty/Personal Care/Hygienic: 13,868
  - Household Care: 13,868
  - Cleaning/Hygiene Articles: 11,277
  - Arts/Crafts/Novelty: 8,777
  - Footwear: 3,704
  - Kitchenware and Tableware: 3,033
  - Healthcare: 2,001
  - Pet Care/Food: 1,717

- By country of sale
  - #GTINs loaded by Country of Sale / Target Market
    - Same GTIN can be present in more than 1 Target Market
  - #GTINs loaded by licencee MO (the MO who issued the licence of the GTIN)

- By MOs uploading
  - GS1 Brasil: 48,287
  - GS1 India: 21,525
  - GS4 Switzerland: 5,212
  - GS1 Germany: 928
  - GS1 Japan: 818
  - GS1 Colombia: 437
  - GS1 France: 115

Timeline to show the #GTINs uploaded by date
And many more Industry Partners engaged:
5. What directions are you – industry partners – giving us?
Köln Industry meeting (mid July 2019)

| Objectives | Gather feedback from early adopters of Verified by GS1  
| Get directions for the future based on industry needs |

| Retailers | Carrefour, Metro AG, Walmart |
| Brand owners | P&G, J&J, GSK, Henkel, Dr. Oetker |
| Solution providers | atrify |
Key messages

• **Fundamentals first: unique GTINs, with complete and high-quality data, following the GS1 standards.** All 7 attributes are needed and should be mandatory in the future.

• **Focus should be put on driving broad adoption of Verified by GS1.** Get to critical mass in the registry, by industry within country and then within region.

• **Need for easy access to the data, soon.** Data out capabilities need to be enabled as soon as possible in all 8 GS1 MOs. Retailers would need Import capability.
Key messages

• Need for 1 global Verified by GS1. One global solution, with the same approach and the same rules applied globally.

• Working to ensure high data quality/completeness – yet recognizing internal organizational challenge to gather the data (images).

• Countries for expansion:
  - Need to know dates by which retailers will start connecting/using data
  - Ask for pacing MO expansion of VbG (within current FMCG sector) – crawl, walk, run
Christian Zaeske
Director Master Data Management

METRO
Our customers make decisions based on complete and correct product information

Verified product information creates trust along all parties of the value chain

Verification of products before listing, especially via distributors and marketplace sellers
Current Use Cases

1. METRO verify product before Listing
2. METRO verify active assortment
3. METRO verify Marketplace product before Listing
4. METRO Customer verify products
<table>
<thead>
<tr>
<th><strong>PRODUCT ID</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GTIN</strong></td>
</tr>
<tr>
<td>4 0 1 8 9 0 5 5 2 6 7 7 4</td>
</tr>
</tbody>
</table>

**Brand name**

METRO Chef

**Product description**

METRO Chef Ziegen-Weichkäse 45 % Fett i. Tr. - 200g Packung

**Product image URL**

https://cdn.metro-group.com/de/de_pim_330211001001_01.png

**Global Product Classification (GPC)**

10000028

**Net content & unit of measure**

200 GRM

**Target market**

DE

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**vs. 100% compliance GTIN alloc. rules**

**vs. METRO CHEF**

**vs. 200g MC ZIEGENWK ROLLE MIND.45**

**vs. ./ .**

**vs. ?**

**vs. 1 PCS**

**vs. ./ . Or product not specified for TM**
Our common challenge

A product passport will only work if ...

GS1
• precise standards and definitions to be unambiguous
• ensure 99.9% inbound data quality
• roll out Verified by GS1 to all countries fast and efficient
• provide a service of global scale

Brand Owners
• need to provide data in complete, correct and in time
Jean-Marc Klopfenstein
Master Data Lead
Brand Owner's view

Why is Verified by GS1 important to us?
To have a neutral, trusted and single source of data
  • In which the brand owners could fill in their data
  • Out of which retailers and by extension any entity (consumer application, search engine, government body, ...) could extract, broadcast and use brand owners’ data

What are we doing to play our part as brand owner?
  • To maximise our fulfillment of Verified by GS1 with our 8 countries portfolio, we are
    - Managing it as a project with a coordinator
    - Ensuring on-time collection of data, with complete and high-quality content
    - Leveraging our efforts to limit local workload
  • When roadblocks appear, involve the right level of the organisation as needed
Brand Owner's view

What would we want the retailers to focus on?
Leverage and use our product data coming from Verified by GS1
- Take it as ‘the’ reference
- Broadcast it within their information system
- Alert us in case of concern or inconsistency
- Mix it with existing data in order to have a smooth adoption without waiting for 100% completeness before starting

What do we want the GS1 community to focus on?
1. Build a robust platform wherever Verified by GS1 would be fulfilled and used
2. Offer a single preferred connector for multinational companies
3. Keep the responsibility of Data IN per country (GS1 MO) to have the consistency with the rest of product information communication in each ecosystem
Brand Owner's view

Benefits for a Brand Owner when publishing to Verified by GS1

• **Highlights misalignment** throughout our markets, for the same GTIN clusters
  - Brands, Global Product Classification, ...
• **Speeds up** our own Product Information end-to-end program roll-out
  - As an answer to the product image URL completeness
  - As a guarantee of data quality in product information syndication

→ **We performed 383 brand re-alignments**
   and **78 GPC re-alignments before sending data IN.**
Brand Owner's view

Kit Kat
Nestle
Nestle
Nestle

Pro Plan
Purina
Purina Pro Plan
Purina
Purina
6. What’s next?
Phase 2 planning - Work in progress

**Vision:** Make Verified by GS1 available and well adopted globally

**Country Expansion plan based on:**
1. Feedback from Industry
2. GS1 MOs’ infrastructure in place for enabling data IN and data OUT

**Sector Expansion plan:**
1. Focused on FMCG sectors first
2. Later considered for Marketplaces’ sectors (Apparel, Home Goods, Consumer Electronics, Cosmetics)

**Feedback from Industry**
1. Critical mass is needed: by country/by sector
2. Don’t assume Brand Owners can go as fast as GS1 can: Crawl, Walk, Run
3. Keep Verified by GS1 simple to use
4. Regional rollouts will add value more quickly

**Phase 2 Countries requested by industry**
1. Switzerland, Colombia, Austria, Australia, UK, Turkey, Italy, Japan, Spain, Portugal, Canada, Denmark, Sweden, Czech Republic, Argentina
2. China, Japan, South Africa
## Verified by GS1 Roadmap

<table>
<thead>
<tr>
<th>Industry</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>By end SEP 19</strong></td>
<td>OCT 19</td>
<td>NOV 19</td>
</tr>
<tr>
<td><strong>Attend informative session at the GS1 Industry &amp; Standards Event (Lisbon)</strong></td>
<td>Engage with your local GS1 Organisation and start preparing data for upload to Verified by GS1</td>
<td>Join us in the next face-to-face meeting on Verified by GS1 at the GS1 Global Forum (Brussels)</td>
</tr>
<tr>
<td><strong>Receive the first Verified by GS1 Industry Newsletter</strong></td>
<td>Provide continuous inputs/feedback to shape the solution to meet your needs</td>
<td></td>
</tr>
<tr>
<td>GS1</td>
<td>Propose initial expansion plan</td>
<td>Launch Verified by GS1 in US</td>
</tr>
<tr>
<td></td>
<td>Engage Industry and GS1 MOs attending Regional forums on Verified by GS1</td>
<td>Propose final expansion plan to CGF Board meeting and GS1 Management Board meeting for approval</td>
</tr>
</tbody>
</table>
7. What can you do to get ready for Verified by GS1?
What you all can do for Verified by GS1

1. Engage your local GS1 Member Organisation
   Get your organisations ready to use and/or support Verified by GS1.

2. Input to Verified by GS1 expansion plan in 2020 and 2021
   - **Brand owners**: which are your priority countries where you are ready to provide high quality product data?
   - **Retailers**: what are your priority countries and sectors for use of Verified by GS1?

3. Let us know what you think
   Provide continuous inputs/feedback to continue shape the solution to meet your needs.
What you all can do for Verified by GS1

<table>
<thead>
<tr>
<th>Role</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retailers</td>
<td>Provide input on minimum needs for usage (adoption)</td>
</tr>
<tr>
<td></td>
<td>Use Verified by GS1 in your processes</td>
</tr>
<tr>
<td></td>
<td>Encourage your suppliers to use Verified by GS1</td>
</tr>
<tr>
<td>Brand owners</td>
<td>Engage with the GS1 Member Organisations</td>
</tr>
<tr>
<td></td>
<td>Prepare your product data with 7 attributes</td>
</tr>
<tr>
<td></td>
<td>As needed, engage your solution providers to support</td>
</tr>
<tr>
<td>Solution providers</td>
<td>Engage with GS1 Member Organisations on VbG</td>
</tr>
<tr>
<td></td>
<td>Support your customers for data preparation</td>
</tr>
</tbody>
</table>
Verified by GS1: how to engage?

We are here to help! Please get in touch:

<table>
<thead>
<tr>
<th>GS1 MOs</th>
<th>Verified by GS1 Project leader</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belgium</td>
<td>Robin Goossens, <a href="mailto:rgoossens@gs1belu.org">rgoossens@gs1belu.org</a></td>
</tr>
<tr>
<td>Brasil</td>
<td>Marina Pereira, <a href="mailto:Marina.Pereira@gs1br.org">Marina.Pereira@gs1br.org</a></td>
</tr>
<tr>
<td>France</td>
<td>Patrice Rigollé, <a href="mailto:patrice.rigolle@gs1fr.org">patrice.rigolle@gs1fr.org</a></td>
</tr>
<tr>
<td>Germany</td>
<td>Christian Przybilla, <a href="mailto:christian.przybilla@gs1.de">christian.przybilla@gs1.de</a></td>
</tr>
<tr>
<td>India</td>
<td>Bijoy Peter, <a href="mailto:bijoy@gs1india.org">bijoy@gs1india.org</a></td>
</tr>
<tr>
<td>Mexico</td>
<td>Laura Martinez Espinosa, <a href="mailto:lmartinez@gs1mexico.org">lmartinez@gs1mexico.org</a></td>
</tr>
<tr>
<td>Netherlands</td>
<td>Seppa Jongsma, <a href="mailto:seppa.jongsma@gs1.nl">seppa.jongsma@gs1.nl</a></td>
</tr>
<tr>
<td>US</td>
<td>James Chronowski, <a href="mailto:jchronowski@gs1us.org">jchronowski@gs1us.org</a></td>
</tr>
</tbody>
</table>
Verified by GS1: how to engage?

For information at global level:

<table>
<thead>
<tr>
<th>GS1 Global Office</th>
<th>VbG Team members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry Engagement</td>
<td>Chris Liu, <a href="mailto:chris.liu@gs1.org">chris.liu@gs1.org</a></td>
</tr>
<tr>
<td>Data analysts &amp; MO Coordinators</td>
<td>Paulo Barata, <a href="mailto:paulo.barata@gs1.org">paulo.barata@gs1.org</a></td>
</tr>
<tr>
<td></td>
<td>Michael James, <a href="mailto:michael.james@gs1.org">michael.james@gs1.org</a></td>
</tr>
<tr>
<td>Overall Programme Director</td>
<td>Stephanie van Rossum, <a href="mailto:stephanie.vanrossum@gs1.org">stephanie.vanrossum@gs1.org</a></td>
</tr>
</tbody>
</table>
More questions?

Please send to:
helpdesk@gs1.org