



The Global Language of Business

Build Your Competitive Advantage

With GS1 Standards as the foundation of your business



Companies are constantly looking for ways to gain an edge on their competition, but not everyone has the same amount of resources. Consumers want details about the products they buy, and expect flexible fulfillment options to buy them.

As a result, retail grocery trading partners of all sizes are collaborating to create agile, responsive supply chains. Where does it all start? With the unique product identifiers encoded in barcodes.

With GS1 Standards, including Global Trade Item Numbers and U.P.C. barcodes, as the foundation of their business processes, companies identify, capture, and share product information across the supply chain. **This standards-based framework can be leveraged by trading partners large and small to improve distribution and replenishment, maximize supply chain transparency, and provide complete and accurate product data to everyone.**

Unique product and location identification provides clearer visibility of inventory throughout the supply chain, improving inventory balances.

Benefits of Standards-Based Framework for Organizations of Any Size



Enriched Product Information for Consumers

"[The need for product information] just literally exploded. First it was our trading partners moving items through the supply chain, but today it's getting this information to the end user. People rightfully want to know what they're eating, where it was caught."

Ray M. Poinsette, Director of Process Improvement, Beaver Street Fisheries¹



Business Process Efficiencies

"We've taken EDI-related transaction errors based on bad data from 11 percent down to one percent. At the same time, order accuracy has increased by 10 percent to 99 percent accurate."

Michele Werrline, Logistics Business Analyst, Land O'Lakes, Inc.²



Supply Chain Transparency

"With GS1-128 barcodes, we can now track products by batch/lot number, anywhere between our processing facilities, distribution centers, and stores or restaurants."

Paul Lothian, Business Solutions Architect, Tyson Foods, Inc.³

What Are the Benefits?

Unique Product and Location Identification

- Provides clearer visibility of inventory throughout the supply chain improving inventory balances, order fill, stock rotation/freshness, on-shelf availability
- Facilitates swifter, more precise action in a recall situation
- Is the essential foundation for getting the right information to trading partners and consumers who are demanding “farm-to-fork” transparency

Streamline Operations

- Increases transportation and warehouse efficiencies reducing operating costs and improving service
- Enables product information to be easily exchanged with your trading partners for order-to-cash efficiencies

Data Accuracy

- Strengthens consumer loyalty—94 percent of consumers are likely to be loyal to a brand that offers complete transparency⁴
- Enables sales lift—86 percent of consumers are unlikely to buy products from a brand after an experience with inaccurate product information⁵

Take Action Today

- Make a case for GS1 Standards internally and with your trading partners (www.gs1us.org/Industries/Retail-Grocery/Standards-in-Use).
- Utilize GS1 US Data Hub®, our online tool for product and location data management (www.gs1us.org/Tools/GS1-US-Data-Hub).
- Take advantage of foundational and expert education with GS1 US University (www.gs1us.org/GS1USUniversity).
- Participate in the GS1 US Retail Grocery Initiative to learn and share best practices (www.gs1us.org/RetailGrocery).

1. Case Study, “Beaver Street Fisheries Outswims the Big Fish—Taking a deep dive into solid data governance with GS1 Standards and best practices,” 2017.
2. Case Study, “Land O’Lakes, Inc.—Using GS1 Standards and EDI make reductions in labor and increases in order accuracy as sweet as butter,” 2017.
3. Case Study, “Tyson Foods—Putting customers and consumers first by leveraging GS1 Standards for stability and velocity,” 2017.
4. Label Insight’s 2016 Transparency ROI Study.
5. Retailers Are Losing \$1.75 Trillion Over This. CNBC.com, November 2015.

From Unique Product Identification to Rich Product Data

Seamless flow of product data enables supply chain efficiencies and visibility between trading partners



GS1 US Corporate Headquarters

Princeton Pike Corporate Center, 1009 Lenox Drive, Suite 202
Lawrenceville, NJ 08648 USA
T +1 937.435.3870 | E info@gs1us.org
www.gs1us.org

Connect With Us

