GS1 DataBar™: More Data. Less Space.
The new standard for the produce industry.

GS1 DataBar is a point-of-sale barcode that enables placing a lot of information where there’s precious little room. The business case for GS1 DataBar is simple: more data in less space.

Developed for small, hard-to-mark consumer goods like fresh foods and loose produce, GS1 DataBar carries the same information as the standard U.P.C. barcode.

It not only increases the percentage of products that can be automatically identified at the point-of-sale, it creates new options to solve today’s business problems such as product authentication, traceability, and self-checkout.

For the produce buying and selling community, GS1 DataBar provides a broad range of operational efficiencies, enabling produce companies and retailers to experience the same benefits. The technology provides product movement data and shrink information for each brand, and grower/shipper.

GS1 DataBar can also improve scanning efficiencies and ensure correct pricing—differentiating, for example, between organic and conventionally grown products.

A Familiar Face in the Marketplace...
Only Smaller.

The basic GS1 DataBar, like the established U.P.C. barcode, is a stacked linear code containing up to 14 digits that can be read by most point-of-sale scanners.

Key Benefits of GS1 DataBar for Suppliers, Retailers, and Consumers

- Globally unique company and product identification for fresh foods and floral products, replacing today’s generic Price Look Up (PLU) information
- Increased accuracy of product identification of loose items—such as organically versus conventionally grown—by scanning instead of key-entering PLU codes
- Product management through the supply chain, including point-of-sale
- Category management
- Traceability
- Shrink control
- Improved consumer shopping experience with more efficient barcodes
- Facilitates self check-out

Examples of GS1 DataBar Stacked
(not shown actual size)

They may be small, but GS1 DataBar labels hold much more information, while still allowing room for branding and 4-digit PLU codes.

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Why Migrate to GS1 DataBar Now?

GS1 DataBar symbols should be readable in all trade item scanning systems beginning January 1, 2010. Yet the time to start your transition is now. The symbology is tested and in place, and the enthusiasm among global participants is strong.

You have questions? We have answers.

Why not stick with the U.P.C. barcode?
The GS1 DataBar is backward compatible with the U.P.C. barcode for existing applications but won’t necessarily replace the established format. It will be left to the brand owner (the party responsible for specifying package design) to decide on the correct approach. However, you should note these basic differences:

<table>
<thead>
<tr>
<th>U.P.C. Barcodes</th>
<th>GS1 DataBar</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Have defined size requirements</td>
<td>• Needs less space than U.P.C. barcodes</td>
</tr>
<tr>
<td>• Encode the Global Trade Item Number® (GTIN®) only</td>
<td>• Encodes GTIN and additional information</td>
</tr>
<tr>
<td></td>
<td>• Used on hard-to-mark products</td>
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</tbody>
</table>

Will GS1 DataBar replace the PLU?

As you ramp up to full implementation of GS1 DataBar, you should still use the PLU, as some retailers do not have the capability to scan the GS1 DataBar. Assign a GTIN for each PLU which uniquely identifies the product as your own. Even on small surfaces, stickers can bear both the human-readable 4- or 5-digit PLU and the space-saving GS1 DataBar. Moreover, because of the diminutive size of the GS1 DataBar, graphic elements traditionally represented on the PLU sticker—such as country of origin labeling or company logos—can still be used.

And what about the Electronic Product Code™ (EPC)?

GS1 DataBar and EPC make a new horizon of product information visible in the supply chain for increased collaboration between trading partners. GS1 DataBar provides a good migration path to EPCs in the near future, as the two technologies complement each other.

Quick Steps to Launching GS1 DataBar

1. Identify a GS1 DataBar Program Leader within your company.
2. Contact your point-of-sale scanning and/or scale labeling supplier to determine the status of your equipment to support GS1 DataBar.
3. Communicate the business benefits of GS1 DataBar internally to your category, buying and merchandising managers.
4. Set targets dates with your IT department teams to test your systems and scanners once the appropriate changes have been made.
5. Contact your GS1 Member Organization. A complete listing of locations can be found at www.GS1.org

For the complete GS1 DataBar story and readiness tools to assist in your transition to GS1 DataBar, go to www.GS1US.org/databar