



The Global Language of Business

Marketplaces case study

Cosmo Connected: Trusted product data powers growth online and in store

GS1 standards are helping this French start-up boost the sales of their smart accessories for cyclists and scooter riders



Challenge

Cosmo Connected's ambitious growth plans created the need for a standard way to identify products and meet the data demands of multiple sales channels.

Solution

The French start-up adopted GS1 Global Trade Item Numbers (GTINs) to uniquely identify products, streamline distribution, speed up listings and boost online visibility.

Benefits

GS1 GTINs support Cosmo Connected's marketplace listings, e-commerce growth and international expansion while enabling future innovation with QR Codes powered by GS1.

Cosmo Connected creates connected safety gear that protects cyclists and scooter riders and looks good, too. Designed for visibility, comfort and style, the company's products are made for people who want to feel free and stay safe. The range includes helmets with integrated lights, fall detection and connected services, including insurance.

Cosmo Connected began by selling through physical retailers, including major chains and specialised cycle shops. From the start, they worked with **GS1 France** to assign official GS1 GTINs to their products. This gave them a solid foundation as they grew and made it easy to expand into new channels later on.



Fast listing and better visibility across channels

When Cosmo Connected began to build an online presence, they focused on two key priorities. The first was selling on Amazon to accelerate development and support international sales. The second was building their own e-commerce site to create a direct link to customers.

Because their products were already identified with GS1 GTINs, Cosmo Connected was able to move quickly. They placed their gear in several well-known French retail stores and listed it efficiently on Amazon and other online marketplaces. The GS1 GTIN® also helps them optimise performance on Google Shopping, where it is recommended¹ to improve search visibility.

The GS1 GTIN is now a core part of Cosmo Connected's operations, marketing and sales strategy. It ensures accurate product data across platforms, enabling a seamless experience for customers and helping Cosmo Connected expand its reach.



Delivering more value, easily

GS1 GTINs gave Cosmo Connected fast access to major markets and platforms and helped ensure consistent product information across every channel. The GS1 GTIN was also a key component in building Cosmo Connected's logistics and distribution processes from the very beginning. This solid foundation continues to support their operations, reduce complexity and enable smarter go-to-market decisions.



Ready for the next step: QR Codes powered by GS1

As Cosmo Connected works to expand across Europe and grow their marketplace presence, they are exploring the opportunities made possible by QR Codes powered by GS1.² These next-generation barcodes will provide consumers with instant access to a wide range of trusted product information. This opens the door to better-informed and safer product choices, more sustainable consumption and richer digital experiences. QR Codes with GS1 Digital Link connect each product's unique identity to multiple online sources, enabling brand owners like Cosmo Connected to share detailed information in a universally readable way and build deeper engagement with customers.



Empowering confident growth for the future

Cosmo Connected has strong ambitions to grow across Europe and reach new markets. With GS1 standards in place, they are well prepared to expand their logistics, scale their sales channels and engage more directly with consumers. The GS1 GTIN gives them a solid operational base, while QR Codes powered by GS1 will help them connect each product to rich online content and trusted information. Together, these GS1 standards are helping Cosmo Connected build a stronger, smarter future for urban mobility.

“When Cosmo Connected expanded from retail to online, our GS1 GTIN-enabled product catalogue meant we could quickly list on Amazon and scale our e-commerce activity with no disruption.”

— Adrien Champenois,
Former Chief Marketing Officer, Cosmo Connected

¹Reach more customers online: Add GTINs to your Google Shopping data feed

²Discover the opportunities with next-generation barcodes



About Cosmo Connected

Cosmo Connected designs smart, connected safety gear for cyclists and micro-mobility users. The brand's mission is to bring peace of mind to urban travel by combining technology, safety and design. Products are developed in Paris, where R&D, design and marketing teams work closely together to create innovative solutions for riders in cities around the world.

www.cosmoconnected.com

About GS1

GS1 is a neutral not-for-profit organisation that develops and maintains the most widely used global standards for efficient business communication. We are best known for the barcode, named by the BBC as one of “the 50 things that made the world economy.” GS1 standards improve the efficiency, safety and visibility of supply chains across physical and digital channels in 25 sectors. Our scale and reach—local Member Organisations in 120 countries, 2 million user companies and 10 billion transactions every day—help ensure that GS1 standards create a common language that supports systems and processes across the globe.

www.gs1.org



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“ The GS1 GTIN has been essential to our growth. It supports everything from logistics to e-commerce and helps us whether we are selling in retail chains, through specialised cycle shops or online.”

— Adrien Champenois,
Former Chief Marketing Officer, Cosmo Connected

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