



The Global Language of Business

Identification of Locations & Products in complex Supply Chains

How GS1 Standards can help to build transparency and trust for users
and consumers.

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GS1 – Making a difference



Making a difference over 5 billion times a day

GS1 – the global language of business



GS1 is a global standards organisation

Neutral and
not-for-profit

User-driven
and governed

Global
and local

Inclusive and
collaborative





- **112 local Member Organisations**
- **1.5 million companies** use GS1 standards
- **100 million products** carry GS1 barcodes
- **6 billion GS1 barcodes** are scanned every day

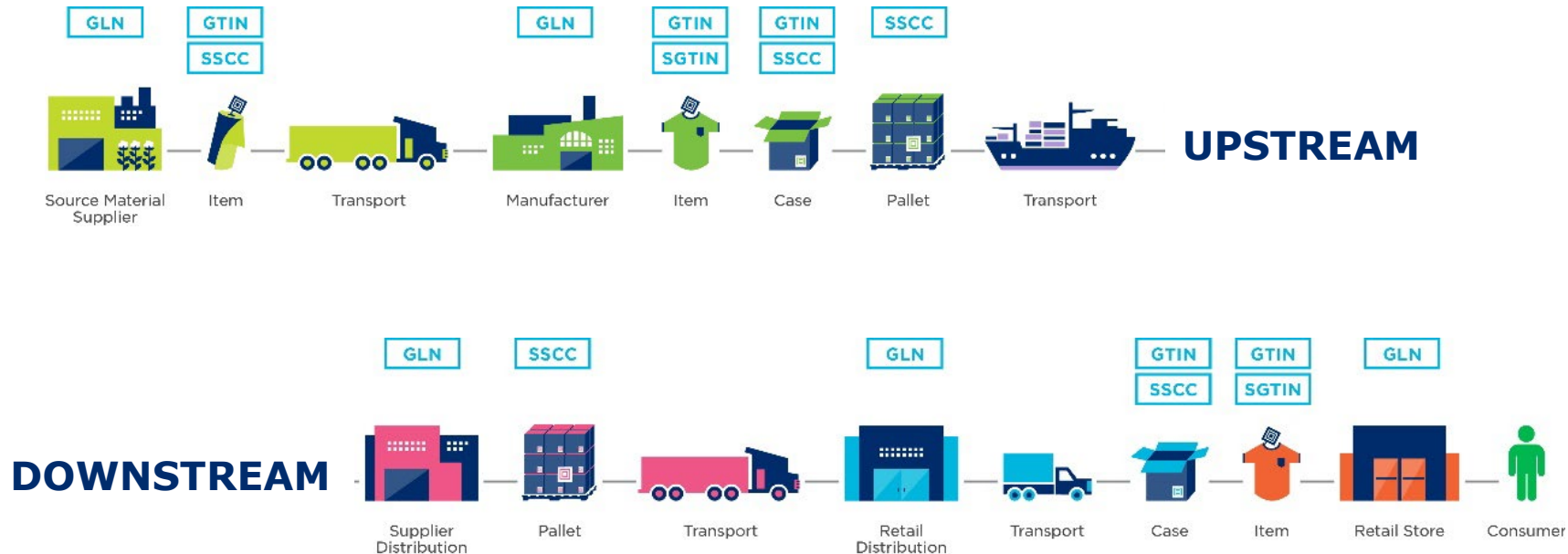
Small, incremental steps to increase transparency within the supply chain



Ensure
interoperability
across systems
and solutions

Use **standards**
that are already
available

Transparency is at the heart of any successful traceability solution



GLN – Global Location Number



The **GLN** is the GS1 Identification Key used for **any location** (physical, operational or legal) **that needs to be identified for use in the supply chain.**

The GLN is a **globally unique 13-digits number** that can be used to **access master data about a location.**

Example:

SANGWOO CO., LTD.	32, Sinheung-ro 438 beon-gil, Ojeong-Gu Bucheon 421-806 Kyungki-do South Korea	GLN : 8809545660012
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Did you know that **40% of upstream apparel manufacturers** across 25 of the major manufacturing countries use already GLN (Global Location Number) to **identify locations**?

GTIN – Global Trade Item Number



The **Global Trade Item Number (GTIN)** can be used by a company to **uniquely identify all of its trade items**. The GTIN can be encoded in a **barcode** or an RFID tag.

GTIN captured on a **EAN13 Barcode**



GTIN + serial number captured on a **GS1 DataMatrix 2D-Barcode**



GTIN (01) 0401234577772

Serial number (21) 123



Did you know that more than **90%** of **brands and retailers** in Europe use GTIN and EAN13 Barcodes to **identify their products.**

4 necessary steps to leverage transparency



We need to encourage industry and retail to take an active lead in creating trust by adding transparency to their supply chains!

1. Support and **encourage adoption of GLN** to identify stakeholders and locations along the entire supply chain.
2. Move from SKU or GTIN level to **serialization or batch/lot level**.
3. Facilitate **Source Tagging** on item level encoding serialized GTINs into **GS1 DataMatrix 2D-Barcodes**, e.g. on a product's care label.
4. Enable industry and retail by **ensuring interoperability** of standards, solutions and systems.

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