GS1 DataBar for Coupons

Printed Coupons Utilize GS1 DataBar Exclusively

Printed coupons now contain GS1 DataBar® Expanded and Expanded Stacked barcodes exclusively. The U.P.C. Prefix 5 symbol is no longer to be used in North America after mid-year 2015.

Most existing scanning systems are capable of reading the GS1 DataBar Expanded and GS1 DataBar Expanded Stacked barcodes. Retailers may simply need to enable this functionality in their systems, but in some instances, software modifications may be required. To be able to process coupons seamlessly and to avoid a disadvantaged position in the marketplace, retailers are encouraged to implement and activate these technologies as soon as possible. In addition, databases must be updated to accept and correctly process Application Identifiers (coupons = 8110) as described in the *North American Coupon Application Guideline Using GS1 DataBar Expanded Symbols.*

Key Benefits Include:

- Enable automatic expiration date check
- Automatically tie double coupon value limits to exact purchase requirements
- Reduce cashier intervention with complex offers placed within the code
- Allow for retailer-specific coupons

OLD FORMAT— UPC-A AND GS1 DATABAR

No longer used

NEW FORMAT— GS1 DATABAR ONLY

GS1 DataBar Expanded and Expanded Stacked used exclusively

For more information, contact:
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To learn more, visit:
www.gs1us.org

Retailers can gain efficiencies at point-of-sale by leveraging the GS1 DataBar barcode application for use on coupons as well as for other applications.

Risks associated with not changing to the new coupon format:

- Inability to scan the new coupons will result in manual intervention and unsatisfactory customer experience.

- Customers will be unable to use coupons at self-checkout counters.

- Lost sales as customers elect to shop elsewhere, where they can move through the checkout line faster or forego using the coupons altogether, either of which could impact sales.

- The inability to automatically check and confirm that the products that should be included as a part of a complex promotion are in fact purchased by the customer.

- Possibility of processing expired coupons.

Benefits of GS1 DataBar on Coupons:

- Retailers can reduce the time spent on processing coupons and speed up customer check-out by leveraging the GS1 DataBar barcodes on coupons.

- Scanning the GS1 DataBar barcodes enables the efficient electronic validation of both consumer compliance with the terms of the offer and the authenticity of coupons through serialization.

- The use of the GS1 DataBar barcodes on coupons will help decrease the incidents of unintentional misredemption and fraud, reduce cashier labor and decision making time, and maximize intended profitability of promotions—while improving overall customer experience.

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THE GLOBAL LANGUAGE OF BUSINESS

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