110+ MEMBER ORGANIZATIONS SERVING BUSINESS AROUND THE WORLD
GUIDING PRINCIPLES

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

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.
HOW WE ARE STRUCTURED

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

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

- 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

INDUSTRY PROBLEM / OPPORTUNITY

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

REQUIREMENTS

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

SOLUTIONS

GS1 develops:
- Standards
- Guidelines
- Tools
- Readiness Programs
- Education & Training

ADOPTION & USAGE

GS1 measures how industry adopts and uses standardized technology
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: 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

<table>
<thead>
<tr>
<th>EAN/U.P.C.</th>
<th>GS1-128</th>
<th>GS1-128 SSCC</th>
<th>GS1 DataBar™</th>
<th>GS1 DataMatrix</th>
<th>ITF-14</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="ean_upc_barcode.png" alt="Barcode Image" /></td>
<td><img src="gs1_128_barcode.png" alt="Barcode Image" /></td>
<td><img src="gs1_128ssc_barcode.png" alt="Barcode Image" /></td>
<td><img src="gs1_databar_barcode.png" alt="Barcode Image" /></td>
<td><img src="gs1_datamatrix_barcode.png" alt="Barcode Image" /></td>
<td><img src="itf_14_barcode.png" alt="Barcode Image" /></td>
</tr>
</tbody>
</table>

EPC®-ENABLED RFID TAGS
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 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

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 accurately answer the what, when, where, and why of a specific product’s movement
THANK YOU

Bernie Hogan
SVP Emerging Capabilities & Industries
GS1 US
bhogan@gs1us.org