In 1973, the grocery industry came together to agree on one way of doing business by adopting the U.P.C. barcode. This remarkable cooperation marked the beginning of the GS1 US™ organization, and set the standard for the industry collaboration that is the heart of our business today.

GS1 Standards allow companies and trading partners to use a “common language” to identify, capture, and share supply chain information globally. Most importantly, global standards allow trading partners to work together to optimize their supply chains, driving cost performance and revenue growth while also enabling regulatory compliance. Consumers also benefit from GS1 Standards by helping companies to better communicate accurate product data via smart phones and barcode-scanning mobile applications.

**GS1 AT-A-GLANCE**
- Developing standards for 2 million companies worldwide
- Barcodes scanned more than 5 billion times a day globally
- 110 country-based organizations providing local support and expertise to businesses in 150 countries
- Pioneer of the Universal Product Code (U.P.C.) and Electronic Product Code (RFID)
- Nearly 300,000 users from 25 industries
- 71% of Partner Connection Members use Data Driver® to assign U.P.C.s
- Over 8 million items registered in the Global Data Synchronization Network™

**OUR UNIQUE ROLE**
- Bring communities of industry stakeholders together to build consensus and advance a system of standards for everyone
- A neutral, user-driven, user-governed, not-for-profit organization
- Administer the GS1 System of Standards, provide support services, tools, education, and training, and connect communities through events and online forums

**GS1 BENEFITS**
- Product and location identification
- Data quality and management
- Inventory efficiency
- Traceability and safety
- Consumer engagement
- Ensuring compliance

Learn more about our history and our future at [www.gs1.org/40thanniversary](http://www.gs1.org/40thanniversary)