



THE GLOBAL LANGUAGE OF BUSINESS



CASE STUDY

HERBAL DESTINATION AND VOODOO RIDE

Small businesses leverage GS1 Standards to trade with large retailers and accelerate growth

“I contacted GS1 US to switch to a GS1 Company Prefix. For us, it’s now a business requirement for working with these large retailers.”

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Director of Sales, Herbal Destination

“GS1 Standards are important for a business that wants to grow.”

—CHRISTOPHER FERRARO,

President and CEO, Voodoo Ride

CHALLENGE

Herbal Destination and Voodoo Ride, both small growing businesses, were working to expand their distribution channels to include large, national retailers. Each was using barcodes purchased from online barcode sellers; yet, they soon discovered they needed to use the GS1 Company Prefix and other GS1 Standards to conduct business with these mass retailers.

SOLUTION

The companies contacted GS1 US™, the organization authorized in the U.S. to license the GS1 Company Prefix. Now, each business creates Universal Product Codes (U.P.C.s) for its products that protect its company’s brand identity as they travel through the supply chain. By using additional GS1 Standards to identify cases and locations as well as share and synchronize data, the companies can start to realize operational benefits and growth.

BENEFITS

Herbal Destination and Voodoo Ride benefit in multiple ways from using the GS1 Company Prefix.

- Both companies are now positioned to expand their distribution by trading with large retailers - in the U.S. and abroad.
- Herbal Destination can track and trace its products to retailers’ shelves, in compliance with regulatory requirements.
- Voodoo Ride synchronizes data with its large, national retailers for data accuracy and operational efficiency.
- Both companies can get new products to market faster than before.
- Both companies have laid GS1 Standards foundations to enable electronic commerce with their trading partners.



EXPANDING THEIR FOOTPRINTS

Founded in 2009, Herbal Destination makes herbal supplements, skin care, and pain relief products for consumers in the U.S. and Canada. Herbal Destination products are based on ancient Ayurveda formulas. Ayurveda roughly translates to “knowledge of life” and is one of the oldest systems of organized medicine in the world.

Shaker Nelanuthala, Director of Sales, explains, “Our herbal-based products are natural and created from ancient recipes, some of them going back to the 16th century. We manufacture them in our state-of-the-art facilities in India, bringing tradition and technology together for the benefit of our customers.”

Herbal Destination products are sold by many small, medium and large retailers. The products are also sold through the company’s own e-commerce website as well as through many e-tailers. Yet, Herbal Destination didn’t always use a GS1 Company Prefix.

Nelanuthala explains, “We approached two very large retailers. We had purchased barcodes from an online seller. They basically said ‘don’t bother applying if you are not a member of GS1 US.’ So I joined GS1 US and obtained a GS1 Company Prefix [to create barcodes for our products]. For us, it’s now a business requirement for working with these large retailers.”

Christopher Ferraro, CEO and President of Voodoo Ride, also discovered the value of using a GS1 Company Prefix. Ferraro started Voodoo Ride in 2008 at the height of the financial crisis. “I didn’t hesitate a minute to launch our business. We have great products and a great partner, Dale Earnhardt, Jr., the ‘ultimate car guy,’” says Ferraro. Ferraro’s sense of timing was right. Even with the economy’s challenges, Voodoo Ride is now doing business with national retailers.



“They [GS1 Standards] open a door to a level of sophistication that companies will need in order to do business with retailers that are ultimately going to make their businesses successful.”

—CHRISTOPHER FERRARO, *President and CEO, Voodoo Ride*

Establishing a Firm Foundation

For the past 40 years, GS1 US has helped businesses and organizations use and benefit from GS1 Standards. One such standard is the GS1 Company Prefix that is licensed by GS1 US to companies for creating U.P.C.s for their products.

The GS1 Company Prefix is the foundation of a company’s brand identity in that it identifies the company as the owner of the product. With a GS1 Company Prefix, a company can create Global Trade Item Numbers® (GTINs®), which are encoded in barcodes on products. GTINs uniquely identify a company’s products as they travel through the whole supply chain. A company can also use GS1 Standards to identify its locations, shipments, assets, documents and services to efficiently conduct business with trading partners around the globe.

When a company expands its product line and/or extends its reach to trading partners in multiple countries, it can rest assured GS1 Standards will support this growth.

Recognizing the value in using GS1 Standards, certain large retailers have incorporated the use of those standards into their business processes, including asking their suppliers to use the standards as well. That’s because GS1 Standards enable all trading partners to work together well via e-commerce and data synchronization. Additionally, to comply with regulatory requirements, a company can achieve traceability with GS1 Standards – track and trace its products from manufacturing sites to retailers’ shelves.

Voodoo Ride offers a portfolio of car care products that makes serious car care not quite so serious. The products are “wickedly” simple, high-quality and long-lasting. To reach the many car owners in the U.S., Ferraro launched a national program with the 4,500 stores of a large retailer of automotive replacement parts and accessories. “We are doing the same this year by taking our car care products and licensed apparel to another major national retailer,” says Ferraro. “After using some barcodes that I bought online from another company, I was surprised when I learned I needed to get authorized GS1 barcodes before these retailers would accept our products.”

TRANSITIONING TO GS1 STANDARDS

GS1 US, the GS1 member organization in the U.S., quickly helped Herbal Destination and Voodoo Ride each license a GS1 Company Prefix to create barcodes for their products. Now, each company can trade with large retailers.

Ferraro also creates and uses another GS1 Standard – the Serial Shipping Container Code or SSCC – to identify Voodoo Ride’s shipping cartons and contents. “Changing to GS1 Standards was an investment in our future,” says Ferraro. “We changed everything over for the automotive retailer like



Ferraro uses a GS1 Standard – the GS1 Global Data Synchronization Network™ (GDSN®) – to share and manage Voodoo Ride’s product data with his large retailers. “We’re using 1SYNC® as our GDSN Data Pool. I have published all the data they need, including the GLNs [Global Location Numbers], to make our business transactions accurate. If I make changes to my product data [like pricing and dimensions], I now know these changes will be automatically sent to the retailers’ systems. This is a major step for us that will deliver major efficiencies as we fulfill more and more orders from national retailers.”

While both Herbal Destination and Voodoo Ride expended time and cost to re-label products with new GS1 Company Prefix barcodes, they consider the change to GS1 Standards as an investment in their businesses. By investing in GS1 Standards today, they can avoid potential costs down the road and improve their inventory management.

“We wanted to grow,” says Nelanuthala. “I would advise anyone considering a GS1 Company Prefix to make the investment. The cost of becoming a GS1 US member will pay off in the long run.”

Ferraro advises, “GS1 Standards are important for a business that wants to grow. They open a door to a level of sophistication that companies will need in order to do business with retailers that are ultimately going to make their businesses successful.”

“With the GS1 system in place, it will help me get my products to market much quicker than before.”

—**SHAKER NELANUTHALA**, Director of Sales, Herbal Destination

creating new GS1 barcode labels for our products and cartons. This put us in a great position for doing business with other large retailers. We also have trading partners in Japan and Australia, so it’s good to know the switch to GS1 will support Voodoo Ride in those global markets.”

Herbal Destination’s Nelanuthala also has his sights on global expansion. The company’s business plans call for securing trading partners in Europe and China. “I could not function without a GS1 Company Prefix,” says Nelanuthala. “With the GS1 system in place, it will help me get my products to market much quicker than before.”

INVESTING IN GROWTH

In some industries such as healthcare and herbal supplements, there are regulatory requirements for traceability for potential product recalls.

“GS1 US helped us by recommending an appropriate GS1 Company Prefix, which is typically used by healthcare and herbal products manufacturers,” says Nelanuthala. “With a GS1 Company Prefix as part of our product barcodes and by putting other GS1 Standards in place, we can trace our products to retailers’ shelves. If we ever need to recall a product, we can pinpoint the specific batches/lots for our retailers to pull. This will save us and our retailers significant time and potential revenue.”

Partner Connections Benefits

When Herbal Destination and Voodoo Ride licensed their GS1 Company Prefixes, they became members of GS1 US Partner Connections.

Through the **GS1 US Member Support Team**, members receive guidance on all types of topics related to using GS1 Standards for barcodes and e-commerce. This knowledgeable team welcomes all questions about using the GS1 Company Prefix and other GS1 Standards.

Members gain **access to experts** at GS1 US headquarters and GS1 overseas who work with standards, industry communities and members every day.

Members get a free online tool – **Data Driver®** – that helps them simplify creating, managing and printing barcodes for all packaging levels.

Members gain online access to useful, **educational materials** – self-paced learning, whitepapers, “how to” guides – as well as **educational sessions** like “Ask the Expert” where they can ask how to best apply GS1 Standards.

Members are kept **informed and up-to-date** about how any changes in their industries might impact their use of GS1 Standards.

More than 200,000 companies – small, medium and large – are GS1 US members and license GS1 Company Prefixes. These companies are investing in GS1 Standards to successfully conduct business today and position for growth in the future.

CONTACT US

To learn more about GS1 Standards and how they can benefit your business, contact GS1 US at +1 937.435.3870 or write us at info@gs1us.org.

ABOUT HERBAL DESTINATION

Started in 2009, Herbal Destination manufactures a unique line of herbal natural supplements, skincare, and pain relief products which are distributed nationally. All products are “Condition Specific” and include: cholesterol support, blood sugar support, stress relief, sleep, memory support and men’s libido. The skincare products are designed using fruits, nuts and herbs, for under eye care, wrinkle help. The oil is designed for muscle and joint pains. Herbal Destination is a 100% women and minority-owned business. www.herbaldestination.com

ABOUT VODOO RIDE

In business since 2008, Voodoo Ride takes car care to an entirely new level of quality, providing customers with premium, simplified car care products. The company formulates its products with the finest, cosmetic-grade ingredients using the latest technology. Customers achieve superior results in less time, with less effort while spending less money. The products are engineered for multi-surface application and functionality, like Mojo All Surface Detailer. Mojo can be used bumper to bumper for a high-gloss, professionally detailed look in seconds. Voodoo Ride is “car care unleashed.” www.voodoooride.com

ABOUT GS1 US

GS1 US, a member of GS1, is an information standards organization that brings industry communities together to solve supply-chain problems through the adoption and implementation of GS1 Standards. More than 200,000 businesses in 25 industries rely on GS1 US for trading-partner collaboration and for maximizing the cost effectiveness, speed, visibility, security and sustainability of their business processes. They achieve these benefits through solutions based on GS1 global unique numbering and identification systems, barcodes, Electronic Product Code-based RFID, data synchronization, and electronic information exchange. GS1 US also manages the United Nations Standard Products and Services Code® (UNSPSC®). www.gs1us.org



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