GS1 STANDARDS FOR CONSUMER PACKAGED GOODS

GS1® makes it possible for consumer packaged goods companies to enhance product traceability and safety, share accurate product information, and improve product recalls.

FOOD SAFETY

Recent government regulations, like the Food and Drug Administration’s 2011 Food Safety Modernization Act (FSMA), and increased consumer pressure for accurate and complete product information continue to drive traceability improvements for food safety. Consumer packaged goods (CPG) companies are leveraging the power of GS1 Standards to ensure they meet FSMA requirements and maintain consumer confidence in their products.

GS1 DATABAR FOR COUPONS

Many companies are increasing the use of the GS1 DataBar™ barcode for their coupons to better monitor the effectiveness, traceability, and authenticity of coupons. With the GS1 DataBar, brand owners can ensure the complete encoding of their GS1 Company Prefix which then allows retailers to authenticate the brand owner’s identity.

DATA QUALITY

With the proliferation of e-commerce and m-commerce applications, consumer demand for accurate and complete product information is stronger than ever. CPG companies must continually deliver high quality data not only to trading partners, but also to consumers. To improve business processes and to ultimately enhance their brand, CPG companies are utilizing the GS1 Company Prefix as the foundation for brand owner identification and correct Global Trade Item Number® (GTIN®) assignment for unique product identification. It is the combination of these elements that help brand owners utilize a single, trusted source of product information for trading partners and consumers alike.

RAPID RECALL EXCHANGE®

This online solution applies industry expertise and best practices to standardize product recall and withdrawal notifications between retailers/wholesalers and suppliers. Please visit www.rapidrecallexchange.org for more information.
GS1 STANDARDS FOR GROCERY RETAIL

GS1® makes it possible for grocery retailers to enhance product traceability and safety, share accurate product information, and improve product recalls.

FOOD SAFETY
Grocery retailers play an important role in ensuring food safety for consumers by having traceability processes in place to enable fast and precise recalls of potentially harmful products. Recent government regulations, like the Food and Drug Administration’s 2011 Food Safety Modernization Act (FSMA), and increased consumer pressure for accurate and complete product information continue to drive traceability improvements for food safety. Grocery retailers are utilizing GS1 Standards to increase consumer confidence in the products they sell.

PRODUCE TRACEABILITY INITIATIVE
The successful implementation of the Produce Traceability Initiative (PTI) is a result of the collaborative and active involvement of all supply chain participants, including grocery retailers. By working with suppliers to implement PTI best practices, retailers are scanning and storing GTINs with extended information such as Batch/Lot Numbers. This not only improves food safety for consumers, but also provides additional product information to enhance operations for traceability.

GS1 DATABAR FOR PRODUCE AND COUPONS
Retailers are gaining efficiencies by reducing the time spent on processing products and coupons at checkout. With loose produce, scanning a GS1 DataBar™ barcode at point-of-sale improves category management and brand owner identification. Using the GS1 DataBar for coupons enables retailers to automatically check expiration dates, tie double coupon value limits to exact purchase requirements, reduce cashier intervention with complex offers, and allow for retailer-specific coupons.

DATA QUALITY
With the proliferation of e-commerce and m-commerce applications, consumer demand for accurate and complete product information is stronger than ever. The Business-to-Consumer (B2C) Alliance, led by GS1 US™ and GS1 Canada, is helping businesses develop, adopt, and implement consistent information standards to improve and ensure data quality. Leveraging the GS1 System of global standards will result in higher data quality at lower cost, and provide a better shopping experience for consumers. The Alliance includes representatives from leading product brands, technology providers, and retailers.