GS1 US Apparel and General Merchandise

Partnering With the Retail Industry to Deliver on the Omni-Channel Promise

Improving Business Processes and Supply Chain Visibility

Omni-channel commerce is creating a sense of urgency for the retailer and supplier community to evolve their supply chain, fulfillment, and business processes. For the retail industry, what once was a nice to have is now a necessity.

Today’s consumers demand a unified “always-on, always-open” shopping experience. Retailers, marketplaces, brand owners, manufacturers, solution providers, and other retail industry stakeholders are seeking ways to keep pace and grow. For more than 45 years, GS1 US® has collaborated with industry stakeholders to increase the use of solutions based on the GS1 System of Standards, and to improve business processes using industry-developed guidelines and best practices.

The GS1 US Apparel and General Merchandise Initiative represents a broad cross-section of industry trading partners. Working collaboratively, Initiative members are defining retail business challenges and opportunities, exploring solutions, and creating adoption plans to evolve their value chain, fulfillment, and business processes.

Get Involved

• Help shape the future of the industry and supply chain
• Engage with peers and trading partners in a collaborative working environment
• Provide industry leadership by defining recommended solutions for critical business needs
• Share and learn best practices for operational improvements
• Learn firsthand how GS1 Standards are implemented for business improvements
• Benefit from GS1 US-provided expertise, education, and support services
• Access “member-only” Initiative virtual community room workspaces for news, information, and resources
• Gain executive-level participation in the industry sponsors group

Who Should Join?

• Retailers
• Marketplaces
• E-Tailers
• Suppliers
• Brand Owners
• Distributors
• Vendors
• Logistics Providers
• Service & Solution Providers

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Objectives

• Develop guidelines and best practices that facilitate collaboration and the realization of supply chain efficiencies across the industry
• Facilitate peer-to-peer connections and forums to support adoption and implementation of standards-based technologies and business processes
• Provide thought leadership and collaboration opportunities to support emerging trends and industry visions, such as:
  - Omni-channel supply chain readiness
  - Electronic Product Code (EPC)-enabled item level Radio Frequency Identification (RFID)
  - Web-ready products
  - Personalization of the supply chain
• Provide expertise and support for GS1 Standards implementation to enable supply chain savings, optimize fulfillment strategies, and increase sales

Key Industry Drivers

• Safer Products:
  Reduce confusion from counterfeit products
• Improved Product Information:
  Deliver reliable information across all channels
• Better Search Experience:
  Increase accuracy and relevance in search results
• Optimized Inventory Visibility and Fulfillment:
  Match inventory with consumer
• Smarter Analytics:
  Create more relevant consumer engagement

Education and Implementation

GS1 US provides a number of training programs to help organizations in their implementation of GS1 Standards and standards-based technologies. Our educational courses include integrated learnings, best practices, standards knowledge, and technical know-how. They edify an organization on how it can use GS1 Standards to identify, capture, and share product information for the purpose of conducting business with its supply chain trading partners. To enable participants to structure their learning path according to their business needs, we offer both self-directed, web-based trainings and regional workshops. Further, we can also tailor an on-site educational program that best fits the needs of your business and schedule.

Vision and Leadership

At GS1 US, we offer a neutral forum for members to address and develop industry requirements to support the retail industry as it evolves into new areas of focus. To meet industry needs, omni-channel retail, supply chain performance, and corporate social responsibility are our key areas. We are committed to providing leadership in identifying business challenges and opportunities, and organizing members to explore solutions and create adoption plans.

GS1 US Apparel and General Merchandise Workgroups and Discussion Groups

Become part of our targeted Workgroups and Discussion Groups, made up of industry stakeholders, to develop standards-based guidelines, best practices, case studies, thought leadership, and alignment on future opportunities for unlocking further value from the use of GS1 Standards. As a member of a Workgroup and/or Discussion Group, you can get involved, foster broad collaboration, and make a difference, no matter what your area of focus or expertise.

Sustainability in Packaging Workgroup
This workgroup provides industry knowledge and expertise to help identify best practices to improve sustainability in the supply chain and remove barriers to sustainable practices.

Product Images and Data Attributes Workgroup
This workgroup develops and deploys industry-specific guidance and best practices for sharing product attributes and images between trading partners providing complete and accurate product data for omni-channel visibility.

EPC Tag Placement Guideline Workgroup
This workgroup expands and updates the current EPC Tag Placement Guideline to include additional product categories and advancements in data carrier options.

Raw Material Attributes Workgroup
This workgroup develops and deploys industry-specific guidance and best practices for defining Raw Material Attributes and Identifiers. This common language enables the digitization of data that increases buyer decision speed and reduces product development cycle times.

Cross-Industry Blockchain Discussion Group
With growing interest in the transformative promise of blockchain applications, it has become clear that focused use case discussions are needed to address the future of transparency and data sharing. This discussion group meets monthly to explore challenges and opportunities.

Help shape the future of the retail industry. Join the GS1 US Apparel and General Merchandise Initiative today. Email ApparelGM@gs1us.org or visit www.gs1us.org/ApparelGM.