



GS1 US Apparel and General Merchandise Initiative

Working Together to Improve Product Information and Visibility

Help Shape the Future

Take a leading role in driving widespread and transformational change throughout the retail industry by joining the GS1 US Apparel and General Merchandise Initiative to collaborate across a broad cross-section of your peers and trading partners.

When You Join Us, You'll

- Gain insight into the challenges and opportunities at each “stop” along the supply chain.
- Help advance alignment on critical industry challenges and define solutions.
- Share, learn, and develop industry best practices for implementing end-to-end supply chain visibility and improving omni-channel fulfillment.

“ You can learn best practices from like-minded individuals, but where you can really stand apart and grow is when you adopt best practices from other industries because no pursuit of data governance excellence is tied to one specific industry.”

Carhartt*





“ GS1 Standards have been part of our business for many years. Every major retailer is our customer, and without the use of standards, we wouldn’t survive as their supplier.”

Herman Kay

Who Participates?

Academia

Brand Owners

Distributors

E-Tailers

Industry Associations

Logistics Providers

Marketplaces

Retailers

Solution Providers

Suppliers

Vendors

GS1 US Apparel and General Merchandise Initiative Workgroups

Product Images and Data Attributes 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/RFID Claims Compliance Workgroup

Addresses the specific needs related to Electronic Product Code (EPC)-enabled Radio Frequency Identification (RFID) data capture, validation, sharing, and inputs for accuracy and reconciliation relevant to claims compliance use cases.

Supply Chain Optimization Cross-Industry Discussion Group

Examines the linkages between GS1 Standards and supply chain success so that investments in unique identification and quality data can help companies work toward full visibility and transparency.

Cross-Industry RFID Discussion Group

Explores how RFID can enhance supply chain and inventory management and why GS1 Standards play a critical role.

Open Doors to Collaboration

With your membership, you can select apparel and general merchandise as your primary initiative and also gain visibility into workgroup efforts across other industries, including foodservice, healthcare, and retail grocery—at no additional cost. While most workgroups focus on industry-specific challenges, there are many opportunities for cross-industry discussions.

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