



The Global Language of Business

# Label Your Case With GS1-128 Barcode to Improve Visibility Into Your Supply Chain

Organizations large and small doing business in retail grocery and foodservice are looking to implement case-level traceability to:

- Increase information transparency for consumers
- Streamline business processes
- Optimize supply chain visibility
- Enhance food safety and traceability

## Milestones for implementing GS1-128 barcodes for traceability

1	Create GTINs for cases
2	Coordinate data requirements for the label (e.g., batch/lot/serial number, etc.)
3	Prepare software/hardware for new label/barcode application
4	Pilot implementation (internal and external)
5	Implement case labeling
6	Capture Key Data Elements for Critical Tracking Events

For resources to support your implementation efforts, visit [www.gs1us.org/retailgrocery](http://www.gs1us.org/retailgrocery)



### Why use GS1-128 barcodes?

You can leverage your company's existing investments in GS1 Standards such as Global Trade Item Numbers (GTINs) to achieve case-level electronic traceability with the use of GS1-128 barcodes.

A GS1-128 barcode is a case-level barcode that allows companies to encode additional information with their GTINs, such as batch/lot/serial numbers, best-by dates, and more.

## Core Information for Case Label

Data Element	Expressed as Human-Readable Text on the Label	Expressed as Machine-Readable Form (encoded in a GS1-128 barcode) and Human-Readable Interpretation
Global Trade Item Number® (GTIN®)	✓	✓
Batch/Lot or Serial Number	✓	✓
Product Date	✓	✓
Brand Owner or Supplier Name	✓	✗
Product Name or Description	✓	✗

## What You Need to Do

### Collect

- Gather the data elements you need for your case labels

### Label

- Encode your GTIN along with batch/lot number and/or additional product data in a GS1-128 barcode and display human-readable interpretation of encoded data
- Integrate additional data needed in human-readable text to be printed on your case label

### Communicate

- Discuss with your trading partners how both of you plan to scan/store GS1-128 barcode data for improved business process efficiencies for increased information transparency for consumers, streamlined business processes, and optimized supply chain visibility



## Join industry leaders to achieve 10 percent increase in implementation of GS1-128 barcodes by 2018

The Supply Chain Visibility Workgroup of the GS1 US Retail Grocery Initiative has created a roadmap for implementing GS1-128 barcodes for case-level electronic traceability to increase adoption by 10 percent.

- Suppliers/distributors using GS1-128 barcodes
- Suppliers/distributors storing GS1-128 barcode data (GTIN, Lot/Batch/Serial Number, Date)
- Grocery retailers scanning GS1-128 barcodes on cases
- Grocery retailers storing GS1-128 barcode data (GTIN, Lot/Batch/Serial Number, Date)

### The GS1 US Retail Grocery Initiative is focused on improving:

- Product information and images
- Supply chain visibility
- Operational efficiencies

To learn more and join, visit: [www.gs1us.org/retailgrocery](http://www.gs1us.org/retailgrocery)

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