



The Global Language of Business

Annual Report 2014-2015





GS1 believes in the power of standards to transform the way we work and live.

We create a common foundation for business by uniquely identifying, accurately capturing and automatically sharing vital information about products, locations and assets.

We enable visibility through the exchange of authentic data.

We empower business to grow and to improve efficiency, safety, security and sustainability.

We are...

- Neutral and not-for-profit
- User-driven and governed
- Global and local
- Inclusive and collaborative

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Letter from the Chairman



Not many organisations can say that they are changing the way the world works and lives. Nor can many say that they are making people's lives safer and their jobs easier. But GS1 is an extraordinary organisation, quite unique in the world; and in the past year, the people of GS1 have accomplished some extraordinary and unique things. I would like to describe just a few of them:

GS1 is transforming the retail industry

European Union Food Information Regulation 1169/2011 (EU 1169) is a directive to make food labels easier for consumers to understand and to give consumers greater clarity and information about ingredients, nutrition and allergens. EU 1169 showcases GS1 at its best. It is really difficult to imagine how manufacturers and retailers could possibly have complied with EU 1169 without GS1. GS1 helps all involved agree on the data standards and formats. Without GS1, companies would have created a lot of point-to-point solutions, which would have been very difficult to operate – and very expensive as well. Without GS1's data quality initiatives, every retailer would have had to check the quality of every manufacturer's data: again, expensive and difficult. And without the GS1 Global Data Synchronisation Network, we would not have had the means to share the data in question openly, freely and in real time. To put it simply, for retailers and manufacturers across Europe, complying with EU 1169 starts and ends with GS1.

GS1 is enabling collaborations

The Asia Pacific Economic Community (APEC) represents about half of all global commerce. GS1 has been working closely with authorities in the APEC region. A recent resolution signed by Presidents Obama, Putin and Xi (amongst others) encourages APEC countries to adopt global data standards for commerce, and of course the standards will be GS1 standards.

GS1 is improving patient safety

Another example of GS1's role in making the world a better place concerns our long-standing work with the healthcare sector. GS1 was the first standards organisation accredited by the United States Food & Drug Administration (US FDA) to issue unique device identifiers for medical equipment and devices. Denmark's Minister of Health recently declared that GS1 standards will be mandatory in Danish hospitals in the future. The World Health Organisation now recommends including GS1 standards on vaccine packages. The United Kingdom Department of Health has mandated GS1 standards for its eProcurement processes. These programmes and measures are expected to bring visibility to the healthcare supply chain, improve business processes – and most crucially, improve patient safety.

Data and technology driving it all

The underlying themes behind any example of the power of GS1 standards are data and technology. That's why understanding data and technology, seizing their benefits and avoiding their dangers is now an absolute vital part of the mission of GS1. It's a fascinating new era, and I'm pleased and honoured to be the Chair of GS1 as it is getting underway.

A handwritten signature in black ink, which appears to read "Mike McNamara". The signature is fluid and cursive, written on a white background.

Mike McNamara

Chief Information Officer, Target
Chairman, GS1

Letter from the Chairman Emeritus



We believe in the power of standards to transform the way we work and live.

That statement summarises the purpose and beliefs of GS1. It serves as a fundamental guidepost that allows us to find renewed inspiration and to navigate our direction by staying true to ourselves.

At GS1, we create a common foundation for business by uniquely identifying, accurately capturing and automatically sharing vital information about products, locations and assets. We enable visibility through the exchange of authentic data. We empower business to grow and to improve efficiency, safety, security and sustainability.

We are neutral and not-for-profit; user-driven and user-governed; global and local; inclusive and collaborative.

We value inspirational leadership. We have a passion for delivering the best results. We are driven to innovate. We behave with trust and integrity. We care deeply about teamwork and collaboration.

Our 112 Member Organisations on every continent in the world See One Vision, Speak with One Voice and Act as One Organisation.

The beliefs, purpose and values of an organisation—and perhaps more importantly, the collective actions of all the individuals who are part of it—comprise that organisation's culture.

Culture is an organisation's unique character; its lifeblood. It is visible in an organisation's achievements and how it deals with adversity and diversity. Culture converges around the pursuit of significance. Culture is the destiny of an organisation and everyone in an organisation makes a difference. How we behave, how we relate, how we know, how we recognise and how we pursue — these are the elements of our culture.

Organisational culture is all the more important today, because businesses and consumers are changing. At GS1, the increasing desire of shoppers to access product information anytime and anywhere has fueled our focus on the consumer-facing “demand” side of the market. This has triggered us to re-evaluate our resource needs and deployment: we are engaging and working with different stakeholders than we have in the past. Today, we're working to find ways to keep consumers at the centre, so that we can improve the services we provide, and grow the GS1 community.

And it's the strong foundation of our culture that allows us to continually challenge ourselves.

Because cultures are alive, growing and changing as they adapt to challenges and celebrate success, they are in a constant state of becoming. We believe that GS1 is on just such a journey of significance, and one that can only result in continued success.



Timothy P. Smucker

Chairman of the Board, The J.M. Smucker Company
Chairman Emeritus, GS1

Letter from the President and Chief Executive Officer



It has been an important and amazing year for GS1, full of significant developments and multiple accomplishments. You will read about them on every single page of this document.

After such a great year, we have no difficulty knowing what to do next. Our goals are clear: we will grow implementation of our standards in our core sectors. We will assess new opportunities. We will leverage our incredible and diverse global network. These key strategies unify us, structure our work and guide our decisions.

Some specific projects and tasks flow logically from these high-level goals.

For example, in the year ahead, we will pursue our efforts on data quality initiatives and in particular take the next steps with brands and manufacturers toward ensuring data quality at the source, as well as striving toward 100% data quality in master data services.

We have also identified the key benefits of GS1 standards and services for omni-channel retail and agreed that our areas of focus in this area in 2015-16 will be deploying pilots and outreach efforts on unique product identification; implementing our GTIN+ on the Web project; and striving to develop “last mile” logistics.

We will build on the success of GS1 Healthcare with our Global Healthcare Strategy Extension Project, with the intent to implement a compelling engagement strategy and value proposition for healthcare providers and patient advocacy organisations.

At our annual GS1 General Assembly this year, I asked the leaders and representatives from our 112 GS1 Member Organisations (MOs) three questions: Do you understand the importance of single product identification? Have you enabled data quality services in your country? Do you have a plan to get the product information from your country into our global data services such as GS1 Global Data Synchronisation Network and GS1 Source? Their enthusiastic responses to these questions were inspiring.

For decades, GS1 has been strong in the physical bricks-and-mortar retail world. We are at a crossroads today with the digital omni-channel world. I know we will rise to the challenge: we will be just as strong in this new world, because we have the right people on our teams. GS1 is uniquely positioned to meet today's opportunities and our user community's demands. Our new strategy is entirely connected to the priorities of industry and addresses important issues facing businesses today. We deliver real value. Our global culture of collaboration and efficiency is strong.

I am very pleased by what we have achieved and excited about what we are about to do. I extend sincere thanks to our partners around the world, and gratitude to our users. And I am deeply proud of our GS1 teams. All over the world, and yet together as one, you make our vision a reality. You are the power of GS1 – and I thank you for this.

A handwritten signature in blue ink that reads "Miguel A. Lopera". The signature is fluid and cursive.

Miguel A. Lopera

President and Chief Executive Officer, GS1



“There is an interesting shift going on in the world today, in retail and in many other sectors.

IT and supply chain teams have to stay very close to these new trends if they want to keep themselves and their companies relevant.

Being operational and process-oriented just isn't enough anymore.

That's one reason why I'm so proud to be Vice-Chairman of GS1, a collaborative organisation that is an integral part of the transformation that is now underway.”



Ed Steinike

Senior Vice President & Chief Information Officer, The Coca-Cola Company
Vice-Chairman, GS1





Sectors

GS1 standards underpin supply and demand chains, reduce costs and deliver exceptional efficiency in many different industries. Consumers have a more seamless shopping experience and patient safety is improved.



Marianne Timmons
President, GS1 Industry Engagement

Omni-channel commerce and e-commerce

GS1 standards make it easy for people to discover and purchase products wherever they are — at home, in store or on the go



For decades, GS1 standards supported single-channel commerce between consumers and physical (“bricks-and-mortar”) stores. Today, thanks to technology like the internet, smartphone apps and social media, retailers can also offer consumers digital ways to research, shop and interact with the items that they buy and use.

Many treat these increasingly overlapping channels as distinct segments, with different inventories, support staffs and assortments. This results in complex systems, higher costs and a less satisfactory experience for the consumer.

An omni-channel approach is required to enable a seamless consumer experience. Omni-channel brings physical and digital channels together, creating a consistent experience for the consumer, regardless of what channel she uses.

With GS1 standards powering omni-channel commerce, retailers and brands can grow their business, reduce costs, leverage consumer insights and manage risk.

GS1 standards allow products to be accurately identified, listed by standard categories, described by trusted information and tracked across the supply chain in real time. This means better search results, improved product information, optimised consumer fulfilment, smarter analytics, safer products and fewer counterfeits.

As a result, businesses can provide a consistent experience to the consumer across physical storefronts, telesales and telemarketing, direct selling, print catalogues, web sites, mobile web sites, smartphone applications and more.

To do that successfully, businesses of all sizes must be able to understand each other, no matter where they are in the world. GS1 standards enable organisations to identify, capture and share information smoothly, creating a global language of business that makes it easier for people to discover and purchase products.

“With GS1 standards, we can provide accurate product information to better inform consumer purchase decisions. Then, after a sale, GS1 standards help us deliver the right product to the right customer, on time.”



Wan Lin

Vice President, Cainiao Network
Alibaba Group Holding Ltd

Did you know?

Capgemini's 2014 Digital Shopper Relevancy Report clearly shows that product data influence sales: **66%** of respondents said the ability to compare products was extremely or very important; **63%** want the relevant information easily available via digital channels. The internet remains the preferred channel to inform retail decisions (as compared to smartphone apps, social media or in-store options), with **75%** of respondents saying it was important or very important to shopping research.

Legislators agree: EU Food Information Regulation 1169/2011, for example, requires that online retailers offer consumers the same information they would see on a package in a store.

One takeaway: accurate product identification and complete, trusted product information enable regulatory compliance, satisfy consumer demand and ultimately help drive sales.

Key initiatives 2014/2015

- Identified, developed and received approval from the GS1 General Assembly on a global strategy for supporting omni-channel commerce and e-commerce
- Received votes of confidence from Amazon, eBay, Walmart, Apple iTunes and Google, all of whom require or recommend GS1 identification for e-commerce
- Welcomed an increased presence of e-commerce and omni-channel companies on the GS1 Global Management Board, with representatives from eBay, Alibaba, Macy's and Beijing Hualian joining representatives from a wide variety of other e-commerce companies, retail brands, manufacturers and transport & logistics firms: see the complete list of our Board members on page 54
- Stay up to date about our activities in this area at www.gs1.org/about-retail



Consumer packaged goods and fresh foods

Satisfying consumers by closing the gap between digital and in-store product information while ensuring safe, reliable retail supply chains



Accurate and complete ingredient, source, quality and safety information, across channels, builds consumer brand loyalty

The consumer packaged goods (CPG) industry pioneered supply chain standardisation 40 years ago and continues to innovate and evolve in the midst of a retail revolution. Today, industry is responding to the consumer's increasing need for accurate, detailed product information; to new regulatory requirements; and to demands for overall product traceability – all within an increasingly complex global landscape.

In collaboration with key actors from across the global CPG and fresh foods sectors, GS1 is quickly responding to the changing habits of consumers, who expect consistency and safety when shopping, especially for food. GS1 standards help trace fresh foods from farm to fork. Businesses also leverage GS1-powered data to satisfy safety regulations, create a baseline for replenishment strategies, ensure overall quality and eliminate waste.

During the last year, fresh foods producers, distributors, retailers and associations together created guidelines to help the Fruit & Vegetable, Fish, and Meat & Poultry sectors to integrate standards into their everyday business processes. In the coming year, their efforts will focus on whole supply chain visibility.

Industry recognises that the current GS1 product identification system and its key identifier, the Global Trade Item Number® (GTIN®), must continue to evolve in order to be effective across traditional and online channels.

Together we are finding a common path forward for the unique identification of products. GS1 is hosting a series of workshops to understand the implications of proposed product identification options on business-to-consumer (B2C) business processes. The results of these workshops will serve as input into future standards work.

Apparel, fashion & footwear

A better shopping experience for consumers, made possible by improving inventory accuracy and enabling more collaborative supply chain processes

Fashion trends change quickly. This leads to high-speed product turnover and a vast number of stock-keeping units to manage. On the supply side, production is complex and truly global; brands and manufacturers alike source materials and labour from a worldwide network of suppliers.

Add to this the challenges of today's omni-channel retail world where the lines between traditional and online shopping are blurring. It's easy to imagine how difficult it has become for the apparel, fashion and footwear industry to ensure that consumers can find the right product in the right place at the right time. The adoption of global standards is more relevant than ever before.

Thanks to Global Trade Item Numbers and Global Location Numbers, EPC/RFID, EPCIS, EDI business messages and other GS1 standards, business partners in this industry are breaking through the complexity and finding better ways to collaborate.

GS1 standards help apparel brands and retailers increase speed-to-market while keeping track of items with many different attributes like type, size, colour, style and season. Standards provide visibility of merchandise as it travels to distribution centres, stores – or straight to consumers' homes. They allow companies to monitor the progress of shipments and then verify the accuracy and completeness of deliveries. They speed up inventory counts and help prevent loss of merchandise through electronic article surveillance.

Our standards are even being used to create exciting shopping experiences such as “smart” fitting rooms where shoppers can scan products to discover which colours and sizes are in stock, get more information about the articles they've chosen or receive suggestions for other items that match.

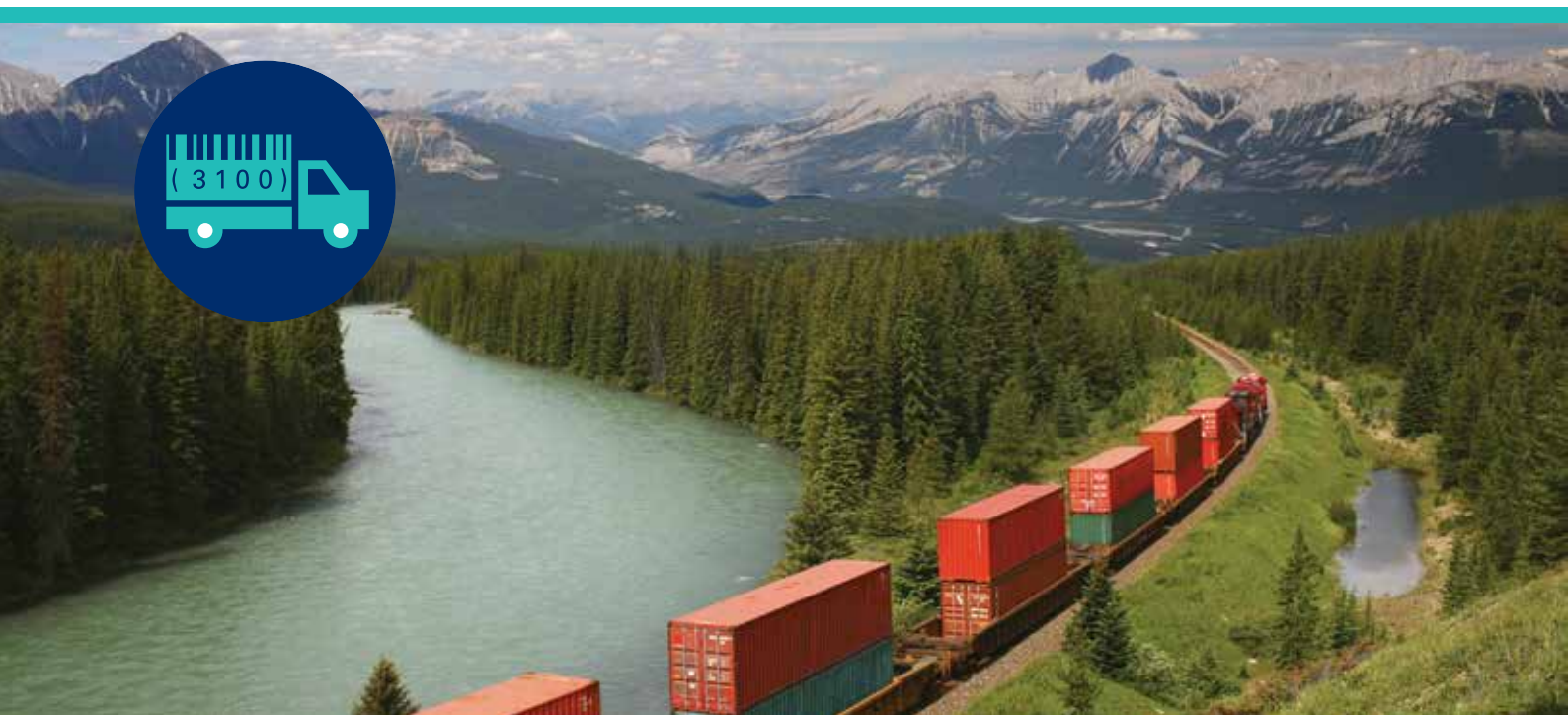
Stay up to date on our latest success stories at www.gs1.org/apparel

When a consumer's experience of an apparel brand is seamless and consistent, it is easier to convert interest into sales



Transport & Logistics

As retailers move to an omni-channel commerce model, the GS1 standards that support T&L and customs activities are more important than ever before



Getting raw materials or finished goods from one point to another is one of the fundamental functions of the end-to-end supply chain. But today, this supply chain is being transformed by the internet, smartphones, mobile applications, social media, consumer-generated product reviews and more. End consumers are using new technologies to discover, evaluate, purchase and interact with products and brands through both physical and digital channels.

To provide a seamless shopping experience to these consumers, retailers are transitioning to an omni-channel commerce model — and as a result, transport, logistics and border management activities have become even more vital.

Why? Because to ensure safe, accurate and timely delivery of goods, companies along the supply chain must be able to speak the same language, connect with each other and leverage the power of information.

GS1 standards provide just this. They offer visibility of goods moving from source to consumer. They enable an integrated infrastructure and an alignment of supply chain processes such as delivery management, warehouse management, inventory management, transport management, border procedure management and asset management.

Our standards allow logistics service providers (LSPs) to concentrate on value-added services for their clients; support transport operators with advanced planning and execution; contribute to safer and more efficient borders so products arrive faster; and enable accurate inventory and optimised forecasting and ordering.

GS1 standards provide manufacturers, retailers and LSPs with accurate and up-to-date information about their shipments so that they can make good decisions. This helps create the foundation for a seamless shopping experience.

“As an industry, we can create more intelligent solutions to achieve greater efficiencies, especially in the areas of safety, logistics and maintenance. Using a common set of standards to share information, like those of GS1, really simplifies this.”

Karl Åkerlund

Rail Infrastructure Manager
Trafikverket (Swedish Transport Administration)



Did you know?

European snack maker Izico saw fewer mistakes in order entries, improved real-time visibility and achieved better communication with LSPs after deploying GS1 standards. The company recently held a tender for their LSP services, and only logistics companies that used GS1 standards were allowed to bid.

Designed using GS1 standards, the “Mix Move Match” project, funded by DHL, 3M and the European Commission, aims to reduce the number of empty or

underutilised trucks on the road. Customer pallets are no longer prepared at the factory. Instead, shippers pack parcels onto pallets or cages on which many orders are mixed together. 3M, a pilot participant, reduced transport costs by 35%, lowered CO2 emissions by 50% and is now using only half as many long haul trucks.

Download the GS1 2014/2015 T&L Reference Book from our website for more success stories.

Key initiatives 2014/2015

- Released EPCIS for Rail Vehicle Visibility, a new GS1 application standard which allows rail stakeholders to leverage EPCIS to obtain complete visibility of rolling stock in real-time
- Published a Delivery Management Starter Kit to show how GS1 standards can help get goods in and out, accurately and quickly
- Published a Border Procedure Management White Paper describing how GS1 standards can help companies comply with regulations and help governments become more efficient and effective, all while enabling shorter and more predictable border crossing times for international shipments.
- Pursued efforts to raise awareness of our standards among regulatory agencies and customs organisations
- Continued to closely monitor regional developments as well as create strategic global initiatives
- More about our activities in this area at www.gs1.org/transport-and-logistics



Healthcare

An expanding community of highly engaged stakeholders is working to ensure GS1 standards benefit all patients worldwide



Pharmacists, doctors and nurses would prefer to work in a different world than the one they work in today. They imagine a future where patient rights (the right patient, the right caregiver, the right medication, the right dose, the right route, the right medical device, the right time, etc.) are always a reality. They imagine the end of dispensing errors due to typos, illegible handwriting, mix-ups or oversights. They imagine a world where counterfeit medicines never reach a patient; where medical device recalls are easily managed; and where technology allows them to positively identify patients and products in every single caregiving process.

At GS1, we can imagine this world, too. It's why the healthcare sector has been so important to us for so long.

For many years, our objective was to be the open and neutral source for healthcare suppliers, regulatory agencies, trade organisations and other similar stakeholders seeking input and direction for global standards and healthcare.

Our efforts have been very successful: 41 of the top 50 pharmaceutical, biopharma and medical device suppliers are actively engaged with us, either locally or globally.

In just the past year alone, leaders in Denmark—including the Minister of Health—have declared they will require the use of GS1 standards in Danish hospitals. The World Health Organisation (WHO) has recommended including GS1 standards on vaccine packages. The UK Department of Health has mandated GS1 standards for eProcurement (see page 49).

But there is so much more to do. Going forward, GS1 will work to interact even more closely with hospitals and pharmacies, so that patients who deserve the highest quality of care benefit from adoption and use of GS1 standards, and the world that doctors and nurses can today only imagine becomes a reality.

“By adopting and harmonising GS1 barcodes on all medication packaging, we can better ensure complete and unambiguous identification of a patient’s treatment, a key element of safe dispensing procedures.”

Joan Peppard

President European Association of Hospital Pharmacists (EAHP)



Did you know?

Improving patient safety and ensuring efficient stock management were the motives for starting a project on traceability in Bernhoven, a 380-bed hospital in Uden, Netherlands.

Today, Bernhoven is operating in full respect of the GS1 Global Traceability Standard for Healthcare and every medical device in every operating room is uniquely identified with a GS1 barcode.

Thanks to the support and cooperation of all stakeholders in management, purchasing, finance and IT, Bernhoven has achieved **complete traceability**, from the time a product enters the hospital to the point of use, thus improving patient safety and supply chain efficiency. The hospital has seen a **31%** reduction in stock and a **72%** reduction of waste; and they are prepared for the Unique Device Identification (UDI) legislation to come in Europe.

Key initiatives 2014/2015

- Published significant updates to our healthcare standards including Healthcare GTIN Allocation Rules (issue 9) and Healthcare AIDC Implementation Guide v3
- Published technical guideline for identification and marking of vaccines with GS1 standards following WHO recommendation
- Published Implementation Guide Leveraging GS1 Global Data Synchronisation Network® (GDSN®) for the FDA Global Unique Device Identifier Database (GUDID) and Data Exchange Implementation Guide Between Manufacturers and Contract Manufacturing Organisations (CMOs)
- Published 7th Reference Book focusing on successful implementations of GS1 standards in hospitals
- Passed the 1 million milestone of healthcare GTINs registered in GS1 Global Data Synchronisation Network
- Held two very successful Global GS1 Healthcare Conferences, key events for sharing information and best practices across the GS1 Healthcare community, with more than 300 participants at each
- More about our activities in this area at www.gs1.org/healthcare



Foodservice

Creating efficiencies, building a foundation for food safety and traceability, and improving product information in the foodservice supply chain



Consumers benefit when GS1 standards enable stronger communication between partners in this complex and dynamic sector

Foodservice, the business of acquiring, preparing and serving food outside of the home, is a multi-trillion-euro global industry that is increasingly in the spotlight.

Today's consumers obviously expect the food they eat to be safe. However, they are also now demanding locally sourced ingredients, allergen-free menu items and vegetarian options. They want nutritional information about what they purchase, even when they eat out.

This means that foodservice companies must be able to identify, trace the origin of, and if necessary, recall food products – all while maintaining tight profit margins in a fiercely competitive market. To meet customers' expectations, they need complete and accurate product data and a more efficient and secure supply chain.

GS1 can help. Our standards enable foodservice business partners to speak a common language and to share trusted information.

While some foodservice operators have been using GS1 standards for years, others are just getting started; it is not uncommon to see companies still using proprietary product identification technology or even no product identification at all. For the majority, making changes will require a methodical, step-by-step approach.

Early adopters of GS1 standards in this sector have seen how they can harmonise product information, reduce inefficiencies, enhance safety and traceability, eliminate unnecessary costs, refine inventory tracking, address food safety regulations and more.

In the past year, the GS1 Foodservice Engagement Team (composed of representatives from many GS1 Member Organisations) has defined global and regional strategies to more clearly communicate the compelling business reasons for foodservice industry players to get started with GS1. Watch www.gs1.org/foodservice for updates and success stories.







Services & Solutions

Application providers, end users and regulators are increasingly accessing GS1-powered services and solutions. Business is easier when customers, suppliers and partners all speak the same language.



Malcolm Bowden

President, Global Solutions and GS1 Data Excellence Inc.

Data quality

Accurate, shareable, searchable and linkable data is essential to ensuring a seamless consumer shopping experience and improving business processes



The growth of omni-channel commerce is bringing physical and digital channels together as brands and retailers work to create a consistent experience for consumers.

However, businesses are discovering that in many situations, their efforts to do that are dependent on the quality of their data. For example, consumers expect the information displayed after an online search to be complete and accurate. High quality data is essential for capturing the interest of consumers and driving online sales. It also enables optimised fulfillment and smarter customer analytics.

GS1 standards provide the foundation for improving and maintaining data quality, so you can be sure your organisation's data are complete, consistent and up to date. GS1 is devoted to data quality because we know it is at the core of any successful business. Data quality increases efficiency, reduces costs, positively impacts consumer safety and enhances the consumer shopping experience

Data quality also helps with regulatory compliance. Take, for example, EU Food Information Regulation 1169/2011 (EU 1169), designed to make food labelling easier to understand so consumers can make informed decisions. One provision of EU 1169 states that a consumer on a shopping website must see the same packaging information as a consumer in a bricks-and-mortar store. Data quality is fundamental to respecting this part of EU 1169, and GS1 Member Organisations (MOs) in Europe have been very active in helping their users be compliant.

We have also launched GS1 Data Checker, a service that supports all GS1 MOs by checking, validating and monitoring their trading partners' product data against predefined criteria for business-to-business information, food labeling information and packaging physical characteristics.

“GS1 Data Checker let us visualise and monitor data quality for our roll-out of GS1 GDSN as well as our launch of ‘trustbox’, the Belgian answer to the EU 1169 regulation about food information on the web. I’m glad we trusted GS1 to help us.”

Xavier Ury

VP Procurement Support & Supply Chain
Delhaize



Did you know?

A 2014 industry-wide study showed that nearly 25% of all GS1 Global Trade Item Numbers® (GTIN®) on products in the U.S. market were invalid or inactive.

To address this, GS1 US, 1WorldSync GDSN Data Pool and retailer Target studied GTIN data on products sold both online and in-store. Their goals were to better understand where quality problems came from and to find ways to improve data quality.

Almost 74,000 out of two million Target supplier GTINs were found to be invalid or inactive. Most issues were due to problems that were correctable by working with the suppliers in question.

The initiative helped Target create tools and processes for validating GTINs going forward, and helped them improve their shoppers’ experience by harmonising product data and addressing inaccuracies.

Key initiatives 2014/2015

- Formed working group of GS1 Member Organisations (MOs) to share best practices in master data services and brand owner services
- Formed working group of GS1 MOs to assess how we could enhance and support new business processes beyond the ones we already support today
- Published an e-learning module for MOs to support manufacturers who wish to improve their data quality process when introducing new product lines
- Performed Data Quality MO training sessions in Europe and Latin American regions
- Deployed GS1 Data Checker at eight MOs with capabilities to monitor, measure, inform, educate and assist their communities in addressing the quality of data: over 1 million GTINs already validated and counting
- Deployed GS1 Logger to over 76 MOs enabling authentication and validation of GS1 ID keys on an efficient and large scale: over 5.5 million keys already validated and counting
- Learn more at www.gs1.org/dataquality



GS1 Global Data Synchronisation Network

We are working with the global GS1 community to create a faster, leaner, more flexible network



GDSN is built around the GS1 Global Registry®, GS1 Global Product Classification and GDSN Data Pools

In order to provide consumers with a seamless shopping experience and to ensure the integrity of their brands, business partners need to share trusted product data, globally, in an automatic and efficient way.

That's exactly what the GS1 Global Data Synchronisation Network (GDSN) makes possible.

Originally implemented in consumer packaged goods, GDSN has now expanded to healthcare, retail, foodservice, customs and other business sectors where—driven by regulations, consumers and the growth of omni-channel commerce—the demand for visible, accurate, trusted data is increasing. GDSN now contains information about more than 17 million products—including over one million items in the healthcare sector alone—and the network has been vital in meeting the demands of EU Food Information Regulation 1169.

GDSN is currently innovating its network with a Major Release that will make it faster to adopt,

more flexible than before and a useful tool for meeting many regulatory requirements. In mid-2015, a significant milestone was reached ahead of schedule when all participating GDSN Data Pools successfully completed a certification test demonstrating their readiness to support the new version.

GDSN Major Release 3 will include over 1500 changes that add new features and improved functionality. Once it is deployed in 2016, users of the new GDSN will experience many new benefits, including the ability to provide richer product data, such as food ingredient and allergen information. The Major Release will support industry-specific functionality, so trading partners can establish data sharing requirements as needed in their sectors. The new GDSN will also be easier to update, which will allow us to adapt more quickly to new regulatory requirements.

Learn more at www.gs1.org/gdsn

GS1 Source

Authentic product data provided by brand owners is made available to consumers, retailers and internet application providers via web-enabled devices

It's no longer necessary to debate the question: whether they are seeking information, comparing prices or making a purchase, today's consumers use digital channels as a part of their shopping experience.

So not only do products need to be sold through many digital channels, but furthermore, information about them must be more detailed to meet ever-growing expectations of consumers. In certain markets and business sectors, online information must meet regulator's requirements as well.

And yet, today, much of the product information accessible on computers, smartphones or tablets arrives through a multi-tiered path of web scraping and crowdsourcing by content providers, search engines, application providers and online retailers. Too frequently, this information is incomplete, inconsistent, out-of-date or even outright incorrect.

GS1 Source® addresses this problem. GS1 Source is a framework allowing business partners to share trusted product information for use in consumer-facing digital channels. GS1 Source makes it easier for manufacturers to get authentic product data to a much larger group of recipients and helps consumers get the most robust, high quality and up-to-date product information possible. GS1 Source standards focus on food & beverage and health & beauty products.

GS1 Source is today 100% compliant with EU Food Information Regulation 1169/2011 (EU 1169) concerning food labelling. Brand owners in many countries in Europe are already using GS1 Source, GS1 Global Data Synchronisation Network (see page 25) or both to provide the required information for this regulation that went into effect in December 2014. GS1 Source can also help companies meet the requirements of the US Grocery Manufacturers Association (GMA) SmartLabel Initiative, previously known as CITI.

GS1 believes that manufacturers should be recognised as the trusted source of information about their products



GS1 GEPIR

The latest release of GEPIR makes available information to serve a wide variety of business needs



Now being deployed, GEPIR 4.0 enables users to search on all GS1 Identification Keys

A retailer looking to source new products needs to know how to contact the manufacturer of an item he thinks would sell well in his stores. Another retailer wants to check whether the GS1 Global Trade Item Number (GTIN) she sees on a certain product was issued by a supplier in good standing with GS1.

GEPIR® is the answer. GEPIR, the GS1 Global Electronic Party Information Registry, is a freely accessible internet-based service that allows users to find contact details for any company or organisation that has licensed a GS1 Identification Key.

The GS1 GEPIR team has recently finished work on a multi-year project to upgrade the service and make it more reliable and more secure. Known as GEPIR 4.0, this new version has a more user-friendly interface. For GS1 Member Organisations (MOs), there is also a new Hosting Service interface that provides better, faster and more reliable data uploads and maintenance.

The previous versions of GEPIR only held information on licensees of barcode numbers (GTINs), physical location numbers (GS1 Global Location Numbers, or GLNs) and shipment numbers (GS1 Serial Shipping Container Codes, or SSCCs). However, GEPIR 4.0 enables users to search for information based on all of the GS1 Identification Keys. GEPIR 4.0 is also completely aligned with the rest of the GS1 system and architecture.

Each GS1 MO has the ability to host their own node of GEPIR 4.0, or, if they prefer, they can take advantage of GS1 Global Office Hosting Service to provide GEPIR functionality to their community. Over 70 GS1 MOs have already chosen the hosted approach, and more are expected to follow. All 112 GS1 MOs are expected to have deployed GEPIR 4.0 by mid-2016.

Try the new GEPIR at <http://gepir.gs1.org>

GLN Service

A simple and cost-effective way to search and browse GLN information about any organisation or their trading partners in any part of the world

The Global Location Number (GLN) is the GS1 Identification Key used to uniquely identify legal entities (a company, a division, etc.), functional entities (purchasing, customer service, accounting, etc.) or physical locations (a store, a hospital, a warehouse, a berth in a port, etc.).

In short, a GLN is a globally unique number used to access master data about an entity or a place. GLNs are widely used in many business sectors for both domestic and global trade.

Manufacturers, retailers, hospitals, distributors, transport & logistics providers, agricultural and farm operators, customs agencies and many other users need to be able to search and share GLN information about places located within their own organisation, or across the organisations of their trading partners.

To respond to these needs, some GS1 Member Organisations (MOs) have developed their own GLN registries. But around the world, users requested that these local registries be linked, so all GLNs could be accessed without having to

query multiple registries. The solution had to be scalable so that it could provide efficient query and response even as the community grew. GS1 GLN Service was the answer.

GS1 GLN Service connects local GS1 GLN registries through a central index, providing a single point of access to accurate GLN information and the associated master data, regardless of where a GLN was originally registered.

GS1 GLN Service greatly decreases the amount of time users spend looking for information about an organisation, location or point of contact. It can also reduce costs by eliminating discrepancies in data and reducing shipments returned due to incorrect location information.

GS1 GLN Service was made available to GS1 MOs in late 2014. Several MOs are already live, and more than a dozen others are already committed to offering GLN Service in the next year.

Global Location Numbers provide information about physical or operational locations and legal entities



Product & consumer safety

Manufacturers, retailers, public authorities and consumers all have high expectations for safer products and food – and consumer trust is at stake



In today's global supply chain, there are more products than ever before, coming from more places and more suppliers. Without visibility into this complex environment, the risk of the presence of unsafe products or counterfeit goods is real. Of course, the greatest concern is the health of consumers. Unsafe products or food can result in illness, accidents or even death. But even less serious issues can have a real impact: contaminations, recalls and counterfeits ruin trust, change consumer perceptions and upset purchasing behaviours.

Everyone wants safe, genuine products. Governments are working to protect citizens with laws and regulations designed to ensure consumer safety and govern food and product handling. Manufacturers, brands and retailers have their own initiatives. But no one company or country can ensure product and consumer safety alone. It is a shared responsibility across the entire supply chain.

To effectively manage safety, traceability must be in place. But true full chain traceability only exists when everything from raw materials to finished products can be accurately identified and described by trusted information – as they can with GS1 standards.

Traceability as powered by GS1 enables targeted recalls of dangerous products from the market, contributes to providing consumers with critical product information such as allergy-causing ingredients, helps fight counterfeiting, protects brand integrity and serves as a key component in regulations and safety standards.

A key project to improve the interoperability of GS1 standards-based traceability systems has been initiated in the GS1 Global Standards Management Process. It will enable seamless full chain visibility by considering new technical possibilities to connect databases and search information in the “cloud”.

“Traceability across the chain is a must to ensure food safety. At Wegmans, we believe that compliance with GS1 standards needs to be an integral part of the traceability solution for our industry.”

Gillian Kelleher

Vice President of Food Safety & Quality Assurance
Wegmans Food Market



Did you know?

Food safety is the issue that will have the biggest impact on consumer preference in Asia in the year to come, according to an opinion poll conducted by Food Industry Asia (FIA) in April 2015. It ranks well ahead of sustainable sourcing, genetically modified ingredients, health and wellness, or even price.

Lack of end-to-end supply chain visibility, traceability and transparency are amongst the top three obstacles to effective supply

chain management, according to an SGS White Paper on Supply Chain Management published in May 2015.

The OECD estimates the yearly value of counterfeiting at about €209 billion (\$250 billion).

The U.S. Centers for Disease Control and Prevention says that foodborne diseases sicken 48 million Americans every year, resulting in 128,000 hospitalisations and 3,000 deaths.

Key initiatives 2014/2015

- Built internal and external capacity to support implementation via a new online traceability training programme and five regional workshops for GS1 traceability experts from 21 countries
- Launched a series of interviews with industry safety stakeholders around the world to execute our commitment to support consumer safety as effectively as possible
- Trained OECD Product Safety Working Party on GTIN and GPC and contributed to their Track and Trace project
- Engaged in discussions with global and local public bodies to share GS1 expertise and related industry best practices in the area of consumer safety
- Published Fish Traceability Guidelines and pursued work on Meat & Poultry Traceability Guidelines
- Strengthened collaboration with the Global Food Safety Initiative (GFSI) and co-organised session “From Traceability to Trust” at the Global Food Safety Conference in Kuala Lumpur, March 2015
- More about our activities in this area at www.gs1.org/traceability



Sustainability

Enabling the exchange of trusted data to help trading partners and consumers evaluate the sustainability of processes, packaging and raw materials



Consumers, industry and regulatory bodies around the world are increasingly preoccupied with the promise of sustainability. They demand that companies share reliable information about the sustainability of their products and services. Product packaging and the provenance of raw materials are particularly sensitive issues.

With more than 400 environmental and social compliance “labels” and “certifications” now available around the world, consumers can find it difficult to understand what is truly sustainable.

GS1 is now widely recognised for the role we play in helping manufacturers and retailers communicate with each other—and with consumers—about the sustainability of their products and packaging. Global standards for B2B and B2C communications make it easier and more affordable to share sustainability information across the supply chain. We have positioned our traceability standards, services and solutions to support retailers and suppliers in verifying their claims of the provenance of their raw material sources.

One major recent accomplishment is our agreement with the United Nations Global Compact (UNGC) to provide Global Location Numbers (GLNs) for the identification of farms worldwide through a GLN Registry Service. Farmers and small agricultural businesses will use this UNGC Farm Registry (provided by the International Trade Centre) to report their compliance with good and sustainable agricultural practices. This can help allow small farmers access to bigger and potentially more lucrative markets. Governments, companies and communities could use the Registry to build and deliver more impactful programmes for rural development and increase supply chain transparency.

Read more activities in this area at www.gs1.org/sustainability

“Thanks to GS1 Global Location Numbers, which provide a unique ID for our farms around the world, we can use the UN Global Compact ITC Farm Reporting Portal to help ensure that our suppliers are complying with best practices for sustainable farming.”

Ramesh Kanna
CEO
Emery Oleochemical



Did you know?

United Nations projections indicate that our planet's population could reach **9.7 billion** by 2050.

In order to feed all of these people, the Food and Agriculture Organization of the United Nations has calculated that the world will need an increase of **60%** in the total food supply.

This is one reason why GS1 is working to support a range of sustainable consumption and production practices.

By pursuing ongoing efforts to reduce food loss waste, humanity can achieve part of that necessary increase in the food supply. However, most of it will have to come from implementing sustainable agriculture practices, in particular reducing the use of pesticides, herbicides, fertilisers and water.

Efforts will also have to be made to cease diverting land use, such as transforming rainforests to farmlands, to prevent environmental impacts and bio-diversity problems.

Key initiatives 2014/2015

- Concluded an agreement with the United Nations Global Compact for GS1 to provide GLNs for the identification of farms worldwide and a Global Farm Registry
- Collaborated with CITES (the Convention on International Trade in Endangered Species of Wild Fauna and Flora) and the luxury brand sector to help prove the provenance of rare animal skins used in the manufacture of luxury items such as handbags and watch straps
- Continued to actively support the development of pilot projects under the United Nations Environment Programme's 10-Year Framework of Programmes (UNEP 10YFP) on Sustainable Consumption and Production, with a special focus in the areas of consumer information, lifestyles and education, secure food systems and public procurement
- Continued to actively support industry-led EU Product Environmental Footprint (PEF) pilots as part of the UN's Single Market for Green Products, designed to reduce consumer confusion about whether a product is or isn't sustainable





Standards & Systems Development

GS1 standards provide a neutral way to identify, capture and share value chain data, ensuring important information is accessible, accurate and easy to understand.



Steve Bratt

Chief Technology Officer and President,
Standards Development and EPCglobal Inc.

Best-in-class standards

We are ensuring that the GS1 Global Standards Management Process creates robust and relevant standards for our user community



The GS1 Global Standards Management Process (GSMP) is at the heart of our work to develop and publish global, open standards that meet the needs and requirements of our GS1 community.

Over the past year, we undertook a Best-in-Class Initiative for GSMP. The result is an improved process that values broader collaboration by participants and, at the same time, speed, transparency and efficiency in its workflow.

For example, we have more confidence in the relevance of future standards as new work requests are now required to be measured against a series of entrance criteria, including their relationship to GS1's strategy, clear business use cases and commitments from industry to participate in standards development.

Additionally, we have created more participation modes to help address the wide variety of languages, cultures and time zones of our community; we are providing drafts of certain standards to the public for early review, testing

and feedback before ratification; and we have made improvements to the way we handle Intellectual Property (IP) commitments.

Participants in GSMP have the opportunity to influence the future of industry standards and to prepare their organisations for leveraging those standards.

Learn how you can get involved at www.gs1.org/get-involved

“Collaboration between companies within GS1’s GSMP working groups ensures that standards are built in a practical way that enables interoperability and will ultimately help the food industry achieve supply chain visibility.”

Andy Kennedy

Co-Founder, FoodLogiQ



Did you know?

Held twice per year, GS1 Global Industry and Standards Events provide the members of our community with the opportunity to meet face-to-face and be part of shaping future GS1 standards.

Companies represent their interests so that final standards not only include their needs, but also reflect a balance of what’s needed across the sector.

This influence extends beyond creating solutions for today’s challenges: it can also include “having a voice” in future standards development.

Our Industry and Standards Event in Rome, Italy (October 2014) and Jersey City, New Jersey, USA (March 2015) brought together individuals from around the world, representing dozens of different companies spanning retail, healthcare, manufacturing, solution providers and other industries.

We are pleased to announce that satisfaction survey ratings from these events continue to improve: participants consistently find these events to be productive, informative and of significant value to the organisations they represent.

Key initiatives 2014/2015

- Developed and ratified five new GS1 guidelines and standards (including our first “digital” standard), and made 38 improvements to existing standards, thanks to collaborative work by the GSMP community
- Received approval from the Board Committee for Standards for the final Best-in-Class Initiative plans and new GSMP Manual
- Deployed a new survey program to collect feedback about the GS1 work group experience
- More about our activities in this area at www.gs1.org/gsmg



GS1 Identification Keys

Before information can be captured, shared or used, it must first be uniquely identified



In order to deliver a seamless shopping experience, ensure the highest levels of consumer and patient safety or transport products from source to consumer, organisations must be able to identify, capture, share and use information.

These efficiencies form the very foundation of GS1 standards – and the cornerstone of this foundation are GS1 Identification (ID) Keys. GS1 ID Keys are used to uniquely identify products, services, places, assets, shipments, consignments and more – as well as share information about them with trading partners.

While Global Trade Item Numbers (GTINs), Global Location Numbers (GLNs) and Serial Shipping Container Codes (SSCCs) are the most well known GS1 ID Keys, there are in fact eight others. Beyond identifying consumer products in supermarkets or logistics units in cargo ships, GS1 ID Keys are also used to identify office equipment, individual rail cars, tax forms, returnable delivery crates and much more.

For example, in March 2015, American Express announced the launch of “Plenti”, a loyalty program built upon the GS1 Global Service Relation Number (GSRN) that allows U.S. shoppers to earn and redeem rewards points across various brands.

GS1 ID Keys are also helping with the transition to an omni-channel marketplace: the GS1 Global Coupon Number (GCN) is being used in Belgium, Luxembourg, Germany and Spain as part of a framework to allow brands and merchants to distribute and accept digital coupons with minimised complexity and costs.

In the next year, we will continue working to ensure our identification standards stay relevant in a swiftly-changing world; for example by developing a way for web applications to reference data associated with existing GS1 ID Keys. Read more about these efforts on pages 42-43.

“My philosophy on serving the consumer is simple: find out what she wants and give it to her. Today’s consumer expects more information than ever before. GS1 identification standards are evolving to meet this challenge.”

AG Lafley

Chairman of the Board,
President & CEO Procter & Gamble



Did you know?

To receive appropriate care, caregivers have to be able to accurately identify every patient at every stage throughout their treatment.

And yet, the UK National Health Services say that **10%** of inpatient episodes result in errors of some kind, half of which are preventable. The Joint Commission International Center for Patient Safety finds that patient identification errors were at fault for **13%** of surgical mistakes and **67%** of transfusion mix-ups.

And HIMSS, a global, not-for-profit organisation, notes that **8%** to **14%** of medical records include erroneous information tied to incorrect patient identity.

GS1 is working to extend the use of the Global Service Relation Number (GSRN) ID key, which, when used in combination with Service Relation Instance Numbers (SRIN), can contribute to improving patient identification and, as a result, patient safety.

Key initiatives 2014/2015

- Published an updated version of the GS1 General Specifications, the core GS1 standards document describing how GS1 Barcodes and GS1 Identification Keys should be used
- Pursued work to update GLN Allocation Rules in order to make the GLN identifier more understandable and easier to implement within our user community
- Published a co-branded white paper with the Groupe Spéciale Mobile Association (GSMA) covering the need for retailers and brand owners to use GS1 standards for digital coupons and offers
- Introduced new GTIN Allocation Rules for healthcare kits, medical device software and configurable medical devices
- GTIN Allocation Rules translated into German, making the Rules now available in 27 languages
- See the complete list of all 11 GS1 Identification Keys and stay up to date about our work in this area at www.gs1.org/idkeys



GS1 Barcodes & GS1 EPC/RFID

Barcodes and EPC/RFID are foundational elements in GS1's mission to ensure business information is accessible, accurate and easy to understand



With consumers demanding a more seamless shopping experience, supply chains growing more complex and quantities of business data growing, the availability of GS1's single, neutral, global language of business is more important than ever before.

That's because GS1 standards create a common foundation for uniquely identifying, accurately capturing and automatically sharing vital information about products, locations, assets and more.

GS1 data capture standards currently include barcode and radio frequency identification (RFID) data carriers that allow GS1 Identification (ID) Keys and other data to be affixed directly to a physical object. They also specify consistent interfaces to readers, printers and other hardware and software components that connect data carriers to business applications.

GS1 manages several types of barcodes for use in different situations. In the past year, at our AIDC Test Lab at the University of Pittsburgh's Swanson School of Engineering and at GS1 Member Organisations around the globe, we pursued our efforts to continue to be recognised as the global organisation for barcode testing and conformance. GS1 also worked with Open Mobile Alliance (OMA) on a specification that provides a standardised way for barcode scanning features to be added to consumer's mobile phones.

GS1's Electronic Product Code (EPC) Tag Data Standard provides a way to encode GS1 ID Keys within an EPC and onto individual RFID tags. GS1 ratified the EPC Gen2 standard in December 2004 and in the decade since then, this groundbreaking EPC standard established itself as the basis for business implementations across multiple sectors. It has become the backbone of RFID deployments around the world, notably in the apparel, logistics, rail transport and tollway sectors.

“Implementing EPC-enabled RFID is one of the most significant steps Macy’s has taken toward improving our supply chain performance, and ultimately our customer service, in the last 20 years. It is key to our omni-channel success.”

Peter Longo

President of Logistics & Operations
Macy’s



Did you know?

GS1 users in the Netherlands noticed that retailers were not accepting some barcodes being used on logistics labels. The general impression was that this happened because the barcodes were too small.

GS1 Netherlands – the local GS1 Member Organisation in that country – conducted extensive testing in collaboration with the GS1 AIDC Test Lab to determine if perhaps our standards should be changed to allow for smaller barcode symbols.

It turned out the actual problem was how packages were assembled and shipped. The impact of shrink-wrap, whether the data on the label was correct, the label material itself: all of these elements have a major impact on how well a barcode scans, regardless of their size.

As a result of these tests, GS1 Netherlands’ members were able to focus on resolving data quality and barcode conformance issues.

Key initiatives 2014/2015

- Approved expanded use of the GS1 QR Code
- Pursued efforts to make available consistent and accurate barcode conformance testing services
- Witnessed continued uptake of EPC/RFID-powered services
- Pursued efforts on defining EPC Gen2v2 conformance requirements
- Learn more about GS1 barcodes at www.gs1.org/barcodes
- Learn more about GS1 EPC/RFID at www.gs1.org/epc-rfid



GS1 EDI

Formerly called GS1 eCom, we recently renamed our GS1 EDI global standards to match the most frequently used naming conventions



GS1 EANCOM® standards are used by more than 100,000 companies, and GS1 XML standards by more than 40,000 companies

Not so long ago, companies had to use letters, faxes and other manually-generated and paper-based methods to share information about orders, deliveries, payments, planning, forecasting, transport, logistics and performance. It was expensive, inefficient, time-consuming and error-prone.

In recent years, the pervasiveness of the internet has almost completely eliminated paper from relationships between business partners. However, the challenges of communicating clearly and seamlessly have not disappeared.

GS1 standards help by providing a common language between customers, suppliers and partners. Our GS1 EDI (Electronic Data Interchange) standards, for example, enable the automatic electronic transmission of agreed-upon business data between trading partners in a rapid, efficient and accurate manner.

GS1 has two sets of complementary EDI standards: GS1 EANCOM®, the GS1 subset of the

UN/EDIFACT standard; and GS1 XML, designed for information exchange over the internet.

In December 2014, after collaborative work with users from many business sectors and from companies both large and small, we published version 3.2 of our EDI standards. This release allows users to respect recent European Union regulations on fish traceability and e-invoicing, and contains multiple improvements for transport and logistics activities such as routing information, asset management and invoicing for logistics service charges.

We have also worked with manufacturers, hospitals, pharmacies, solution providers and GS1 Member Organisations in 20 countries to align GS1 EDI standards for use throughout the global healthcare supply chain. GS1 EDI Healthcare Guidelines, the fruit of their effort, will serve as the reference for GS1 EDI in the healthcare sector.

Learn more at www.gs1.org/EDI

EPCIS

EPCIS is in use around the world to improve traceability, security, regulatory compliance and interoperability

As things move along the supply chain—from raw materials arriving at factories, to finished goods moving from warehouses to distribution centres to retailers' shelves and finally to consumers' homes—trading partners need to know “what, where, when and why.”

The answers to these questions help meet the demands of regulatory bodies, business partners further down the chain, in-house stakeholders seeking to improve efficiency and even the consumers in today's omni-channel marketplace.

EPCIS provides this visibility. EPCIS is a GS1 standard that allows businesses to capture and share information about the movement and status of products, logistics units and other assets in the supply chain. As a companion standard to EPCIS, the Core Business Vocabulary (CBV) ensures all trading partners have a common understanding of the business meaning of that information.

Today, EPCIS is used to track fresh fish, Halal meat, oil & gas, returnable transport items and much more. EPCIS is being deployed to satisfy pharmaceutical chain-of-custody regulations in jurisdictions worldwide. It is utilised to track sustainability initiatives and to underpin disaster management programmes.

EPCIS has recently been ratified by the Joint Technical Committee on information technology of the International Organization for Standardization (ISO) and the International Electrotechnical Commission (IEC), a sign of the great value of EPCIS to prevent counterfeits from entering legitimate supply chains, improve patient safety and contribute to global traceability.

Another achievement is the release of the EPCIS for Rail Vehicle Visibility application standard, allowing rail stakeholders to leverage EPCIS to obtain complete visibility of rolling stock in real-time and presenting numerous business benefits.

EPCIS is used to track everything from the origin and freshness of food to the authenticity of medicine



GS1 Digital

Make product information web-ready, share marketing material with customers and expand your e-commerce offer thanks to GS1 standards



Today's consumers research products on the web at many points during their shopping journey. They want to find more relevant and accurate search results, quickly and easily. In fact, whether in stores or online, consumers expect more – and better – product information.

Companies are responding to these demands. Manufacturers that once had only physical locations have now gone digital. Retailers are embracing omni-channel strategies. Everyone is working to give consumers a seamless shopping experience.

That is why GS1 is working with industry to extend our global language of business to be as pervasive and valuable in the digital world as it has been in the physical.

With our newly ratified GTIN+ on the Web standard, for example, companies can include Global Trade Item Numbers (GTINs) and product attributes from our Global Data Dictionary (GDD) in the code of product web pages in a machine-readable format.

This is a more precise way to describe products – and as a result, search engines and other web or mobile applications can better process the information, so consumers can receive more relevant search results that match their needs and preferences.

This, in turn, helps brands, retailers and others get noticed. Preliminary pilot testing shows that product web pages containing GTINs and standard product data within their code show up higher on search results pages.

Another driving force behind our work in this domain is the basic fact that searches often fail to return images of the right product. This is a real problem in a world where millions of people are using thousands of different apps to share photos and illustrations, every day. Our Digital Asset Management project is working to embed GS1 standards in the metadata hidden behind the photos and graphics on web pages to improve their findability.

“Shoppers today often start with an online search but quickly move across channels and devices. Accurate product identity and high-quality product information let them make informed decisions. GS1’s new digital standards help make this happen.”



Rob Rekrutiak

Senior Product Manager
Google

Did you know?

In 2013, Google announced that there were 100 billion searches on that site every month.

As of June 2015, Facebook had 1.49 billion active users every month, Twitter had 316 million and Instagram 300 million. The total number of photos uploaded to these three social media sites is in the hundreds of billions.

These numbers illustrate the tremendous opportunity offered to brands, retailers and consumers by GS1 Digital.

Our standards could make it easier for e-commerce websites to communicate with potential consumers by sharing photos, illustrations and product information across Facebook, Twitter, Instagram, Pinterest and other social media outlets. With GS1 standards, online recipes or product reviews could more accurately link to product information. Indeed, the role of GS1 standards in enabling seamless customer experiences is significant.

Key initiatives 2014/2015

- Ratified and made available the GS1 GTIN+ on the Web standard
- Published GTIN+ on the Web Implementation Guideline
- Saw the GS1 GTIN become an option in the International Press Communications Council's (IPTC) image metadata standard: embedding GTIN as metadata in an image can now be done
- Established the Digital Asset Management Interest Group, wrote Statement of Business Need and identified initial focus (digital images)
- Completed a draft of GS1 Metadata standard for Digital Images, which will expand on what IPTC has done to include a larger set of metadata for a product in a digital image
- Continued efforts to expand our connections into the consumer-facing side of our user community to include those in their companies who are responsible for e-commerce and marketing
- Actively working with schema.org (a collaboration between Google, Bing, Yahoo and Yandex) to have the GS1 GTIN+ on the Web recognised as an extension
- More about our activities in this area at www.gs1.org/digital

GS1 Innovation Network

Identifying global trends, business needs and technology innovations to empower industry and people, and to lead GS1 into the future



Resolving the challenges of the supply and demand chain of tomorrow requires an innovative, collaborative and global approach across sectors and borders. This is why we created the GS1 Innovation Network.

Launched in February 2015, the GS1 Innovation Network is a forum where people from different organisations and with different perspectives come together to discuss and test technological innovations aimed to serve the GS1 community three or more years from now.

The GS1 Innovation Network will strive to anticipate the solutions to the most pressing future business challenges, allowing GS1 to develop strategic, proactive plans and make practical investments. The Network will provide recommendations, prototype and draft specifications to help GS1 more quickly develop the global standards, services and solutions needed to meet industry and consumer needs.

With four decades of experience engaging with trading partners, industry organisations, governments and technology providers, GS1 is perfectly positioned to provide this forward-looking, neutral place to collaboratively explore the future.

GS1 created the Innovation Network on the model and legal structure of EPCglobal and its Auto-ID Labs, major contributors to the development of innovative GS1 standards in the past. The six prestigious academic research institutions that comprise the Auto-ID Labs are integral components of the Innovation Network: they will work with industry to conduct pilots and create prototypes that test the feasibility of proposed solutions. In addition to the Auto-ID Labs, the Innovation Network proposes to create a system of universities to engage talent and expand the innovation landscape.

We need your input: join the GS1 Innovation Network, and help create the next big things. Contact us at innovation@gs1.org to learn more.

“Innovation is about taking on disruptive ideas that may seem risky. The GS1 Innovation Network is designed to bring together creative and open-minded people. I’m very much looking forward to being a part of the ideas that emerge.”

Sanjay Sarma

Professor, Dean of Digital Learning
Massachusetts Institute of Technology



Did you know?

To create an open-communication environment, people with diverse talents and experiences are contributing in all parts of the GS1 Innovation Network.

For example, the Network’s **InZone** is a collaborative platform to brainstorm ideas and recommend action on the most promising ones.

The Innovation Network **Incubator** hosts projects and teams that dive deeper,

but quickly, into promising concepts using workshops, pilots, prototypes, hackathons and startup accelerators.

The **Innovation Board** is composed of senior leaders who provide guidance and prioritise investments. The complete list of the current members of the GS1 Innovation Board can be found on page 56 of this document.

Plans for the year ahead

By mid-2016, the GS1 Innovation Network is expected to have identified and completely explored a number of ideas — and to have made thoughtful, strategic decisions about whether or not to invest in these ideas and move forward.

Short-term key performance indicators (KPIs) for our work may be as straightforward as levels of participation and the number of new ideas that are generated.

But the most important KPI—in fact, the ultimate KPI—will be to look back after a few years and make a factual statement about new standards, services and solutions that were first identified thanks to the Innovation Network.



GS1 Member Organisations in Action

Over the last 41 years, we've opened offices in 112 countries and amassed more than a million members who use our standards. In these next pages, read about just a few of the many projects that are underway now.



GS1 Australia: Visibility in Transport Management

Improved end-to-end supply chain visibility for shippers, receivers and transport providers



The study found EPCIS would streamline the information flow between stakeholders, with potential benefits outweighing costs

The seamless transfer of accurate information along the supply chain is critical to Australia's freight industry. This is particularly true for intermodal transport, such as the 3000 kilometer long East-West "road-rail-road" transport corridor that runs across Australia, linking Sydney and Melbourne to Perth.

A recent project led by GS1 Australia and the Australian Logistics Council (ALC) revealed how GS1 standards could help meet the unique challenges in tracking freight from point of origin to destination, across multiple transport modes and locations.

Participants in the project included K&S Freighters, an Australian transport, warehousing and logistics company; OneSteel, Australia's largest manufacturer of steel products; the Reject Shop, Australia's largest discount variety retailer; BagTrans, a road transport company specialising in palletised products; and Nestlé; together with their respective road and rail providers.

Several different use case scenarios were studied, all following shipments from facilities on the east coast of Australia as they traveled across to the west coast, utilising both road and rail transportation modes along the way.

The University of Melbourne's Centre for Workplace Leadership evaluation of the pilot revealed that the implementation of GS1's EPCIS standard could provide a wide range of benefits. EPCIS was viewed as a means to improve efficiency by reducing the need for partners to negotiate what information to share about the movement of goods along the supply chain or how to record it. Visibility of actual despatches is made possible without needing to query multiple systems; and there is a real opportunity for enabling effective traceability.

More about GS1 Australia: www.gs1au.org

More about GS1's work in T&L:
www.gs1.org/transport-and-logistics

GS1 India: Highway Toll Management

GS1 standards speed up traffic movement and reduce toll collection errors by enabling nationwide automated toll tags



FASTag has reduced the wait at toll plazas from 10 to just 1 minute per vehicle, saving billions in fuel costs alone

India has one of the largest road networks in the world, but disparate, inefficient and error-prone toll management systems were resulting in frustrated drivers and frequent traffic congestion at the 300 toll collection plazas of the country's national highways. In late 2010, the Indian Ministry of Road Transport & Highways, along with the National Highways Authority and the Indian Highways Management Company Limited, set out to find a scalable, flexible and fully interoperable electronic toll collection system to improve traffic movement and reduce the number of RFID tags commuters had to affix on their vehicles when travelling across multiple toll collection points.

In October 2014, after a successful pilot on the Mumbai-Delhi corridor, FASTag was officially launched across India.

Each FASTag is an EPC-enabled Gen2 RFID tag encoded with a GS1 Global Individual Asset Identifier (GIAI).

The use of the GIAI ensures unique vehicle identification and allows the management system to link a vehicle's registration number with the proper fee for that vehicle's class. The same FASTag can be used across all toll collection points in India.

GS1 India experts were involved in conceptualising, designing, implementing and testing the chosen solution. They conducted in-depth analysis on data requirements, and provided technical guidance on the required read range, orientation, tag performance and overall conformance of the solution to GS1 EPC Gen2 standard.

The system was intentionally designed to scale and evolve, and the GS1 standards built into it could be leveraged in the future to monitor traffic congestion, optimise traffic movement or even track stolen vehicles.

More about GS1 India: www.gs1india.org

More about EPCIS: www.gs1.org/epcis

GS1 UK: eProcurement at England's National Health Service

Improved patient safety, greater regulatory compliance and operational efficiencies by automating the exchange of information

In 2014, the UK's Department of Health published an eProcurement strategy with the intent to ensure procurement efficiencies were sustained and continuously improved across the National Health Service (NHS).

The eProcurement strategy states that every hospital and every supplier of products and services into the NHS must comply with GS1 standards, and all supplier master data must be synchronised in near real-time through the GS1 Global Data Synchronisation Network.

By adopting the use of master procurement data, automating its exchange and benchmarking expenditures among providers, NHS Trusts can better control and manage their spending. Trusts can also speed up patient safety recalls by uniquely identifying medical devices.

Even inventory management is faster and easier, because GS1 standards give complete visibility into where stock is and in what quantity.

Most importantly, the eProcurement strategy is expected to improve patient safety.

Supply chain failures can result in patient care risks through inefficient safety recalls and increased counterfeit medicines and medical devices. The use of GS1 standards mitigates these risks.

Because our standards allow the unique identification of every person, every product and every place across the whole NHS, they can ensure complete traceability of the treatment any patient receives and where he or she receives it. The adoption of GS1 standards also reduces the risk of a patient being given the wrong medicine, and enables faster and more effective safety recalls.

An independent review into the productivity of NHS hospitals confirmed savings of £1 billion (£1.4 billion), as well as improvements in patient safety. GS1 standards have thus saved the NHS thousands of lives and millions of pounds.

More about GS1 UK: www.gs1uk.org

More about GS1 Healthcare:
www.gs1.org/healthcare

An independent review into the productivity of NHS hospitals confirmed savings of £1 billion (£1.4 billion)







Corporate & Financial Information

We are pleased to share here the results of our 2014-2015 financial year, information about our governance and contact details for our GS1 Member Organisations around the world.



Philippe Wéry

Chief Financial and Administrative Officer, GS1

Financial Statements

Key financial statistics: Global revenues

GS1 Member Organisations (MOs) around the world are funded by their local members through annual membership fees and sales of services. Consolidated in euro, the total revenues of GS1 MOs in 2014 amounted to €351M, an increase of €39M or 12.4% versus the year before. Excluding the impact of currency (i.e. at constant exchange rates), the increase is 8.7%, compared to 7.4% the year before. All regions have grown significantly in 2014-15 (without foreign exchange impact) but at different paces: MEMA at 14.4%, Latin America at 14.2%, Europe at 9.1%, Asia Pacific at 7.6% and North America at 5.4%.

GS1 Global Office: Fee evolution

In 2014-15, GS1 Global Office's revenues amounted to €28.4M, an increase of €0.2M or 0.7% versus the year before. Because of the strong growth in global MO revenues and despite the declining MO percentage fee, the budget 2015-16 foresees an increase in Global Office revenues of 6.7% or €1.9M to reach €30.3M.

Income statement and headcount

GS1 Global Office revenues amounted to €28.4M in 2014-15 while operating expenses amounted to €28.1M, leading, after deduction of Other Expenses, to a positive Result of €0.2M compared to a budgeted loss of €0.8M. This €1M positive variance in the Results compared to the Budget is due mainly to lower expenses (€0.7M) and higher Revenues (€0.3M).

The operating expenses increased by €1.8M or 6.8% versus 2013-14, driven by (1) pay-roll expenses which grew by € 1.3M due to the full-year impact of the 2013-14 recruitments and the new hires of 2014-15, (2) discretionary spending, which includes travel, consulting, marketing and meetings/events, increased by €0.6M versus prior year mainly due to additional Consulting projects and more Travel. Fixed expenses decreased slightly (by €0.1M) at €2.9M.

Both the base business (managed from the GS1 Central Office) and Data Excellence Inc. (previously named GDSN Inc.) had a positive result in 2014-15 and had better results than budgeted. We continued to build reserves to cover and/or speed-up current and future investments in new technologies and/or in key projects, but also to have the necessary financial resources in case of adverse currency fluctuations. In the last twelve years, we have built accounting reserves of €15.8M.

In terms of types of expenses, our main investment remains our people, with 81 staff members at the end of June 2015; an addition of 1 full-time employee compared to June 2014. The budget 2015-16 foresees to increase the Global Office headcount by six FTEs, all filling existing positions.

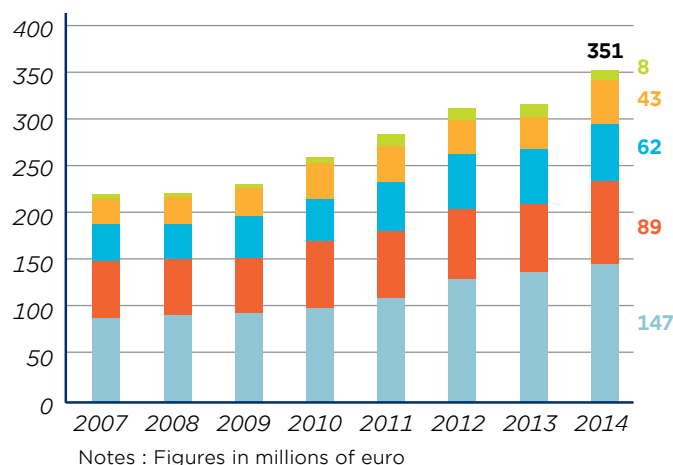


GS1 Member Organisation revenue: Growth by region

	Growth 2014/2013	
	%	w/o FX*
Middle East/ Mediterranean/Africa	20%	14.4%
Latin America	10.1%	14.2%
Asia Pacific	14.1%	7.6%
North America	21.6%	5.4%
Europe	6.9%	9.1%
TOTAL	12.4%	8.7%

* Foreign exchange impact

GS1 Member Organisation revenue: Historical perspective



GS1 Global Office revenue: Historical perspective

Figures in millions of euro	07/08 Actuals	08/09 Actuals	09/10 Actuals	10/11 Actuals	11/12 Actuals	12/13 Actuals	13/14 Actuals	14/15 Actuals	15/16 Budget
GS1 Central Office	16.7	16.9	22.5	22.7	23.9	25.0	26.2	26.3	27.9
EPCglobal Inc.	6.7	6.2	-	-	-	-	-	-	-
GS1 Data Excellence Inc.	2.2	1.8	2.0	2.0	2.0	2.0	2.0	2.1	2.4
Total GS1 Global Office	25.6	24.9	24.5	24.7	25.9	27.0	28.2	28.4	30.3
Staff (FTEs)	79	82	74	72	77	80	80	81	87
Cumulative Reserves*	6.3	6.9	8.1	10.2	12.2	13.8	15.5	15.8	14.9

*where Reserves are defined as accumulated net results; could be invested in cash, fixed assets or receivables

GS1 consolidated FY 2014/15 actuals for the period ending 30 June 2015

Figures in millions of euro	Consolidated	GS1 Central Office	GS1 Data Excellence Inc.
Revenue	28.4	26.3	2.1
Fixed/Recurring Expenses	2.9	2.6	0.3
Discretionary Expenses	9.4	8.2	1.2
Payroll Expenses	15.8	15.3	0.5
Operating Expenses	28.1	26.1	2.0
Operating Result	0.3	0.2	0.1
Other Revenue / (Expenses)	(0.1)	(0.2)	0.1
Result for the period	0.2	0.0	0.2

Notes: Consolidation based on budget rate (1.30 USD/EUR). Fiscal year 2014/15 ended 30 June 2015

GS1 Management Board

Mike McNamara	Executive Vice President and Chief Information Officer Chairman, GS1 Management Board	Target
Ed Steinike	Senior Vice President & Chief Information Officer Vice Chairman, GS1 Management Board	The Coca-Cola Company
Mark Alexander	President, Americas	Campbell Soup Company
Mark Batenic	Chief Executive Officer	IGA
Rakesh Biyani	Joint Managing Director	Future Retail
David Calleja Urry	Chief Executive Officer	GS1 Malta
Rubén Calónico	Chief Executive Officer	GS1 Argentina
Bob Carpenter	President and Chief Executive Officer	GS1 US
Rollin L. Ford	Executive Vice President and Chief Administrative Officer	Walmart
Nicolas Florin	Chief Executive Officer	GS1 Switzerland
John Gilbert	Member of the Board of Management Chief Executive Officer DHL Supply Chain	Deutsche Post DHL Group
Samir Ramzy Ishak	Group Vice President of Operations	Abudawood
Sunny Jain	Vice President Core Consumables	Amazon
Xiao An Ji	Chairman	Beijing Hualian Group
Chris Johnson	Executive Vice President Business Excellence	Nestlé
Atsushi Kaneko	Chief Information Officer	AEON
Philippe Lambotte	Senior Vice President Global Supply Chain	Mattel
Rhonda Levene	Chief Financial Officer and Chief Customer Officer	Daymon Worldwide
Peter Longo	President, Logistics and Operations	Macy's
Miguel A. Lopera	President and Chief Executive Officer	GS1
Meinrad Lugan	Member of the Board of Management	B. Braun Melsungen
Gary Lynch	Chief Executive Officer	GS1 UK
Silvester Macho	Chief Information Officer	METRO Group
Ravi Mathur	Chief Executive Officer	GS1 India
Amit Menipaz	Vice President Structured Data	eBay
Daniel Myers	Executive Vice President, Global Integrated Supply Chain	Mondelēz International
Julio Nemeth	President Global Business Services	Procter & Gamble
Maria Palazzolo	Chief Executive Officer	GS1 Australia
Joseph Phi	President	LF Logistics, A Li & Fung Company
Jörg Pretzel	Chief Executive Officer	GS1 Germany
Chris Resweber	Senior Vice President Corporate Communications and Public Affairs	The J.M. Smucker Company
Jørn Tolstrup Rohde	Senior Vice President Western Europe and Member of the Executive Committee	Carlsberg Group
N. Arthur Smith	Chief Executive Officer	GS1 Canada
Eric Tholomé	Product Management Director	Google
Mark Wagner	President, Business Operations	Walgreens
Lin Wan	Vice President	Cainiao (Alibaba Group)

Data Excellence Inc. Board of Directors

John S. Phillips	SVP Customer Supply Chain & Go-To-Market Chairman, Data Excellence Inc. Board of Directors	PepsiCo Global Operations
Malcolm Bowden	President, Global Solutions President, GS1 Data Excellence Inc.	GS1
Nihat Arkan	Chief Executive Officer	1WorldSync
Lori Bigler	Director of Enterprise Analytics & Insights	The J.M. Smucker Company
Steve Capel	Director Global CRM Process Excellence	Medtronic
Bob Carpenter	President & Chief Executive Officer	GS1 US
Suja Chandrasekaran	Vice President and Corporate Officer, Enterprise Information Management	Walmart
Vincent De Hertogh	Manager Supply Chain Strategy	Delhaize Group
Yolande Diaz	GDS Domain Manager	Carrefour Groupe
Dr. Hongwei Ding	Senior Director Data Science & Engineering	Alibaba Group
Rafael Florez	Chief Executive Officer	GS1 Colombia
Budi Saputra	Global Business Services – Go-To-Market Information Exchange Service Leader	Procter & Gamble
Antonius Kromwijk	Assistant Vice President Globe Program Management	Nestlé
Raphael Leiteritz	Group Product Manager	Google Shopping
Kirby McBride	President & Chief Executive Officer	FSE
Maria Palazzolo	Chief Executive Officer	GS1 Australia
Jörg Pretzel	Chief Executive Officer	GS1 Germany
Bo Raattamaa	Chief Executive Officer	GS1 Sweden
N. Arthur Smith	Chief Executive Officer	GS1 Canada
Jan Somers	Chief Executive Officer	GS1 Belgium/Luxembourg
Rob Tarrant	Chief Executive Officer	Brandbank

GS1 Innovation Board

Sanjay Sarma

Professor, Dean of Digital Learning
Massachusetts Institute of Technology

**Chairman,
GS1 Innovation Board**

Steve Bratt

Chief Technology Officer and President, Standards Development and EPCglobal, Inc.

**President,
GS1 Innovation Board**

Eric Ballot

Supply Chain and Logistics Profession, Management Science Lab Deputy Director
Mines ParisTech
PSL

Ahmed El Kalla

Chief Executive Officer
GS1 Egypt

Elgar Fleisch

Professor, Information and Technology Management
ETH Zurich and University of St. Gallen

Christian Floerkemeier

Chief Technology Officer & Co-Founder
Scandit

Cory Gundberg

VP Information Systems Division, U.S. Customer Planning & Analysis
Walmart

Bernie Hogan

Senior Vice President Emerging Capabilities and Industries
GS1 US

Marina Kotsianas

Chief Executive Officer
Atria Strategies (University of Southern California)

Christian Lovis

Professor, Medical Information Sciences
University of Geneva and University Hospitals of Geneva

Jörg Pretzel

Chief Executive Officer
GS1 Germany

Rob Rekrutiak

Senior Product Manager
Google

Chris Resweber

Senior Vice President, Corporate Communications and Public Affairs
The J. M. Smucker Company

Milan Turk, Jr.

Managing Director, Global Customer Business Development, Market Strategy & Planning Innovation
Procter & Gamble

Miguel A. Lopera

President and Chief Executive Officer
GS1
Guest





GS1 Leadership

The GS1 Global Office Leadership Team is composed of the following people:

Miguel A. Lopera, President and Chief Executive Officer

Malcolm Bowden, President, Global Solutions and Data Excellence, Inc.

Steve Bratt, Chief Technology Officer & President, Standards Development and EPCglobal Inc.

Marianne Timmons, President, Industry Engagement

Alain Jonis, Chief Marketing Officer

Philippe Wéry, Chief Financial and Administration Officer

Front row, left to right: Alain Jonis, Malcolm Bowden, Miguel A. Lopera

Back row, left to right: Philippe Wéry, Steve Bratt, Marianne Timmons

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The following information was correct when we went to press.

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