GS1 US Apparel and General Merchandise Initiative

Partnering With the Retail Industry to Deliver on the Omni-Channel Promise

Improving Business Processes and Supply Chain Visibility

Omni-channel commerce is creating a sense of urgency for the retailer and supplier community to evolve their supply chain, fulfillment, and business processes. For the retail industry, what once was a nice to have, is now a necessity. Today’s consumers demand a seamless “always-on, always-open” shopping experience—they want to buy what they want, when they want, and where they want—and the industry trading partners hoping to succeed must keep pace.

A recent Forrester report forecasts that 60 percent of all retail sales will involve digital channels and devices by 2017. The explosive growth of smart gadgets has changed how the consumer searches, discovers, shops, price compares, and purchases apparel and general merchandise products. Delivering a homogenous user experience necessitates a more comprehensive approach to inventory visibility across the entire supply chain. Gone are the days of “offline” and “online” inventories. Retailers and brand owners must work together to determine how they will create and leverage a single view of inventory, where any location may become a source to fulfill a customer’s order.

The GS1 US Apparel and General Merchandise Initiative is an industry group that is committed to defining business challenges and opportunities, and organizing members to explore solutions and create adoption plans to meet market needs. The members of our Initiative represent a broad cross-section of industry trading partners, each of whom has agreed to adopt and implement global GS1 Standards and industry best practices to improve network-wide inventory accuracy and visibility.

For more than 40 years, GS1 US has collaborated with industry stakeholders to increase the use of solutions based on the GS1 System of Standards, and to improve business processes using industry-developed guidelines and best practices.

Get Involved

• Help shape the future of the industry and supply chain
• Engage with peers and trading partners in a collaborative working environment
• Provide industry leadership by defining recommended solutions for critical business needs
• Share and learn best practices for operational improvements
• Learn first hand how GS1 Standards are implemented for business improvements
• Benefit from GS1 US-provided expertise, education, and support services
• Access “member-only” Initiative virtual Community Room workspaces for news, information, and resources

Who Should Join?

• Retailers
• Marketplaces
• E-Tailers
• Suppliers
• Brand Owners
• Distributors
• Vendors
• Logistics Providers
• Service and Solution Providers
Objectives

- Develop guidelines and best practices that facilitate collaboration and the realization of supply chain efficiencies across the industry
- Facilitate peer-to-peer connections and forums to support adoption and implementation of standards-based technologies and business processes
- Provide thought leadership and collaboration opportunities to support emerging trends and industry visions, such as:
  - Omni-channel supply chain readiness
  - Electronic Product Code (EPC®)-enabled item level Radio Frequency Identification (RFID)
  - Web-ready products
  - Personalization of the supply chain
  - Corporate social responsibility
  - Replenishment management
  - Product safety and other regulatory drivers
  - Channel/fulfillment expansion and optimization
- Provide expertise and support for GS1 Standards implementation to enable supply chain savings, optimize fulfillment strategies, and increase sales

Key Industry Drivers

Network-wide inventory visibility and accuracy
- Creating visibility to every item within the enterprise and the consumer-direct supplier value chain
- Delivering on the consumer omni-channel promise

Web-ready products
- Improving speed to web for both product attributes and images
- Meeting user demand for rich product information

Optimized fulfillment strategies
- Ensuring that processes, infrastructure, and systems are streamlined and integrated to meet desired product/service levels and delivery commitments
GS1 US Apparel and General Merchandise Workgroups

Become part of our targeted Workgroups, made up of industry stakeholders, to develop standards-based guidelines, best practices, case studies, thought leadership, and alignment on future opportunities for unlocking further value from the use of GS1 Standards. As a member of a Workgroup you can get involved, foster broad collaboration, and make a difference, no matter what your area of focus or expertise.

Item Level RFID

Provide a forum for peer-to-peer outreach and implementation lesson sharing. Develop guidelines and best practices to support industry adoption of EPC-enabled item level RFID technology. Ensure sustainability of investments, demonstrate the ongoing benefits of EPC-enabled RFID across business processes, and reinforce the responsible use of the technology.

Omni-Channel Ready Merchandise

Identify the key “merchandising challenges” in preparing, packaging, and shipping product for both in-store and e-commerce fulfillment. Develop enhanced guidelines for tagging (ticketing), bagging (polybags), hangers, and item identification—prioritizing the areas of opportunity to establish industry best practices for successfully delivering an integrated omni-channel customer experience.

Product Images & Data Attributes

Identify, develop, and document standardized methods to name, categorize, manage, locate, and acquire images for the apparel and footwear industries. Create a consistent model for the definition and exchange of extended attributes needed for core back-office business functions and omni-channel commerce.
Education and Implementation

GS1 US provides a number of training programs to help organizations in their implementation of GS1 Standards and standards-based technologies. Our educational courses include integrated learnings, best practices, standards knowledge, and technical know-how. They edify an organization on how it can use GS1 Standards to identify, capture, and share product information for the purpose of conducting business with its supply chain trading partners. To enable participants to structure their learning path according to their business needs, we offer both self-directed web-based trainings and regional workshops. Further, we can also customize an on-site educational program that best fits the needs of your business and schedule.

GS1 US brings visionaries together to focus on these new challenges and develop a plan to meet them.

Vision and Leadership

At GS1 US, we offer a neutral forum for members to address and develop industry requirements to support the retail industry as it evolves into new areas of focus. To meet industry needs, omni-channel retail, supply chain performance, and corporate social responsibility are our key areas. We are committed to providing leadership in identifying business challenges and opportunities, and organizing members to explore solutions and create adoption plans.

The GS1 US Apparel and General Merchandise Initiative

Help shape the future of the retail industry. Join the GS1 US Apparel and General Merchandise Initiative today.

Email:
ApparelGM@gs1us.org

or Visit:
www.gs1us.org/ApparelGM