10 Ways to Reduce Friction in Your Supply Chain

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<th>Bill of Lading Guideline</th>
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<td>Benefits</td>
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<td>Standard form and definitions</td>
<td>Electronic proof of delivery</td>
<td>Improved item accuracy</td>
<td>Flexible fulfillment options</td>
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<td>Easier shipment tracking</td>
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<td>Reduced redundant forms, incorrect invoices, and undocumented purchase orders</td>
<td>Decreased product returns</td>
<td>Increased sales and consumer satisfaction</td>
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<td><a href="http://www.gs1us.org/BillOfLading">www.gs1us.org/BillOfLading</a></td>
<td>Reduced chargebacks</td>
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<td>Next Steps: Speak to your internal transportation partners to see if there is added value in adopting the BOL.</td>
<td>Next Steps: Develop and execute a successful EPC/RFID implementation program leveraging this self-paced, interactive deployment tool.</td>
<td>Next Steps: View our dynamic, omni-channel fulfillment tool to help you find the resources you need to implement different consumer experiences.</td>
<td>Next Steps: Three years later we are past the tipping point. Learn how this technology can help you quickly and accurately identify, capture, and share product and location data.</td>
<td>Next Steps: View our dynamic, omni-channel fulfillment tool to help you find the resources you need to implement different consumer experiences.</td>
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### Benefits
- Streamlined operations
- Improved warehouse and inventory management
- Expedited shipping

### Counterfeit Goods
Create Real Problems: How GS1 Standards Help Industry Reduce Imitation Merchandise Online

Counterfeit products have become a massive headache for online retailers. These goods can be inferior, or even unsafe, potentially jeopardizing future sales for the brand and retailer. By adopting and implementing GS1 Standards to accurately identify genuine products in the global supply chain, retailers, brand owners, and suppliers are enabling product traceability and authenticity.

### Blessing Basket
The Blessing Basket Project needed to identify baskets as they traveled from their native countries to point of purchase—retail stores and online marketplaces. To uniquely identify each basket, they assigned a Global Trade Item Number® (GTIN), which is encoded in a Universal Product Code (U.P.C.) barcode that is printed on the label applied to the basket.

### Next Steps:
- **Macy’s—Returns Made Easier**: Manual processes for merchandise returns and inventory updates are timely and costly for both suppliers and retailers. Using GS1 Standards and Electronic Data Interchange (EDI) communications, Macy’s, Inc. and a major non-apparel manufacturer have revolutionized the automated returns process using the Return to Vendor Advance Shipping Notice (RTV ASN or reverse ASN).

### J.Reneé Leads the Effort to Apply GS1 Standards to Product Imagery

The explosion of e-commerce has made product imagery essential to sales. However, without a common approach, image sharing among trading partners has become extremely complex. By developing the Best Practice Guideline for Exchanging Product Images and Attributes, the labor-intensive process of getting images to retailers has been streamlined and greatly enhanced.

### Invest in High-Quality Product Data to Support Your Growth Strategy

Data quality is an enormous challenge in today’s hyper-connected, omni-channel world. A standardized approach for listing and classifying products across all commercial platforms allows consumers to discover more accurate, authentic product information on any device and in a store. Target, Keurig, and Pilot Pen embarked on their own data quality journeys and found that investment in high-quality product data truly pays off.

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### Next Steps:
- **Invest in High-Quality Product Data to Support Your Growth Strategy**: Learn more about best practices for data quality.
  - Benefits: Reduced operational redundancies, Improved business process efficiencies, Consistent consumer experience
  - Next Steps: Refer to the guideline to understand how to create, manage, and supply product images and data attributes.
  - www.gs1us.org/JRenee
  - www.gs1us.org/CounterfeitGoods

- **The Blessing Basket Project**: The Blessing Basket Project needed to identify baskets as they traveled from their native countries to point of purchase—retail stores and online marketplaces. To uniquely identify each basket, they assigned a Global Trade Item Number® (GTIN), which is encoded in a Universal Product Code (U.P.C.) barcode that is printed on the label applied to the basket.

Scan to access all 10 success stories and next steps:
www.gs1us.org/reduce-friction

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