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The Consumer Knowledge Revolution

We're in the midst of a revolution - one impacting both customer expectations and commerce. Data has never been easier to find. At the same time, it has never been as challenging to find accurate data consumers can trust.

Today's consumers are not asking for "B2B data" or "B2C data." They don't care if they shop in a store, via a phone, or online. They want easy-to-use solutions that satisfy their lifestyle needs and preferences. As a result, industry has focused on providing them with a seamless shopping experience.

The convergence of online search and social media engagement has made consumers more connected than ever, and entirely comfortable interacting digitally with brands and retailers. If we are to meet their expectations and help to connect them with the information that they are looking for, we must present our product data online in a consistent, searchable way that both humans – and machines – can understand and use.

Consumers today want a **seamless shopping experience** and access to better data across multiple online platforms.

A deluge of data

There will be 2.7 billion internet users by the end of this year, and that number will continue to grow at a rapid pace. This is an enormous opportunity for brand owners and retailers of all sizes to promote, display, sell, and fulfill. It also offers consumers new opportunities to search, discover, order, and receive goods on their own terms and in their own language.

Today's consumers have a more holistic view of retail options as a result of online reviews and social media – and they are quickly learning whom to trust. To reach a global audience, we need to agree that accurate and trusted data is essential. Questionable data will turn off potential customers and undermine brands.

GS1 is listening...and leading

40 years ago, industry leaders chose to standardise the bar code to facilitate unique product identification for items crossing a traditional point-of-sale. But while it was revolutionary to place a unique identifier in a bar code and onto a pack of Wrigley's gum back then, this is not enough today.





Next Generation Product ID Initiative to Define Future Information Strategies

The retail industry has changed dramatically over the years. Consumers are demanding more digital product information to be linked to the physical products they use and consume across multiple channels - anytime and anywhere. They are also interacting with their products and brands very differently than in the past. With this in mind, consumer trust and brand recognition is of utmost importance to businesses today. In addition, regulators are becoming advocates for the consumer - demanding greater disclosure and data accuracy.

As part of the "GS1 Digital" strategy, GS1 is working across its global community to determine the most effective and efficient way to bring the GS1 Standards to the Web in order to enhance product identification, classifications, and descriptions online. This includes GS1 Source, a framework for sharing trusted product information in consumer-facing digital channels, and GTIN on the Web, which will enable the consistent representation of GS1 keys and attributes in online environments. The strategy's main goal is to build a framework for consistent representation of GS1 identifiers and product data, and to facilitate improvements in online product searchability and visibility.

Spurred by both regulations and consumer demand, GS1 expects data quality to improve significantly in the coming years. Consumers will increasingly rely on trusted data provided by brand owners and retailers, and they'll use social media, search engines, and new apps and solutions to combine this information with data about their preferences and needs to help them find what they want, when and how they want it. To address this changing reality, a number of groups and initiatives across GS1 are focused on working collaboratively on projects, including the Next Generation Product Identification (NGPI) project - where industry leaders, in concert with GS1, are defining the "next" retail information strategy for the future.

If our community is to fully utilize the power of the Web and deliver value to their consumers, we must first agree on a standardised way to represent product data and the entire GS1 System online. Without this, brand owners and retailers will not be able to reap the benefits of optimized product visibility and searchability. Worse, search engines will continue struggling to understand and navigate the mountains of unstructured information that companies publish online every day.

To learn more about the GS1 Digital strategy, contact Robert Beideman, Senior Director, Industry Engagement, GS1 Global, robert.beideman@gs1.org.

"The NGPI project presents a pivotal opportunity for our industry to efficiently address the growing information needs of consumers and all parties along the value chain," said Barron Witherspoon, global vice president of Procter & Gamble.

In response to growing consumer and regulatory demands, The Consumer Goods Forum has launched the Next Generation Product Identification (NGPI) initiative.

Industry leaders, in concert with GS1, are defining the information strategy for the future. The main goal of the project is to enable the communication of better, more accurate information to meet the emerging information needs of digital-focused consumers, regulators and trading partners through the development of standards, tools, and other solutions.

Specifically, the Consumer and Trading Partner Information Strategy is designed to define new data items that will improve "package-level" product identification and product information communication to support new forms of digital commerce as well as regulatory requirements.

Over the next few months, this project team will define a proposal for the near future that offers industry partners a choice on how to create value with the additional data and build industry capability over time. Stay tuned for more updates on the project in the next issue of the Retail & Consumer Goods Newsletter.

For more information on the NGPI initiative, contact Lynda Costa, VP Retail Value Chain, GS1 Global, lynda.costa@gs1.org.

The Consumer Goods Forum and GS1 have collaborated to tackle new consumer and regulatory demands for e-commerce and product information.



Supply Chain Visibility: A Critical Strategy to Optimise Cost and Service

63% of global supply chain companies ranked visibility as a high priority.

As supply chains grow more complex, increasing numbers of companies and enterprises are looking to improve supply chain visibility as a critical strategy to reduce costs, a new report by the Aberdeen Group revealed. Improving visibility will also help improve operational performance, these organisations believe.

Sixty-three percent of 149 companies with predominant global supply chains ranked supply chain visibility as a high priority, according to the report, Supply Chain Visibility: A Critical Strategy to Optimize Cost and Service, conducted by Bob Heaney, senior analyst at Aberdeen Group.

Aberdeen also reported an unprecedented increase in the use of logistics service providers as supply chains become more globally connected. As a result, the need to “speak the same language” is more important than ever.

“Supply chain visibility solutions aim to improve an organisation’s ability to connect transport and logistics activities, and put universal standards - like GS1 enabling technology - to their most productive use,” Heaney wrote.

The top 20 percent, best-in-class companies surveyed claim to have compliance with GS1 Standards, and are more than twice as likely to monitor transport and logistics activities at the unit and container level, the report found. By adopting supply chain standards for visibility in such a way, companies can improve their cross-channel, end-to-end efficiency and agility.

Download the report at <http://www.gs1.org/visibility/aberdeen>

Learn how Mexican retailer Liverpool seamlessly implemented EPC/RFID item-level tagging into its operations and how this standards-based technology dramatically improved the efficiency of everyday business processes.

Some of the benefits Liverpool enjoys include:

- 100 percent product visibility from distribution centre to store
- 80 percent decrease in shipping errors
- Increased inventory accuracy from 80% to over 98%
- Increased inventory management speed from 500 to 7,000 products per hour



Read the full case study here :

<http://mozone.gs1.org/case-studies/epc>.

For more information, contact Enzo Blonk, EPC Director, GS1 Global, enzo.blonk@gs1.org.

Dairy Crest Improves Deliveries and Meets Trading Partner Requirements Using GS1 Standards



When it comes to shipping and logistics, speed and accuracy are crucial.

Delivering over a quarter of a million cases a week to Tesco, Dairy Crest looked to Advanced Shipping Notifications (ASNs) to meet its largest customer’s strict delivery requirements. The end result? Better visibility and validation throughout the entire transportation process, and a strengthened partnership built on trust and a “common language of business.”

Dairy Crest achieved a 99.5% delivery accuracy rate with Tesco by using ASNs.

On-time deliveries

Dairy Crest’s use of ASNs system wide reduced overall ship times and helped meet 18-hour delivery time requirements. A recent study found that ASNs and GS1 logistics labels reduce the time it typically takes to unload a truck with 26 pallets from 52 minutes to 11 minutes.

Advance notice

In addition to meeting Tesco’s tight timeframes, Dairy Crest can now also provide its trading partner with better information in advance of all deliveries coming from its expansive network of 14 production facilities employing 5,300 people and supplying 40 countries. As a result, Tesco can plan receiving and warehouse operations in advance of deliveries – a necessity when working with large volumes of goods, many of which require refrigeration.

Delivery accuracy

Through the use of ASNs and Electronic Proof of Delivery (ePODs), Dairy Crest managed to reduce the number of manual paper-based systems in its business, resulting in fewer data errors, fewer invoice queries and an overall



improved cash flow. The company has also achieved a delivery accuracy of 99.5% in line with Tesco's target.

Labour management

ASNs have also helped Tesco reduce the need for human intervention when receiving goods, thereby reducing labour costs and errors.

Read the full report here : <http://www.gs1uk.org/news/Pages/CaseStudyDetails.aspx?CaseStudyID=40>

How it works

The key to the successful operation of ASNs is the use of GS1 Standards, which provide a common language between Dairy Crest and Tesco. Tesco operates a sales-based ordering system and places its orders with Dairy Crest using Electronic Data Interchange (EDI) technology. Consignments are assembled within Dairy Crest's distribution centre and each pallet is identified with a logistics label, which contains a Serial Shipping Container Code (SSCC), a unique GS1 number (represented by a bar code) identifying goods when they arrive at Tesco's regional distribution centre. As the pallets in the consignment are loaded onto the delivery lorry, they are scanned, which then triggers Dairy Crest's warehouse management system to issue an ASN message. That message is sent to Tesco's receiving facility.

7 Ways to Better Exchange Fashion Retail Data

Fashion store sales, particularly in the Netherlands, have been under pressure for years as a result of an ongoing economic crisis. Arjan van der Heijden, operational manager for Just Brands and a GS1 Business Council member who is actively helping to develop standardized XML messages, sees the exchange of information between brand and retailer as the key to ongoing success. He offers seven tips on how to engage in this type of interchange.

Learn from the large brands. The Dutch distribution landscape, like the stores themselves, is highly fragmented and full of companies accustomed to doing things their own way. As a result, they are lagging behind the big chains that have sprung up in the past few decades, such as Zara and H&M, which are able to respond to market demand at lightning speed because they share sales information.

Follow the German example. In Germany, it is not unusual for information to be shared between retailers and wholesalers, resulting in quick response to out-of-stock situations. This sharing also enables brands to manage and fine-tune in a

better way, and it builds trust and sales.

Everyone needs to join in the effort. A lot of retailers think using EDI means complete access to their suppliers' books, but that isn't the case. Other retailers would rather not report sales metrics for fear this information would reduce their bargaining scope. This culture of distrust needs to be overcome: the more information shared by supply chain partners, the better the industry as a whole can anticipate market trends.

Gut feelings should be backed up by figures. Small retailers in particular tend to operate on the basis of personal taste. That can work well for a while, but when they get older and lose their connection with the target group, this approach can be risky. This is another reason why it is important to have the best possible access to sales information, both for the supplier and the retailer.

Sharing information makes new types of partnerships possible. A retailer who supplies the wholesaler with feedback from the sales floor can put together a much better collection as well as enhance production and marketing strategy. By collaborating through EDI integration, companies better manage their inventories.

Cross-channelling is the future. Providing in-store access to the online world creates another way of showcasing the range of products available. Cross-channelling contributes to the consumer experience, too: employees can simultaneously help online and in-store customers, thereby cutting costs and improving services. In-store kiosks with tablets also help bring in sales.

Quality data and synchronisation is the foundation for better customer service. We're heading for a future where many customers place orders in stores, and then have the goods delivered to their home. Others want to bring goods purchased online to a store for a return, making for very complex logistics. That's why it is important for the fashion industry as a whole to start using data synchronisation now.



International Regulators and Organisations Collaborate for Better Product Safety

Consumer product safety authorities make it their job to mitigate the risks of illness, injury and death from everyday and newly marketed products. With increasing numbers of products produced and traded internationally, cooperation among product safety regulators has become more important than ever.

A rash of high-profile safety incidents in the summer of 2007 sparked the launch of an action plan by the Organization of Economic Collaboration and Development (OECD) aimed at improving information sharing across jurisdictions for all product categories except food and pharmaceuticals. To help implement this plan, the OECD Committee on Consumer Policy (CCP) was established in April 2010 and subsequently formed the Consumer Product Safety Working Party sub-committee.

A rash of high-profile safety incidents sparked the launch of a **global product recall** portal capturing information on unsafe products.

The Working Party's goal is to promote the safety of consumer products in global markets.

A top priority has been placed on implementing a global product recall portal with data exchange capability to automatically capture information on unsafe products from national

product safety websites. The Working Party is also developing an inventory of international and national consumer product safety initiatives.

In addition to the OECD member countries and the European Commission, Working Party participants include regulators and experts from non-OECD member countries and international organisations focused on product safety issues. Delegates from consumer agencies, ministries and standardisation bodies across the globe are also involved.

The Role of GS1

GS1 acts as a trusted advisor in this important international collaboration. GS1 Standards, including the GTIN and the Global Product Classifications (GPC) proved critical in the planning process to ensure the use of one global language for information sharing between governments. In October 2012, the OECD product recalls portal was successfully launched, and saw more than 700,000 queries in the first few months of operation. In 2013, the global recalls portal averaged 175,000 queries per month.

Next Steps

GS1 continues to provide technical guidance and capacity building, and it has recently begun contributing to the vision and strategy for an OECD consumer-facing mobile application using GS1 bar codes and GPC codes. The

Working Party's longer-term actions include reaching an agreement on format for injury data collection, developing confidentiality protocol for sharing research information and enhancing international cooperation on traceability.

To learn more, contact John Keogh, Director, Safety & Traceability, GS1 Global, john.keogh@gs1.org.

GS1 Australia Alliance Partner Authenticateit Combats Counterfeiting with GS1 DataBar

Authenticateit is the world's first patent-pending track and trace app for iOS and Android that allows businesses and consumers to work together to combat counterfeiting in both retail and online environments.

Developed in Australia, the smartphone application provides consumers with a free, easy way to check a product's authenticity before purchase. Brands implementing Authenticateit technology have reported an increase in consumer confidence as a result.



Authenticateit technology also empowers brands to track and trace their products throughout the supply chain, preventing unauthorised distribution and grey importing – which purportedly costs the global economy \$250 billion annually – and allowing retailers to verify the authenticity of goods received from suppliers.

As part of the GS1 Alliance Partner Program, Authenticateit is a Business Alliance Partner with GS1 Australia and has built its system to be fully compatible with GS1 Standards. The GS1 DataBar, selected as the global product identifier, further simplifies Authenticateit implementation without the cost and hassle of adding additional identifiers.

This enhanced product bar code verifies a product's authenticity when used by retailers at Point-of-Sale (POS) or scanned by consumers using their smartphones. Authenticateit and the GS1 DataBar also enable brands to take immediate action to recall, bar, disable or neutralise unauthorised sales or imports. Companies in Australia using Authenticateit include leather goods supplier LeSerge and Ugg boot manufacturer Binder Production.

Consumers can download the Authenticateit smartphone app from Apple's App Store and Google Play.

To learn more, visit www.authenticateit.com.



New Global Standard Sets the Stage for Sustainable Packaging



available through the GDSN includes information about Mass CO2 equivalents for a pallet (or shipper) of goods, approved modelling software programs used, functional units per pallet, and more.

GS1's participation at the recent International Network of Product Sustainability Initiatives (INPSI) meeting in Paris highlighted the potential for the deployment of GS1 global standards, services and solutions to support further sustainability implementation, beyond just packaging. GS1 was also invited to participate in a variety of EU and global sustainability programmes, including a 3-year EU pilot programme, commencing in September, to test and validate the recently published PEF (Product Environment Footprint) and OEF (Organisational Environmental Footprint) models in order to provide meaningful data for consumers.

To learn more about GS1's sustainability activities, contact Jim Bracken, Sustainability Director, GS1 Global, jim.bracken@gs1.org.

Research shows consumers prefer to purchase environmentally-friendly products. Many, however, are confused by the sheer number of 400-plus eco labels, and as a result, find it difficult to distinguish between truly "green" products and those making marketing claims.

To help consumers and supply chain partners wade through this often confusing information, GS1 has released a new standard for packaging sustainability based on The Consumer Goods Forum's (CGF) Global Protocol for Packaging Sustainability (GPPS). Plans are to complete implementation guidelines by early next year.

The standard, based on a set of 40 defined metrics covering environmental, economic and social indicators, establishes a common language for understanding packaging sustainability and provides companies with a means to make assessments, comparisons and improvements.

GS1's sustainability standard tracks the environmental impact of manufacturing processes from production to disposal.

use, global warming potential, and the packaging's life cycle from raw material production to final disposal.

The CGF says the standard will also help improve consumer perceptions about sustainable products as well as reduce costs and the environmental impact of manufacturing processes by measuring recycled content

As a result of the new standard and work by GS1, trading partners can now share packaging sustainability information via the Global Data Synchronisation Network (GDSN). Data

GS1 Joins Sustainability Consortium for Product Innovation

GS1 has joined The Sustainability Consortium (TSC) an independent, global organisation working to build a scientific foundation to drive consumer product sustainability innovation. Together with TSC, GS1 hopes to better support the implementation of sustainability measures across multiple sectors. GS1 will be an important player in the Retail and Measurement Science Consortium Working Groups within TSC, contributing to the communication of information to suppliers and throughout the entire supply chain. GS1 will also have the opportunity to participate in the seven other sector working groups within TSC such as Food, Beverage, and Agriculture.



Since its' launch in 2009, The Sustainability Consortium has identified over 500 improvement opportunities and 400 hotspots across nine working groups. Developing a global standard for sustainability best practices and measures will improve the electronic exchange of sustainability data on products, packaging and services between business partners worldwide.

For more information, visit <http://www.gs1.org/1/newslib/detail.php/gs1-joins-the-sustainability-consortium/?nid=1482>.



Network of Auto-ID Labs Studies the Future of RFID Technology



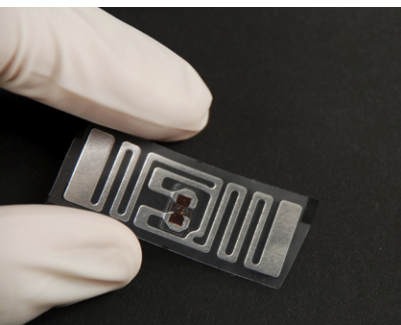
The network of Auto-ID Labs, formed in 2004 with GS1 for the study of RFID and other technologies, comprises seven of the world's most renowned research universities on four continents. Born out of the the original Auto-ID Center, founded at MIT in 1999 by Professors Sanjay Sarma, David Brock, Sunny Siu and and Kevin Ashton of P&G, the Auto-

ID Labs network now includes the University of Cambridge, University of Adelaide, Fudan University in China, KAIST in South Korea, Keio University in Japan, and the University of St. Gallen/ETH Zurich in Switzerland.

The Labs employ seven research directors, nine assistant directors, and more than 60 researchers who specialise in hardware and chip design, software development, security, technology management, business applications, and more.

Since the 1970's, the bar code has served as the model for standards around the globe. The Auto-ID Labs have focused on more advanced RFID technology and other platforms for revolutionising global commerce. The Labs developed the initial concept for the "Internet of Things," the idea that objects equipped with radio tags can be better inventoried by computers. More than 150 white papers have been published by the Lab and numerous software programmes and related tools and resources have been developed.

"40 years ago we had the bar code, but now there are different scanning technologies used in retail," says Nicholas Fergusson, senior director of Information and Communications Technology Services at GS1. "Inventory management now takes only a fraction of the time, whereas in the past it might have taken days."



Since 2004, GS1 has served as a strong partner and ally to the Auto-ID Labs around the world,

and plans are underway to strengthen the partnership in 2014.

"Once we knew RFID technology and standards would take-off, we were eager to find a partner to shepherd it through the next level of standardisation and adoption," says MIT professor Sarma. "There was already demand for EPC

numbers and software, and I was keen to launch a 'Gen 2' standard."

While the Auto-ID Labs' initial work has addressed reducing the cost of RFID, current studies revolve around anti-counterfeiting efforts, image recognition technology and social media.

"It's not as problematic if you get a fake Gucci bag, but with prescription drugs and aircraft or automotive parts, counterfeiting can endanger human lives," says Fergusson.

Current research has also centred on bridging the gap between offline and online worlds with the rise in smartphones and apps. In a shift from business-to-business to business-to-consumer, this research aims to bring identifiers and improved marketing data to mobile phones and the Web for consumers.

"Not long ago, the bar code was designed to just look up prices," says Alex Ilic, assistant professor and associate director at Auto-ID Labs University of St. Gallen / ETH Zurich. "Now, since everyone has a smartphone, consumers want to do more with data after the point of sale. They want to share their purchases with friends, resell items, and talk about other products. When shopping, consumers don't care if they buy in the store or off the Web."

Says Sarma, "Standards are not static; as the technology around the world changes, so must standards. We need to look into the future to see where GS1 Standards will go, and remain both vigilant and aggressive to ensure that our standards are 'future-proof' for our users."

Read more on the Auto-ID labs, <http://www.autoidlabs.org/>.

Recall Guidelines from ISO Helps Suppliers and Regulators Improve Product Safety

Millions of people suffer injuries and illnesses from unsafe products each year - some even die. Experts have estimated the cost of product related injuries at more than USD 1 trillion annually.

With such a wide variety of products available in the global marketplace, many of which routinely travel across borders as suppliers seek to lower costs and expand markets, safety regulations and standards are paramount.

While many regulators and producers do all they can to make products safe and fit for intended use, problems related to design flaws, manufacturing defects, and inadequate



warnings or instructions still result in unsafe products entering the marketplace. In those instances, it is critical that corrective actions, such as recalls, are carried out quickly and effectively.

The ISO International Recall Guideline ISO 10393:2013(E) is designed to provide practical guidance for suppliers in determining whether they need to carry out corrective actions. If a recall becomes necessary, the guidance provides information and tools that suppliers of all sizes can use to develop a documented and validated programme. Timely and cost-effective recalls help stave off legal and reputation problems, and they reduce health or safety risks to consumers.

The GS1 Product Recall Standard, viewed as a “how-to” guide, facilitates structured processes and automated notification systems as a mechanism for implementing ISO guidelines. Although intended for suppliers, the ISO International Recall Guideline also helps government agencies develop or improve product recall policies. While many countries have regulatory requirements for suppliers in this area, many do not. Even in countries with well-developed requirements, recalls may be ineffective.

For more information on the GS1 implementation Guideline, consult http://www.gs1.org/docs/gsmpr/recall/Product_Recall_Implementation_Guide.pdf

GS1 and Open Mobile Alliance are Going Mobile with Smart Phone Bar Code Scanning



A new specification for **mobile device scanning** will be released next year.

GS1 and Open Mobile Alliance (OMA) are collaborating to enable bar code scanning features built directly into mobile devices. This will make it easier for application developers to be able to use their apps for scanning and linking to trusted content.

“Our consumers are increasingly using mobile devices to research and purchase products,” said John Phillips, senior vice president Customer Supply Chain and Logistics at PepsiCo. “This new specification will allow more consumers to access accurate and trusted product information to help them with their daily lives.”

The two organisations aim to launch the new specification in 2014 and are encouraging companies to actively participate in the development process this year. Some of the companies

involved include various GS1 Member Organisations, Saphety, Equadis, iCare, Images In Space, Fujitsu, NEC and AT&T.

To participate, contact Cameron Green, Director, B2C, GS1 Global (cameron.green@gs1.org) **or Kennie Kwong, Lead Member, AT&T** (kennie.kwong@att.com).

Read the full press release at http://www.gs1.org/docs/media_centre/gs1_pr_200513_oma_intelligent_scanning.pdf.

EU 1169 Driving GS1 Source and GDSN Implementation

The European Union (EU) Food Information Regulation 1169/2011 is driving wider implementation of GS1 Source and the Global Data Synchronisation Network (GDSN) around the world. Beginning in December 2014, the regulation will require all food products sold online in the EU be accompanied by the same product data on the packaging.

Retailers already connected to the GDSN will continue to receive trusted product information, but for retailers not currently accessing the standardised network, this may be the right time to join. Alternatively, they can receive B2C data via a GS1 Source aggregator, which extends GDSN capabilities, making it possible for product data to be shared with a wider range of constituents online and through mobile applications.



The GDSN and GS1 Source eliminate the need for regular point-to-point connections, allowing brand-owners to publish information just once and have it globally accessible to many applications and retailers around the world. Developers of mobile/web applications and retailers can access a large pool of data from one place and know that it is accurate because it has been authorised by brand owners.

GS1 has shared these standards-based solutions (GS1 Source and GDSN) with the European Commission and industry representing groups like Food and Drink Europe. In addition, the organisation will continue to ensure GS1 Standards meet global regulations and business needs.

As the EU 1169 deadline approaches, more services are becoming available to capture product data and ensure data



quality. GS1 has started the certification process to show which of these services conform to GS1 standards

For more information on sharing or using product data contact your local GS1 office at www.gs1.org/contact.

For more information on GS1 Source, <http://www.gs1.org/source/>.

For more information on GDSN, <http://www.gs1.org/gdsn>.

New Version of EPC Gen2 Air Interface Standard Ratified

GS1 recently announced the ratification of an important upgrade to its radio-frequency identification (RFID) standard. Known as EPC Gen2v2, the new protocol is the result of several years of industry-wide collaboration among a diverse group of stakeholders.

Gen2v2 is the first revision of the standard since GS1 published its "Item-Level Tagging" version back in 2008,

building on the success of 2004's ground-breaking Gen2 version. New features and functionality will help address supply chain challenges such as anti-counterfeiting and the security of products and tags. Benefits to industry and consumers include enhanced user memory, cryptographic authentication of RFID tags and readers, and improved privacy features.

Gen2v2 will enable businesses to further leverage their existing investments in EPC/RFID while taking part in a ground-breaking supply chain transformation.

According to Steve Bratt, GS1's CTO and president of EPCglobal, "The enhancements and features of Gen2v2 will enable businesses to further leverage their existing investments in EPC/RFID while taking part in a ground-breaking supply chain transformation."

Read more about the benefits of the Gen2v2 standard: <http://www.gs1.org/1/newslib/detail.php/new-version-of-epc-air-interface-standard-gen2v2-is-ratified/?nid=1513>

NEWS & EVENTS

GS1 Connect 2013: More Features, More Industry Tracks, Standards Education

More than 1,200 GS1 Standards users and experts descended on San Antonio, Texas for GS1 US' annual GS1 Connect conference, held June 10-13. The mission of GS1 Connect is to support GS1 Standards implementation and facilitate industry collaboration.

GS1 bar codes are scanned more than 6 billion times a day around the world.

Attendees from around the world in various industries, including retail (apparel and general merchandise), grocery (fresh foods, consumer packaged goods and grocery retail),

foodservice and healthcare, come together each year to learn about standards, share best practices and collaborate with trading partners and industry peers.

This year's event kicked off with a general session led by Bob Carpenter, president and CEO of GS1 US, and five thought leaders across a variety of sectors: Jay Crowley, U.S. Food and Drug Administration; Joe Dudas, Mayo Clinic; Bill Hardgrave, Auburn University; Peter Longo, Macy's, Inc., and Eddie Phillips, Quality Supply Chain Co-op, Inc. The panel discussed the digital transformation of business and the role GS1 Standards can and do play in this movement. The keynote from Gary Kovacs, former CEO of the Mozilla Corporation



(pioneer of the Web browser Firefox) was about the rapidly changing digital landscape, and how these changes will impact the global supply chain.

This year's conference also featured expanded, industry-focused tracks, with more than 100 breakout sessions, countless networking opportunities and a full, pre-conference education programme, during which attendees chose from beginner, intermediate and advanced education sessions, such as GTIN & Barcode: Basics to Advanced, EDI Essentials and Barcode Professional Certification.

The foodservice sessions included updates on the Foodservice GS1 US Standards Initiative, benefits of GLNs



in foodservice, and discussion about extended data, such as nutritional information. Grocery track sessions focused on how GS1 Standards support traceability and food safety, streamline internal and external business processes and facilitate effective trading partner relationships. Apparel and general merchandise companies explored how item-level EPC-enabled RFID, omni-channel retail and B2C perspectives are transforming the industry.

Rounding out the four-day programme, more than 30 companies held informal trading partner roundtable sessions, while 13 leading retailers held "How to do Business With" sessions. Attendees in need of individualised advice signed up for Ask the Experts sessions, while others mingled with solutions providers and peers in the Exhibit Hall.

To learn more about next year's GS1 Connect, visit www.gs1connect.org.

GS1 Celebrates 40 years of Global Standards



On April 3rd 1973, the American grocery industry selected a single standard for product identification that the world now knows as the GS1 bar code. Today, the beep of bar codes scanned at cash registers is heard more than 6 billion times a day around the world.

During the last four decades, GS1 identification solutions have formed the foundation of business processes for over 1 million users in 150 countries. GS1 Standards make it possible for adopters to speak a common language that not only connects companies across geographical and cultural boundaries, but also allows industry leaders to leverage the power of information to improve people's lives each day around the globe.

Product identification stands for much more than marking and scanning goods; it has made a global market possible. And, with all the achievements from the last 40 years in mind, we look forward to another 40 years of solid growth.

The Future is Bright – 2013 ECR Europe Event

14-15 May 2013, Brussels

Earlier this year, more than 600 delegates from over 30 countries gathered at the Efficient Consumer Response (ECR) Europe conference in Brussels. Themed "The future is bright," the two-day conference covered a wide range of topics, from collaboration to waste management, shopper experience, sustainability mobile data and e-commerce. Roughly 30 people from GS1/ ECR offices around the globe – including Italy, Portugal, Switzerland, Sweden, Germany, Romania and others – attended the event, along with leading companies from the retail, consumer goods and grocery sectors, the EU Commission, and other organisations.

The retail industry is facing the biggest explosion of potential new customers in history, thanks to the growth of emerging nations.

Building forward momentum

During her session on the future of the European consumer goods sector, Joanne Denney-Finch, chief executive of IGD, a research and education charity for the consumer goods industry, identified six reasons to celebrate why the future is indeed bright:

- The biggest explosion in history of potential new customers, thanks to the growing wealth and business demands of emerging nations such as China
- Improvements already being made in resource efficiency within the industry
- The demand for transparency and opportunities to win lasting customer loyalty
- An appetite worldwide for teamwork throughout the supply chain
- A "golden age" of technology and stimulating innovation
- The opportunity to attract some of the most talented people to the retail industry

Dominique Reiniche, chairman of Coca-Cola Europe, hosted a session called "Ingredients for Growth," and suggested three pre-requisites for moving forward: act collectively and transparently, switch from a "share-gain war game" to a "grow the category pie game," and build a new, collaborative model based on mutual confidence and trust.

Increasing consumer trust

GS1 Europe's booth at the exhibition focused on building consumer trust in light of the upcoming 1169/2011 regulation on the provision of food information to consumers. Also on display was GS1 Belgium and Luxembourg's Trustbox App, which invites users to scan bar codes for extended information about food products, such as allergens, ingredient lists and marketing information. GS1 Denmark showcased its farm-to-fork EPCIS traceability solution.





GS1 Standards Event Addresses Digital Initiatives, Omni-channel Retailing

More than 300 professionals representing 115 organisations from 32 countries attended the latest GS1 Standards Event, held 7 – 11 October in Lisbon, Portugal.

Keynote speaker Christopher K. Sellers, executive chairman from MOBEAM, Inc., shared important information about “The Need for Speed in Standards,” the changing role of GS1, and what’s on the digital horizon. GS1’s Steve Bratt and Robert Beideman also touched on these topics in a lunch and learn session covering GS1 Digital, an initiative exploring business needs for identification, classification, descriptions, and relationships in today’s digital world.

In an apparel industry workshop led by industry leaders from Falke, C&A, Intertek, Gerry Weber, GS1 US, & RFID in Fashion, more than 90 participants from 20 GS1 Member Organisations discussed the transformation of today’s retail supply chain and the importance of “omni-channel” retail - the ability to provide an immersive, superior customer experience regardless of channel. Other topics discussed

included upstream/downstream process excellence, apparel sourcing, RFID & anti-counterfeit tactics and tag performance.

GS1’s Retail Value Chain Vice President Lynda Costa updated attendees on the Next Generation Product Identification (NGPI) project, a collaboration between The Consumer Goods Forum and GS1. The initiative will enable the

communication of more accurate information to meet the needs of digital-focused consumers, regulators and trading partners through the development of standards, tools, and other solutions.

The GS1 Standards Event drew hundreds of attendees and saw the completion of the Fresh Food Industry Group’s fisheries data attribute guide.

A key accomplishment at the event included the completion of the Fresh Foods Industry Group’s “Fisheries and Aquaculture Master Data Attribute” guide, which provides best practices for industry-wide adoption of New Item Listings. The guide also provides support to companies seeking to electronically exchange fish product information in accordance with GS1 Standards.

To read the full content of the presentations from the GS1 Standards event in Lisbon, visit: <http://www.gs1.org/events/2013/lisbon/post-event/welcome>.

We look forward to welcoming you at the Spring GS1 Standards event in Atlanta, USA, 24-28 March 2014!

Upcoming Events

February

TCGF Global Food Safety Conference 2014

Date: 26 Feb 2014 - 28 Feb 2014
Anaheim (CA), United States

March

GS1 Standards Event Spring 2014

Date: 24 Mar 2014 - 28 Mar 2014
Atlanta (GA), United States



SAVE THE DATE!



GS1 Global Forum 2014

Date: 17 Feb 2014 - 21 Feb 2014

Brussels, Belgium

The 40th Anniversary global campaign has delivered amazing results. And, with our new strategy put in place, this year's Global Forum will be the scene of exciting presentations and unforgettable celebrations.

From our roots in the Retail supply chain – through today's omni-channel environment and beyond – the GS1 System of Standards has remained a relevant force in global commerce over the past 40 years. Today, GS1 is helping guide businesses into the emerging retail paradigm that includes challenges like Next Generation Product Identification (NGPI).

Up next: "GS1 Digital," which is GS1's strategy to increase the interoperability of retail business processes and the visibility of product data in the digital world. This effort includes

important focus areas such as GS1 Source, which provides a trusted source for accurate product data, and "GTIN on the Web" for online search and discovery.

In the Healthcare industry, the IMDRF (International Medical Device Regulator Forum), the U.S. Food and Drug Administration (FDA) and the European Commission are aiming for a globally harmonised and consistent approach to increase patient safety and help optimise patient care by proposing legislation for Unique Device Identification (UDI), using GS1 Standards.

Considering the recent Aberdeen research study, GS1 Transport & Logistics emphasizes the importance of GS1 standards for supply chain interoperability and the timely sharing of information to enable visibility across all involved parties.

For more information about any of these events, contact your local GS1 Member Organisation: www.gs1.org/contact

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GS1 AISBL
Blue Tower, Avenue Louise 326, b10
BE 1050 Brussels, Belgium
T +32 (0)2 788 7800
F +32 (0)2 788 7899

Editor: Lisa Sandberg

For more information, please contact: lisa.sandberg@gs1.org
or visit: www.gs1.org

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