





THE GLOBAL LANGUAGE  
OF BUSINESS

110+ MEMBER ORGANIZATIONS SERVING  
BUSINESS AROUND THE WORLD



# GUIDING PRINCIPLES

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## **We are a not-for-profit organization.**

- Growth measured in usage or value, *not* margin or revenue

## **We are neutral.**

- We are objective, and put the needs of the industry above individual members to bring the industry together
- We establish objective criteria in order to select partners to advance usage of GS1 Standards

## **We are user-driven and user-governed.**

- “Outside / In” instead of “Inside / Out”
  - Actions and problem-solving guided by the industry
  - Industry insight and engagement to develop community roadmaps

## **We are a voice for industry to develop standards.**

- Standards to identify, capture, and share information
- Global Standards Management Process (GSMP)

# GUIDING PRINCIPLES

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**We enable industry to adopt and customers to use standards.**

- Accountable to industry for the voluntary adoption of standards
- Accountable to customers for the voluntary use of standards

**We collaborate with outside partners to implement standards and solutions to give our customers one way to do business globally.**

- Our collaboration with other standard organizations, government agencies, global NGOs and industry is founded on clear, objective, transparent criteria

**We succeed when both the industry and our customers derive value from using our standards.**

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# HOW WE ARE STRUCTURED



THE GLOBAL LANGUAGE  
OF BUSINESS

LEADING INDUSTRY TO ADOPT AND USE GS1 STANDARDS AND SOLUTIONS

## STANDARDS ADOPTION & USAGE

Engaging communities and companies to solve supply-chain problems by adopting and using GS1 Standards

## PRODUCT DATA MANAGEMENT

Enhancing the GS1 Standards-driven supply chain (e.g., GDSN) by providing services and technologies to help manage product data



# ABOUT GS1

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**GS1 MAKES IT POSSIBLE** for industries, companies, and governments to move their business forward by adopting GS1 Standards as the foundation of their business processes.

# INDUSTRIES USING THE GS1 SYSTEM

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- Agriculture
- Alcohol Beverages
- Apparel
- Audio / Video
- Automotive
- Chemicals
- Computer Hardware and Software
- Cosmetics and Fragrances
- Electrical Supplies and Equipment
- Electronics
- Financial Services - Banking
- Food and Beverage
- Foodservice
- Fresh Meats, Poultry, Seafood Deli
- Furniture
- General Merchandise
- Healthcare / Supplies
- Healthcare / Rx
- Healthcare Medical / Surgical
- Healthcare / OTC
- Hobbies and Crafts
- Home Accessories
- Home Furnishings
- Home Improvement / DIY
- Jewelry
- Lawn and Garden
- Maintenance Repair and Operations
- Pet Foods and Supplies
- Produce
- Public Sector / Government
- Publishing
- Raw Materials
- Shoes
- Sporting Goods
- Telecommunications
- Toys and Games

# GOVERNMENT ENGAGEMENT

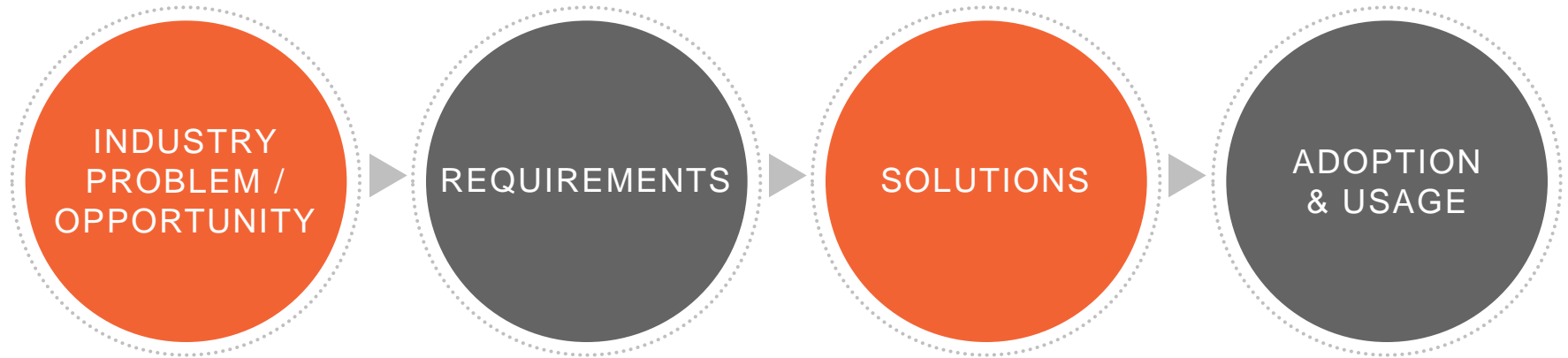
- Commodity Futures Trading Commission (CFTC)
- Consumer Product Safety Commission (CPSC)
- Department of Defense (DoD)
- Department of Homeland Security (DHS)
- Defense Logistics Agency (DLA)
- Department of State (DOS)
- Department of Veteran Affairs (VA)
- Environmental Protection Agency (EPA)
- Federal Trade Commission (FTC)
- Federal Deposit Insurance Corporation (FDIC)
- Food & Drug Administration (FDA)
- International Trade Administration (ITA)
- National Institute of Standards & Technology (NIST)
- National Telecommunications and Information Administration (NTIA)
- Office of Policy & Strategic Planning, Manufacturing & Services
- Securities and Exchange Commission (SEC)
- Treasury/ Office of Financial Research (OFR)
- U.S. Congress
- U.S. Department of Agriculture (USDA)
- United States Postal Service (USPS)
- United States Trade Representative (USTR)

## Variety of Relationships

- **Existing/Long Term** – FDA (Food Safety)
- **Emerging** – Treasury/OFR (Financial Services)
- **Potential Opportunity** – EPA (no established initiatives)
- **Combination** – DOD (Logistics and Anti-Counterfeiting)



# SOLVING INDUSTRY NEEDS



**GS1 helps industry identify a problem or opportunity and organize to solve it**

**GS1 helps industry define their needs/goals and create adoption roadmaps often with government guidance**

**GS1 develops:**

- **Standards**
- **Guidelines**
- **Tools**
- **Readiness Programs**
- **Education & Training**

**GS1 measures how industry adopts and uses standardized technology**

# GS1 STANDARDS

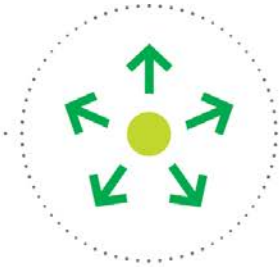
GS1 Standards for identifying, capturing and sharing information—about products, business locations and more—make it possible for companies and government to speak the same language, connect with each other and move business forward.



IDENTIFY



CAPTURE

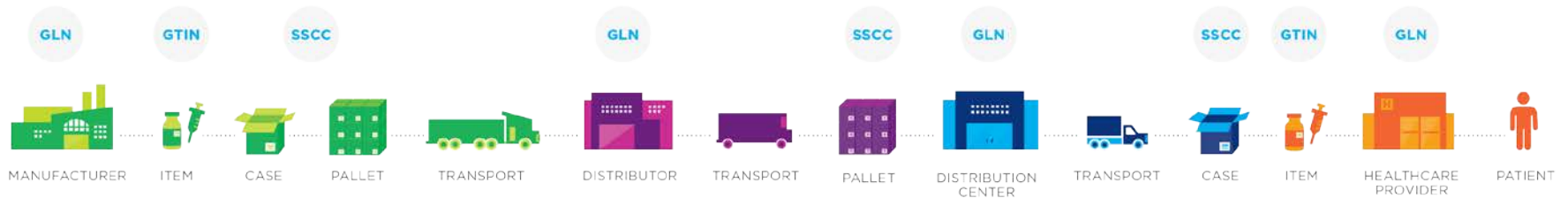


SHARE

# IDENTIFY: GS1 IDENTIFICATION



Used to uniquely distinguish all products, trade items, logistic units, locations, assets and relationships in the supply chain—from manufacturers to consumers.



## COMPANY

Global Company Prefix  
Global Location Number (GLN)

## PRODUCT

Global Trade Item Number® (GTIN®)  
Serialized Global Trade Item  
Number (SGTIN)

## LOCATION

Global Location Number (GLN)

## LOGISTICS

Serial Shipping Container Code (SSCC)

## ASSETS

Global Individual Asset Identifier (GIAI)  
Global Returnable Asset Identifier (GRAI)  
Global Document Type Identifier (GDTI)

## SERVICES

Global Service Relation Number (GSRN)  
Global Document Type Identifier (GDTI)

# CAPTURE: GS1 DATA CARRIERS



Capable of holding varying amounts of data to accommodate different needs such as traceability and expiration dates.

## BARCODES

EAN/U.P.C.



GS1-128



GS1-128 SSCC



GS1 DataBar™



GS1 DataMatrix



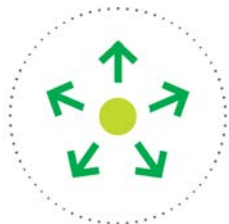
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## EPC®-ENABLED RFID TAGS



# SHARE: GS1 INFORMATION STANDARDS



Interoperability, made possible by identification standards, data capture standards and interface standards, allows electronic commerce information to flow through the supply chain.

## **MASTER DATA**

Global Data Synchronization  
Network™ (GDSN®)

## **TRANSACTIONAL DATA**

Electronic Data Interchange (EDI)  
Extensible Markup Language (XML)  
Advance Ship Notice (ASN)

## **PHYSICAL EVENT DATA**

EPC Information Services (EPCIS)

# GS1 MAKES IT POSSIBLE

To increase availability of accurate data

To accurately answer the what, when, where, and why of a specific product's movement

To help industry meet the requirements of the Food Safety Modernization Act

To share precise recall information between trading partners



To apply standards to business processes

To achieve interoperability between trading partners

To improve patient safety through pedigree standards for pharmaceuticals

To combat counterfeiting through standardized identification and authentication

# THANK YOU

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