How trusted digital product information benefits consumers

May 2013

Public Information

GS1 Overview

- Standards organisation
- Not-for-profit
- Member-driven
- Over 1 million member companies in 150 countries
- Key sectors: CPG/Retail, Healthcare, Transport & Logistics

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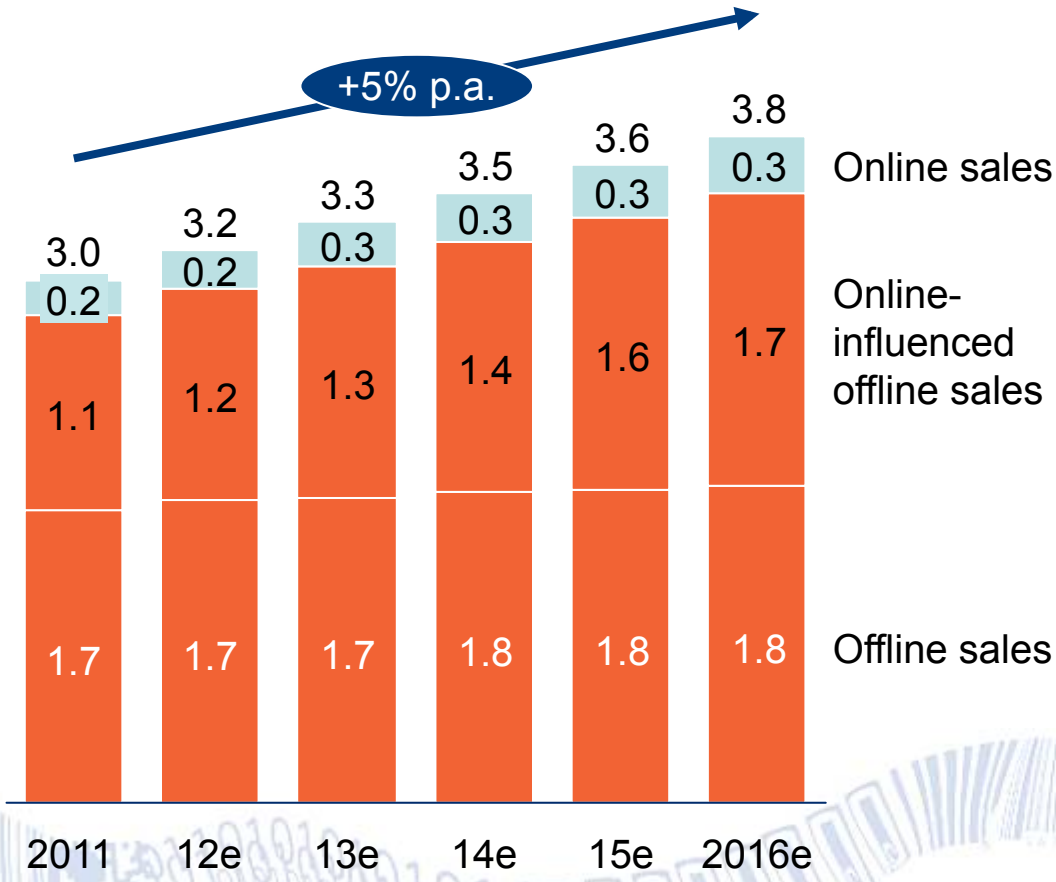
Digital will directly or indirectly influence over 80% of US retail growth in the next 4 years

Retail sales by influence

USD Trillions



SOURCE: Forrester Research (2011)

- 50%+ use mobile phones to check prices, up from 13% two years ago
- 75% have used shopping apps for consumer goods
- 50%+ of shoppers have interacted with a CPG brand online
- Online shopping intentions for grocery 3-10 x current rates

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Farm Picked Produce
Country Ladle
Minestrone
Chicken & Pasta
HEINZ
Chicken & Sweet Corn
Winter Vegetable

Adding value for our members

Visibility in Digital World

- eCommerce and mCommerce mean that digital is a key growth area for brands and retailers
- Missing/incorrect product information in mobile or web application = **digital out of stock**

Regulatory Compliance

EU Food Information Regulation (2011/ 1169).

In December 2014, products sold online in the EU must show the same mandatory information online as on the label… **if not, the product cannot be sold online**.

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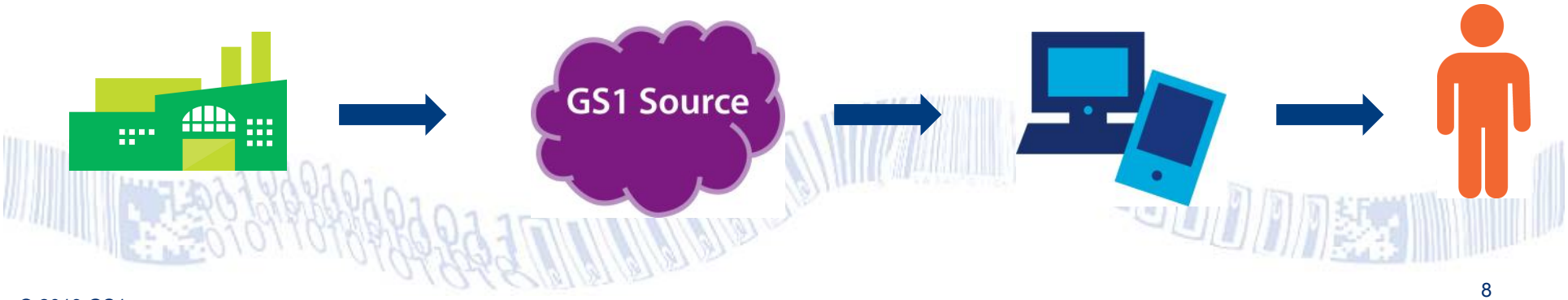
GS1 Source

- Framework for sharing product information
- Standards-based, scaleable & interoperable
- Joint project with the Consumer Goods Forum



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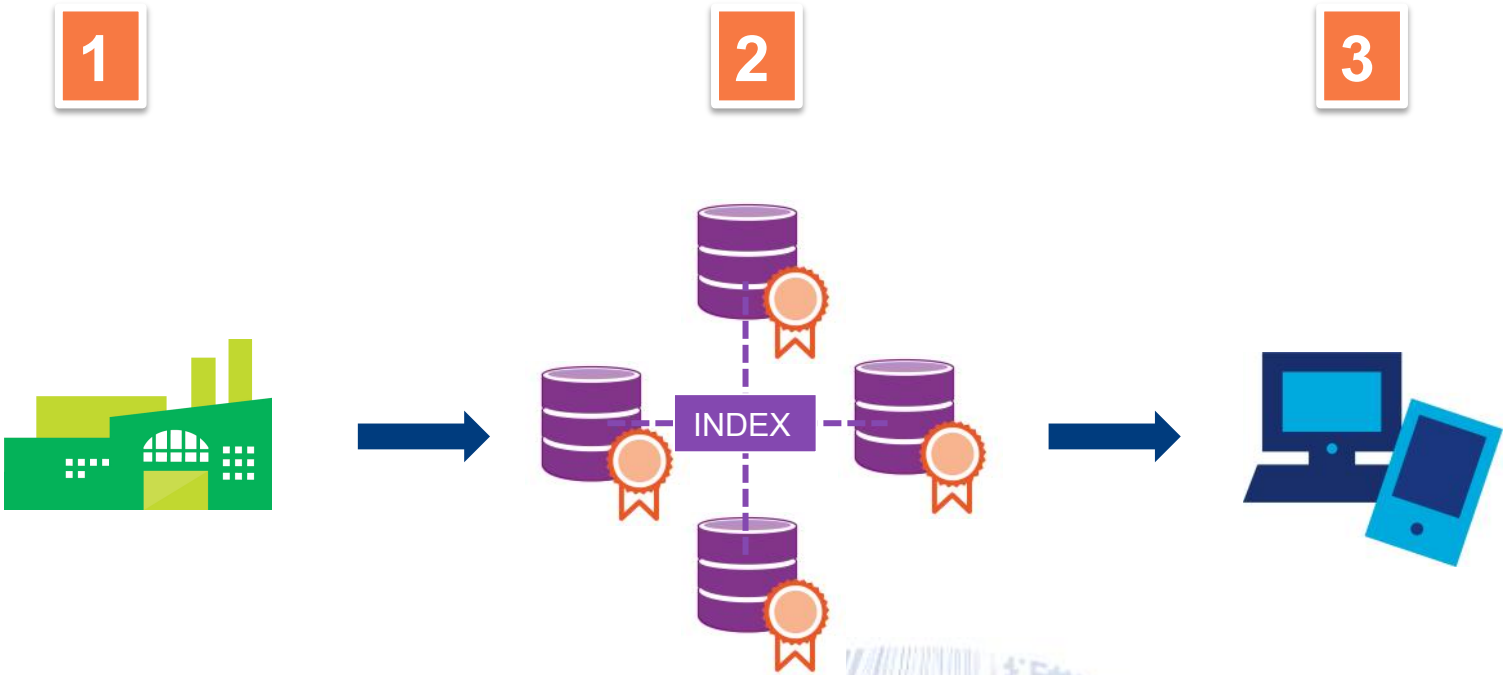
GS1 Source: technical framework



More information at www.gs1.org/source

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GS1 Source: data attributes

Phase 1 Standards: Basic Product and Nutritional

Phase 2 Standards: EU Food Information Regulations

Phase 3 Standards: Survey of eTailers, Data Aggregators and 3rd Parties

Phase 4 Standards: Maintenance/as required

Published Jan. 2013

Target June. 2013

~200+ attributes

60 attributes

25 attributes

Digital Label

Beyond the Label

NEAR COMPLETION

IN FLIGHT

PLANNED

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GS1 and OMA

GS1 and Open Mobile Alliance are collaborating on a new specification to allow a new generation of mobile phones to be built with:

- Universal scanning of standardised bar codes
- Intelligent linking of bar codes with trusted product information

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Let's build the future together!

"Our consumers are increasingly using mobile devices to research and purchase products. **This new specification will allow more consumers to access accurate and trusted product information to help them with their daily lives**"

John Phillips
PepsiCo

"Mobile data is growing exponentially and bar code scanning is a key driver for consumers to access data and media owners to engage users. Today, the industry is working with a bar codes ecosystem that is fragmented by non-standard solutions. **This specification will enable application developer innovation for the mCommerce and mobile advertising industry, allowing companies to develop interoperable and scalable applications**"

Bryan Sullivan
AT&T

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