



Manufacturers & Retailers Tool Kit: Consumer Notice Materials

Overview

The following Consumer Notice Materials were developed by GS1 to assist retailers and manufacturers with providing additional notice to consumers concerning the use of EPC/RFID technology. The use of these materials is recommended, but we recognise that participants in an item level program will have their own specific communications needs, style and design requirements. This document includes:

- Guidance on Positioning of Consumer Notice
- Suggested Tag Lines
- Consumer Notice Materials
 - Check-out Poster/Store-front Poster
 - Consumer Information Card

Guidance on Positioning of Consumer Notice

Introduction

This guidance document is designed to help retailers and manufacturers choose the best means to advise shoppers of the presence of EPC/RFID technology. They are designed for situations where the use of the technology is limited to specific products, categories or areas of the store.

The existing GS1 Guidelines on the Use of EPC/RFID for Consumer Products state:

“Consumers will be given clear notice of the presence of EPC on products or their packaging and will be informed of the use of EPC technology. This notice will be given through the use of an EPC logo or identifier on the products or packaging.”

Recommendations

While notice at a minimum has to be the use of the EPC symbol or identification on the product or packaging, each retail location is likely to be different and management's judgment should be used on what appropriate form of retail notice meets the spirit of the GS1 Guidelines on the Use of EPC/RFID for Consumer Products.

Notice Position

The following specific notice placement recommendations are designed to help the retailer determine what works best in a particular situation and should not be viewed as requirements.

- Store Entrance(s):** Notice in the form of an EPC symbol or other identifier/ word explanation placed on store entrances advising shoppers of the presence of EPC/RFID technology in the store.
- Store Zone(s):** Notice in the form of an EPC symbol or other identifier/ word explanation placed in a visible section of the zone advising shoppers of the presence of EPC/RFID technology in this specific area of the store. Where all products in this zone feature an EPC/RFID tag, additional notice at the shelf may not be needed.

- c) **Shelf/Permanent Fixtures:** Notice in the form of an EPC symbol or other identifier/ word explanation placed on the shelf/permanent fixture where EPC/RFID-tagged products are available.
- d) **Free Standing Displays:** Notice in the form of an EPC symbol or other identifier/ word explanation placed on the outside of the display.
- e) **Reader Positions:** Where readers are positioned to be in proximity to the shopper, for example, at the exits to the store in pilots focused on anti-theft tests, notice in the form of an EPC symbol or other identifier/form of words should be placed on or next to the reader.

Where readers are placed on a shelf, permanent fixture or free standing display and notice is already present due to the presence of EPC tagged products, no additional notice would be necessary.

- f) **Shopping Carts:** Where EPC/RFID technology is being used in conjunction with a shopping cart, notice in the form of an EPC symbol or other identifier/form of words should be placed on an appropriate and visible section of the cart.

Suggested Tag Lines

Description: Tag line for use in consumer notice/education materials

Target Audience: Consumers

- *Improving Your Shopping Experience*
- *Making Shopping Better For All of Us*
- *Shopping Made Easier*
- *Smart Shopping*
- *Better Shopping With Technology*
- *Good Shopping Made Better*
- *Shopping Made Smarter*
- *Smarter Shopping, Smarter Shoppers*
- *Intelligent Shopping*
- *Shopping Made Smarter For You*

Check-Out and Store Front Poster

Description: Template for various sized posters/stickers

Target Audience: Consumers

Headline: EPC/RFID: Improving Your Shopping Experience

Suggested graphic: EPC symbol

Subhead: This store uses Electronic Product Code (EPC)/RFID technology

Copy: Fast Facts about EPC/RFID

- The Electronic Product Code (EPC) is a unique number that identifies each individual product.
- EPC/RFID tags contain information only about a product and do not collect or store any personal information.
- EPC/RFID uses radio frequency identification (RFID) to send information about a product to a store's employees system while the product is in the store.
- EPC/RFID can help make shopping easier. Potential benefits include:
 - Faster Service
 - Better Quality Assurance
 - Improved Product Availability

Footer: Questions about EPC/RFID? Please talk to a store manager, or call 1-800-xxx-xxxx (INSERT CUSTOMER SERVICE NUMBER)



Consumer Information Card/Shelf talker

Description: Template for shelf-talker or small card for customers provided upon request

Target Audience: Consumers

Headline: EPC/RFID: Improving Your Shopping Experience

Suggested graphic: EPC symbol



FRONT PANEL

- The Electronic Product Code (EPC) is a unique number that identifies each individual product.
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- EPC/RFID can help make shopping easier. Potential benefits include :
 - Faster Service
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BACK PANEL

[EPC symbol]

Questions about EPC/RFID? Please talk to a store manager or call 1-800-xxx-xxxx.