GS1 US Apparel and General Merchandise Initiative  
2019 Year In Review

As we reflect on our accomplishments of 2019, the GS1 US Apparel and General Merchandise Initiative would like to recognize the contributions of our members and acknowledge our continued efforts and progress in driving efficiency and visibility improvements across the retail supply chain.

This past year we delivered several resources and engaged our industry to:

- Improve inventory accuracy and visibility through EPC-Enabled RFID
- Promote the value of complete & accurate product data, images, and data attributes
- Continue efforts to support operational efficiencies in retail
- Advocate for the importance of cross-industry alignment for efficient business processes

Here are just some of the highlights:

**Industry Advocacy and Thought Leadership**

To demonstrate the value of GS1 Standards in end-to-end supply chain operations, and to advocate the benefits of AGM membership to drive industry-wide adoption, we have leveraged industry events/communications opportunities.

- Hosted nearly 180 retail attendees at the GS1 US Apparel and General Merchandise Initiative open meeting at GS1 Connect in Denver. Also delivered a successful Retail Track with sessions focused on unified commerce, product information management, and inventory and supply chain visibility.

- Published regular retail industry updates featuring a selection of educational resources and tools to help our community increase the adoption and use of GS1 Standards

- Attended and/or co-presented sessions with industry partners at several industry events and meetings, including:
  - *Creating Supply Chain Synergies to Meet Consumer Expectations* at NEECOM
  - *Getting Ready for Blockchain - Providing Full Transparency on Product Origins and Shipments* at Home Delivery World
  - *5 Ways to Reduce Friction in Your Supply Chain* at RVCF
  - *EPC-enabled RFID Usage and Data Exchange* (results from the Project Zipper research paper) at RetailX

- Enhanced awareness through media coverage with 29 articles, 5 media interviews and 10 contributed features on topics ranging from RFID tagging, blockchain, omni-channel, to data quality with expert commentary and thought leadership featured in many publications, including *CSCMP Hot Topics, Retail IT Insights, Apparel Magazine, Retail Supply Chain Insights, SupplyChainBrain, Manufacturing Business Technology, and APICS Magazine.*
EPC-Enabled RFID
- Published a case study that features the measurable return-on-investment for EPC-Enabled RFID Tagging. Southern Fried Cotton - Successful EPC/RFID solution deployment achieves high levels of order accuracy and operational efficiency
- Created several key resources that will support small-mid sized suppliers when asked to tag their products with RFID by retailers.
  - Launched 4 web pages that take users through the steps of successful RFID implementation.
  - Feature videos with Jonathan Gregory that explain in more detail concepts such as tagging your products and managing the unique ID
  - Developing an RFID Serialization Plan
  - Translating a U.P.C. to an E.P.C.
  - 3 Steps to RFID Success Postcard

Data Quality, Product Images and Data Attributes
- Updated guideline: Best Practice Guideline for Exchanging Product Images and Attributes, Release 3.3
- Conducted cross-industry webinars
  - The Building Blocks of Quality Product Data
  - From GTIN Adoption to Maturity: Insights for the Journey
  - Bridge the Product Information Gap
  - Improving Product Data Quality: Industry Leaders Tell It Like It Is

Operational Efficiencies
- Updated guideline: Floor-Ready Merchandise, Release 3.0
- New guideline: Order Consolidation Best Practices, Release 1.0
- Published case study: Carhartt, Inc. - Creating a data governance program on a foundation of standards, as sturdy and resilient as the products themselves.

Cross-Industry Blockchain Discussion Group
- Conducted cross-industry webinar Why Standardized Data for Blockchain is a Must
- Published informational poster: What’s Blockchain Really All About
- Published overview flyer: EPCIS - Sharing "Event Data" During a Product’s Lifecycle

We would like to thank you, our members, for your efforts and support this year. At GS1 US®, we are proud to provide a forum that helps industry work toward an even more transparent and efficient supply chain.