





THE GLOBAL LANGUAGE  
OF BUSINESS



# OVER 110 MEMBER ORGANIZATIONS SERVING BUSINESS AROUND THE WORLD.

## ABOUT GS1

- Developing standards for **2 million companies** worldwide
- Barcodes scanned more than **5 billion** times a day globally
- **111 country-based organizations** providing local support and expertise to businesses in 150 countries

## ABOUT GS1 US

- Pioneer of the **Universal Product Code** and **Electronic Product Code** (RFID)
- Nearly **300,000** users from 25 industries
- **5 million** products assigned U.P.C.s in Data Driver® management tool
- **Leading industry initiatives** in Consumer Packaged Goods, Grocery, Foodservice, Fresh Foods, Healthcare, and Apparel/General Merchandise
- **5 million** products registered by brand owners in 1SYNC® Data Pool



## A LETTER FROM THE CEO

### DEAR COLLEAGUE,

Your customers, whether consumers or trading partners, are gaining unprecedented access to information and leveraging this information to make buying decisions.

To move forward, your business must have the highest levels of visibility to information, efficiency in key business processes, safety for the consumer, and collaboration toward industry solutions.

The GS1 System of standards, a global language for business, makes it possible to attain these levels.

By adopting GS1 Standards as the foundation of their business processes, companies can speak a common language, connect with each other, and leverage the power of information. Diverse industries are able to develop, adopt, and use these standards to transform the way they do business, following industry leaders who envision the future, exemplify best practices, and engage their communities.

In the following pages we explain what GS1 Standards are, describe the key benefits of using them in your business processes, and highlight how several key industries use GS1 Standards to achieve impressive industry outcomes.

Whether you are bringing your product to market for the first time or looking to take your company to new heights of performance, GS1® makes it easier. Leverage your investment in GS1 Standards and technology and watch your business move forward.

Sincerely,

**BOB CARPENTER**

PRESIDENT AND CHIEF EXECUTIVE OFFICER

GS1 US™

### TABLE OF CONTENTS

<b>SEE BUSINESS CLEARLY</b>	<b>DO BUSINESS BETTER</b>	<b>MOVE BUSINESS FORWARD</b>	<b>GS1 US INFORMATION</b>
IDENTIFY, CAPTURE, SHARE 4	STANDARDS BENEFITS 8	CPG/GROCERY 12	GS1 US TIMELINE 18
ILLUMINATING THE SUPPLY CHAIN 6	HOW WE DELIVER 9	HEALTHCARE 13	GS1 CONNECT 19
	1SYNC 10	FOODSERVICE 14	BOARD OF GOVERNORS 19
		FRESH FOODS 15	
		GENERAL MERCHANDISE 16	
		APPAREL 17	



# MAKING IT POSSIBLE TO SEE BUSINESS CLEARLY.

RIGHT PRODUCT, RIGHT PLACE,  
RIGHT TIME:

For an item or event to be visible in a business process, it must first be identified, its activity captured, and the information shared in a standard way so that all who need the information can understand it.

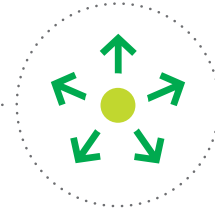
# GS1 Standards for Identifying, Capturing, and Sharing Data



IDENTIFY



CAPTURE



SHARE

## GS1 IDENTIFICATION NUMBERS

GS1 Identification Numbers are used to uniquely distinguish all products, trade items, logistic units, locations, assets, and relationships in the value chain—from manufacturer to consumer.

### COMPANY

Global Company Prefix  
Global Location Number (GLN)

### PRODUCT

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

### LOCATION

Global Location Number (GLN)

### LOGISTICS

Serial Shipping Container Code (SSCC)

### ASSETS

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

### SERVICES

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

## GS1 SYSTEM DATA CARRIERS

GS1 System Data Carriers are capable of holding varying amounts of data to accommodate different needs such as traceability and expiration dates.

### BARCODES

EAN/U.P.C.



GS1-128



ITF-14



GS1 DataBar™



GS1 DataMatrix



<8004> 06141410033241000537423

### EPC®-ENABLED RFID TAGS

Electronic Product Code (EPC)  
RFID Encodings



## GS1 INTERFACE STANDARDS FOR DATA EXCHANGE

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

### MASTER DATA

Global Data Synchronization Network™ (GDSN®)

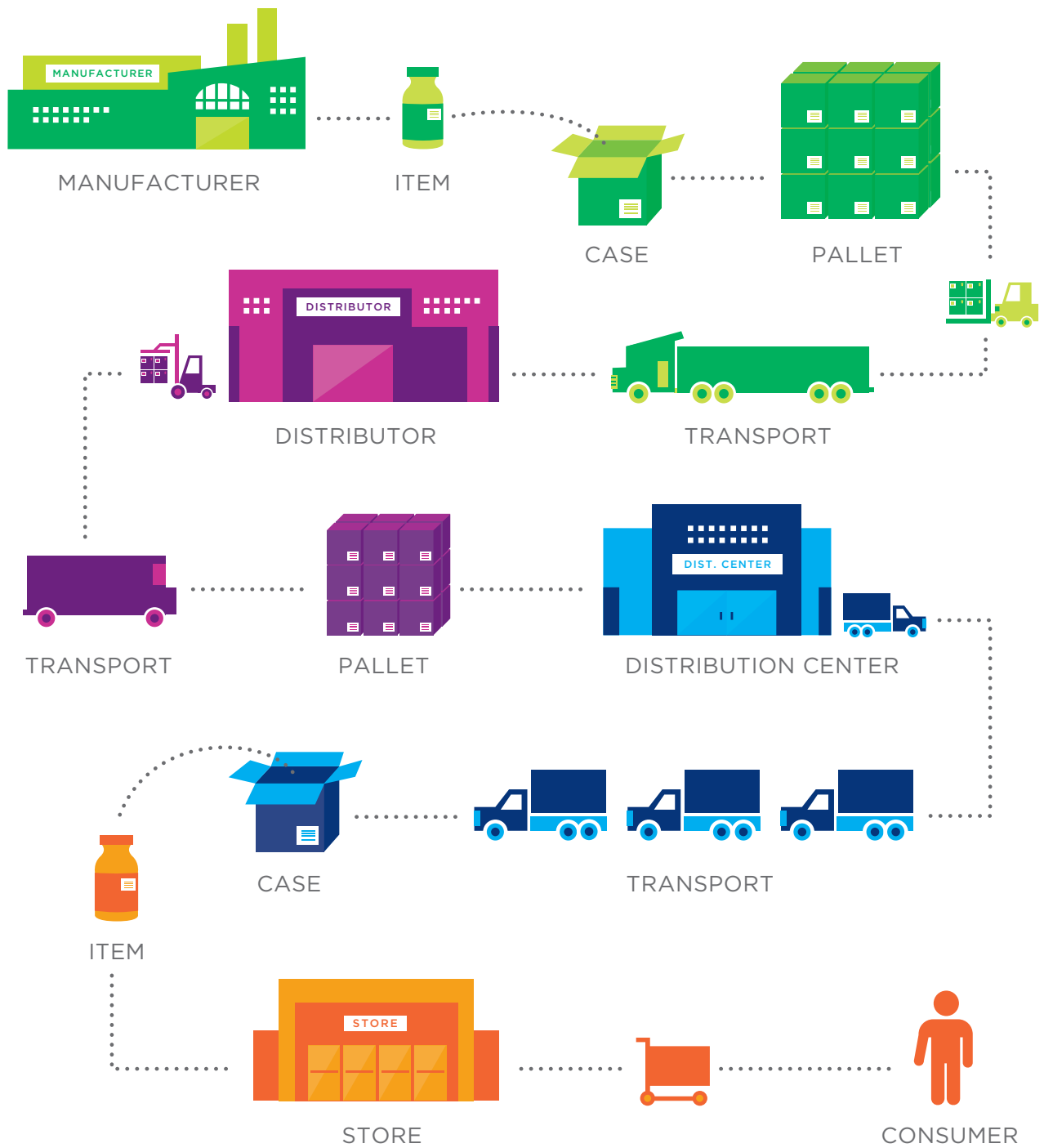
### TRANSACTIONAL DATA

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

### PHYSICAL EVENT DATA

EPC Information Services (EPCIS)

## Illuminating the Supply Chain from Start to Finish





# MAKING IT POSSIBLE TO DO BUSINESS BETTER.

VISIBLY, EFFICIENTLY, SAFELY,  
AND COLLABORATIVELY:

In an ever-changing global economy, every industry faces unique challenges. GS1 US is committed to forging long-term industry relationships through meaningful and strategic collaboration, increasing visibility, efficiency, and safety.

## GS1 MAKES SAFETY POSSIBLE.

Nothing is more important than maintaining consumer safety and confidence. GS1 US is helping industries meet goals of several safety-related initiatives, such as the 2010 Food Safety Modernization Act, the Produce Traceability Initiative, and “pedigree” requirements for pharmaceuticals.

The visibility that GS1 Standards generates enables traceability—a cornerstone of food, product, and patient safety. It all starts with standardized identification of products, assets, and locations, and sharing information between trading partners.

In the recall area, GS1 US operates Rapid Recall Exchange™, a web-based service. Subscribers use standard product identification and business processes to exchange uniform recall and withdrawal notifications and communicate about the recalls on a secure, interactive platform.

- **Track and trace**
- **Pedigree**
- **Product authentication**
- **Product recall**
- **Raw materials**
- **Consumer confidence**
- **Brand protection**
- **Regulation and reform**

## GS1 MAKES EFFICIENCY POSSIBLE.

There are myriad core business processes where many organizations have yet to realize the full potential of visibility to drive efficiency. Business intelligence relies on access to information as well as knowing what to do with that information. By pervasively deploying GS1 Standards across the supply chain, companies can dramatically increase the amount of data at their disposal for decision making, in addition to automating internal and external processes.

Internally, GS1 Standards are often used to track shipping containers and other reusable assets, and support work-in-process tracking. Uniquely identifying components and assemblies makes it easy to build audit trails as part of production records. The result: business processes that work faster and more efficiently.

- **Operational optimization**
- **Data quality/Accuracy**
- **Order to cash**
- **Asset management**
- **Inventory management**
- **New product launch**
- **On-time delivery and receipt**
- **Automated audit trails**
- **Labor productivity**

## GS1 MAKES VISIBILITY POSSIBLE.

GS1 US is committed to helping your business better analyze your processes and applications and function more efficiently throughout the supply chain. GS1 US provides the foundational standards necessary for the technologies behind these processes to deliver accurate data that organizations need to operate efficiently at the speed business demands.

Specifically, GS1 Standards allow the sharing of common visibility data that provides information about a product’s location and status, answering accurately the what, when, where, and why of a specific product’s movement.

- **Effective product recalls**
- **Increased supply chain security and efficiency**
- **Global traceability**
- **Supports regulations**
- **Inventory control**

## GS1 MAKES COLLABORATION POSSIBLE.

GS1 US brings together industry stakeholders—from manufacturers and brand owners, to distributors and retailers, to industry associations, to solution providers—to develop, adopt, and implement information standards that help them improve business processes. GS1 US works with industry communities to articulate, identify, resolve, and share industry issues and best practices, ensuring representation from all stakeholders in the supply chain.

- **Connecting communities**
- **Trading-partner relationships**
- **Data synchronization**
- **Consumer information**
- **Interoperability**

# HOW WE DELIVER.

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## B2B2C

### Making Success in Mobile Commerce and B2B2C Possible

Consumers' demand for digital access to products and product data is increasing exponentially. This creates an opportunity for brand owners looking to build loyalty and drive sales.

Ideally, consumers could access information that trading partners already share with one another—a concept called **B2B2C** (business to business to consumer). Unfortunately, much product data available to consumers is inaccurate or incomplete. Crowd-sourced data is a potentially huge problem for industry as scanning goes mainstream.

To address this challenge, GS1 US, in partnership with leading brand owners, technology providers, and retailers, created the North American **Business-to-Consumer (B2C) Alliance** in early 2010. Our goal: Break down the barriers between consumers' online mobile applications and accurate product information. By promoting authentic data, the B2C Alliance aims to increase product trust, brand loyalty, and better shopping experiences.

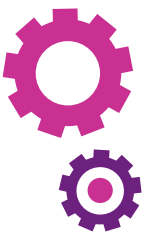


## RAPID RECALL EXCHANGE

### Delivering Solutions Expertise to Industry

GS1 US developed the web-based service, **Rapid Recall Exchange**, in collaboration with the Food Marketing Institute (FMI) and the Grocery Manufacturers Association (GMA) to support their commitment to enhanced food safety, brand protection and consumer confidence. The organizations applied industry expertise and best practices to standardize product recall and withdrawal notifications between retailers, wholesalers, and suppliers, making the grocery supply chain more visible and secure.

In a little over two years, more than 1,000 companies have subscribed to Rapid Recall Exchange, including 21 of the 24 largest supermarket chains based in the United States. [rapidrecallexchange.org](http://rapidrecallexchange.org).



## ADVISORY AND READINESS PROGRAMS

### Implementation Support Moves Business Forward

GS1 US helps industry sectors and individual companies implement GS1 Standards with a variety of **Readiness Programs** and **Advisory Services**. When presented with a business challenge to solve, GS1 US works with trading partners to establish and facilitate measurable, repeatable actions that companies or entire sectors can take to solve the challenges and improve supply-chain efficiency using GS1 Standards—one business process at a time.

Implementation support may include simulation, education, training, and direct support of teams using the technology and standards. Direct support helps companies move from a current state toward an ultimate goal—where use of technologies and standards improves their trading relationships and how they do business.

Other paths to success include **Data Driver**, an online tool that allows users to create GS1 identification numbers and barcodes, and the GS1 US **Solution Partners Program**, which prepares partners to help users integrate GS1 Standards quickly and efficiently.

GS1 US helps companies understand how to make the necessary changes to their business and systems, determine ways to measure their success and get prepared to “move to the next level” in their business processes.



## CONNECTING TRUSTED PRODUCT DATA EVERYWHERE.

1SYNC, a subsidiary of GS1 US, is an industry leader in Product Data Management and Data Synchronization. With more than 5.5 million Global Trade Item Numbers (GTINs) in the 1SYNC Data Pool, 1SYNC serves thousands of global users and synchronizes nearly 60 million transactions annually.

The 1SYNC community ranges from small, growth-oriented entrepreneurs to the world's largest multinational corporations. From the beginning, 1SYNC has focused on the utilization of the Global Data Synchronization Network and product data standards and excels at helping industries adopt and implement GS1 Standards.

1SYNC offers deep experience in designing and implementing solutions that have game-changing results. It delivers best-in-class, industry-proven solutions and services—including education and training programs, 24/7 customer support, Data Synchronization Implementation Services, a suite of advisory services to guide organizations in the journey to Product Data Management, and expertise in 1SYNC Data Pool data accuracy.

In addition, 1SYNC uses GS1 Standards to develop powerful tools for Product Data Management—breaking barriers to information transfer in a B2B environment. With particular experience and expertise collaborating with the Consumer Packaged Goods/Grocery, Foodservice, Healthcare, and Hardlines industries, 1SYNC offers its tools, insights, services, and technologies to companies across sectors.

■ **PRODUCT DATA MANAGEMENT**

■ **DATA SYNCHRONIZATION**



# MAKING IT POSSIBLE TO MOVE BUSINESS FORWARD.

## COMMUNITY, USER TOOLS, EDUCATION:

We bring together communities of industry stakeholders to solve business challenges, share best practices, and improve supply chain efficiency using GS1 Standards.



## MOVING FORWARD IN CONSUMER PACKAGED GOODS AND GROCERY.

### CPG/Grocery continues to set the standards for success.

#### RELEVANT INITIATIVES

- **Produce Traceability Initiative**
- **Food Safety Modernization Act (FSMA)**
- **GS1 DataBar for Produce**
- **GS1 DataBar for Coupons**
- **B2C Alliance**
- **Rapid Recall Exchange**

Even though GS1 Standards have been a part of the CPG/Grocery sector since the barcode was launched more than 35 years ago, the industry continues to find new ways to leverage the power of supply chain visibility. Breakthrough initiatives for fresh food identification and traceability are tackling food safety and rapid recall response capabilities, resulting in a more efficient, safe, sustainable, and collaborative supply chain.

In CPG/Grocery the stakes are high as brands compete for the hearts and minds of consumers. The increased visibility made possible by GS1 Standards is a critical component in delivering on brand experience and promises.

#### CASE STUDY

### Kraft Foods

#### The Importance of “Pre-fixing” Your Prefix

Kraft Foods’ mergers and acquisitions have played a major role in building the company’s expansive portfolio and, as a result, Kraft has extensive experience with managing GS1 Company Prefixes.

The company recognizes its prefixes as the foundation for uniquely identifying its brands globally. So proper registration (with the appropriate GS1 Member Organization) and use of its prefixes helps Kraft gain efficiencies throughout its supply chain and enables critical processes such as product traceability and data quality.

Its legal team addresses the company’s GS1 Company Prefixes during merger discussions. After a merger closes, internal teams ensure smooth integration of acquired prefixes into existing business processes.

Kraft has learned that customer goodwill, cost containment, and speedy time to market are all business outcomes from disciplined management of GS1 Company Prefixes.





## MOVING FORWARD IN HEALTHCARE.

### Improved patient safety—enabled by supply-chain visibility—is transforming healthcare.

#### RELEVANT INITIATIVES

- **GLN use for Location Identification**
- **2012 GTIN Sunrise for Product Identification**
- **2015 Readiness for upcoming state drug pedigree requirements**
- **FDA Unique Device Identification (UDI) for medical devices**

GS1 Standards are at the forefront of a new era in U.S. healthcare. Over the past four years, GS1 Healthcare US®, led by more than 140 healthcare organizations, has made tremendous progress toward addressing the major supply chain issues for the industry—patient safety, supply chain efficiency, and regulatory compliance—with increased visibility made possible by GS1 Standards.

Patient safety benefits will include efficient bedside verification, reduced medication errors, and more effective product recalls. Supply chain efficiencies, via common identification of products and locations, will include smoother order and invoice processes, more accurate contract pricing and rebate processing, and improved service/fill rate and inventory management. Regulatory compliance areas being addressed are medical device identification, efficient drug traceability, and effective electric health records.

#### CASE STUDY

### STERIS Corporation

#### Right Products, Places, Times

As a global leader in infection prevention, contamination control, and surgical technologies, STERIS Corporation serves thousands of healthcare providers in more than 60 countries.

STERIS is among the many healthcare organizations in the U.S. that support GS1 Standards to improve patient safety and gain supply chain efficiencies. These benefits cannot be fully leveraged until wide-scale adoption is achieved by trading partners throughout the industry, which is why STERIS has been at the vanguard, participating in GS1 US communities of interest, workgroups and collaborative efforts to accelerate implementation throughout the industry.

By beating the voluntary implementation deadlines, STERIS already has the potential to reduce costs, improve cash flow, increase productivity, enhance customer satisfaction, and—most important—improve patient safety.





## MOVING FORWARD IN FOODSERVICE.

### Foodservice is continuing its momentum toward sharing clean and accurate data.

#### RELEVANT INITIATIVES

- **Foodservice GS1 US Standards Initiative**
- **Produce Traceability Initiative**
- **eCommerce for the Meat and Poultry Sector (mpXML)**
- **Food Safety Modernization Act (FSMA)**

More than two years into the Foodservice GS1 US Standards Initiative, the industry is gaining significant traction in applying GS1 Standards to its business processes and building a foundation for visibility in its supply chain. The goals of the voluntary initiative are to drive out waste, improve product information for customers, and establish a foundation for improving food safety and traceability. Visibility benefits all stakeholders, but when it comes to winning consumer confidence and loyalty—visibility is an imperative.

With 86 leading companies in our membership, the initiative is striving for 75 percent adoption of GS1 Standards, measured by revenue, throughout the foodservice industry by 2015. It focuses on identification of manufacturer, distributor, and operator products and locations, and continuous real-time exchange of consistent, accurate product information among trading partners.

#### CASE STUDY

### Unified Foodservice Purchasing Co-op

#### Putting Traceability to the Test

Yum! Brands, the world's largest restaurant company with 38,000 restaurants in 110 countries, entrusts its procurement of food, packaging and equipment to Unified Foodservice Purchasing Co-op, LLC. And UFPC entrusts traceability for its extensive supply chain to GS1 Standards.

Eager to be in compliance with the FDA's "one step forward, one step back" requirement, UFPC was equally keen on testing its system. Working with the Department of Agriculture and two meat and poultry suppliers to conduct a pilot—and selecting perishable products with limited shelf life headed to its client's restaurants—UFPC learned a great deal about supply chain management from participants' differing perspectives.

And UFPC verified that the GS1 System of standards enabled the trading partners to speak a common language as the products traveled through multiple hand-offs in the supply chain—something proprietary codes can't do. With methodologies globally defined and in place, the pilot participants confirmed that the "global language of business" works.





## MOVING FORWARD IN FRESH FOODS.

### RELEVANT INITIATIVES

- **GS1 DataBar for Produce**
- **GS1 DataBar 2014 Sunrise for Other Fresh Food Categories**
- **Produce Traceability Initiative**
- **eCommerce for the Meat and Poultry Sector (mpXML)**
- **Traceability for Seafood**
- **Food Safety Modernization Act (FSMA)**
- **GDSN for Fresh Food/Produce Industry**
- **Collaboration with the Institute of Food Technologists (IFT)**

### Fresh foods is tackling consumer confidence and food safety head on.

GS1 Standards are at the center of a major effort by the fresh foods industry to use standards-based solutions to address freshness, quality, and safety while reducing costs. Several breakthrough initiatives for fresh food identification traceability—including moving from commodity identification to product identification—are addressing the toughest and most critical challenges for food safety and rapid recall response where consumer confidence is the most fragile.

The increased visibility made possible by GS1 Standards is a critical component in meeting the demands of today's consumers for information and safety, as well as avoiding the volatility of negative consumer research.

### CASE STUDY

#### Growers Express From Field to Store

With 50,000 acres spread over multiple states and countries, and crops rotated more than twice annually, Growers Express—a California farming and marketing company—found it challenging to maintain lot integrity and, therefore, traceability. By assigning case labels with GS1 GTINs to every one of its 18 million cartons shipped annually, Growers Express is doing its part to provide real-time traceability from field to store.

GS1 Standards incorporating harvest date, the produce type, acreage where it was grown—even which one of its 45 crews conducted the harvest—provides Growers Express end-to-end visibility for 40+ produce varieties. To manage complex, mobile harvest operations in the western U.S., Canada and Mexico, a common traceability system and standard is essential.

Growers Express became an early adopter of a GS1 compliant traceability system because it recognized the improvements the system would bring to its operations, including reinforcing its commitment to food safety. Carton consolidation provided immediate savings to Growers Express, and the benefits relating to quality and efficiency are certain to “grow.”





## MOVING FORWARD IN GENERAL MERCHANDISE.

### For general merchandise, data quality and data sharing are driving results.

#### RELEVANT INITIATIVES

- **GS1 US EPC Item Level Readiness Program**
- **Data Synchronization**

Companies today are facing stringent expectations around product safety. They are expected to satisfy increasing industry requirements and consumer demand for more—and better—product information in today’s omni-channel, connected retail world.

At the heart of this issue is the ability to accurately identify, capture, and share information about products people buy—through the adoption of global standards—by all stakeholders across all points of the supply chain.

GS1 US is actively working with the general merchandise industry to address supply chain challenges and use standards-based solutions to combat counterfeits, remove unsafe products from shelves, empower consumers to know more about the products they buy, and protect brand integrity. We also provide guidance on how standards can play a role in harmonizing local regulatory requirements in various parts of the world.

#### CASE STUDY

### Making product safety possible for General Merchandise:

GS1 US has worked side-by-side with members of the International Trade Data System’s Product Information Committee on pilot studies to validate the business case for using e-commerce data to manage product admission at the borders.

The goal: improve product visibility and, ultimately, ensure product safety in categories including toys and games—which encompasses more than 850,000 products with a declared value of \$14.5 billion imported into the U.S. in 2010.

The pilot showed that the use of GS1 standards did help improve information visibility, which will help the Consumer Product Safety Commission (CPSC) reduce consumers’ exposure to health and safety hazards in products. And, new efficiencies could save toy importers and brand owners save an estimated \$16.8 million over five years, plus \$775,000 in savings for the CPSC. Similar savings could be possible in other categories.





## MOVING FORWARD IN APPAREL.

### EPC-enabled RFID makes inventory visibility possible.

#### RELEVANT INITIATIVES

- **GS1 US EPC Item Level Readiness Program**
- **VICS Item Level RFID Initiative**
- **Inventory Management**

It's more important than ever for the apparel, footwear, and accessories sector to have the right product on the right shelf, at the right time. Companies are looking for new ways to help them forecast trends more accurately, collaborate with global trading partners more efficiently, and improve inventory management and accuracy.

Retailers and brands are witnessing the transformation of the global supply chain—through the adoption and use of standards-based technology in their everyday business processes. They are reducing their inventory, distribution, and labor costs, while achieving visibility into product inventory like never before.

In addition, most trading partners in the retail supply chain are already using GS1 Standards, which gives them a head start in implementing EPC-enabled RFID and leverages their existing investments in data systems and technology.

#### CASE STUDY

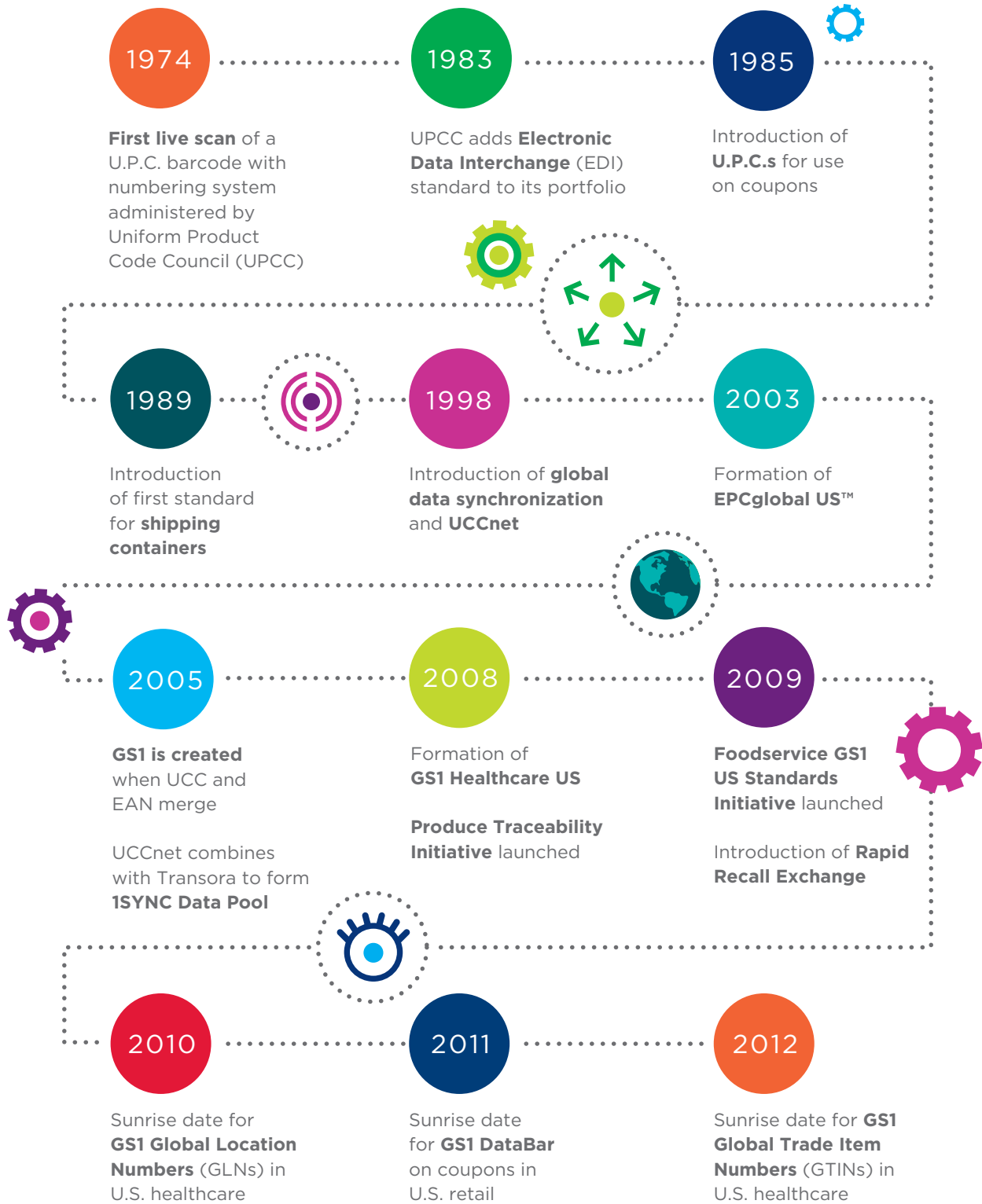
### The benefits to your customers and your bottom line are crystal clear:

EPC-enabled RFID adoption is exploding because its benefits have already been proven in the real world:

- Raising inventory accuracy from an average of 63% to 95%
- 96% reduction in inventory cycle counting time
- The ability to increase inventory count rates from 200 to over 12,000 items per hour
- Reducing the time to locate products by 18%
- Cutting out-of-stocks (OOS) at retail up to 50%
- Using increased item availability to boost sales from 2% to 20%



## Transforming Customer Experience and Business Operations for 40 Years



# GS1 CONNECT 2012

## BUSINESS MOVING FORWARD

JUNE 4-7 • ARIA RESORT & CASINO, LAS VEGAS

### A new name for a focused mission.

The U Connect Conference® is now the GS1 Connect Conference to reinforce our mission to serve industries and companies of all kinds who want to move their business forward by using GS1 Standards as the foundation of their business processes.

**The GS1 Connect 2012 Conference will bring together all the key ingredients to make it happen:**

- Best practices and strategies from leaders across Apparel, Consumer Packaged Goods, Foodservice, Fresh Foods, General Merchandise, Hardlines, and Healthcare industries
- Education and support from GS1 experts
- Updates on GS1 initiatives
- Opportunities to meet with trading partners
- Exhibits by solution providers of the GS1 System

Connect with [www.gs1connectevent.org](http://www.gs1connectevent.org)

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President and Chief Operating Officer  
The Kroger Co.

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**Mixed Sources**

Product group from well-managed forests, controlled sources and recycled wood or fiber  
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