



8:01 am
26th June, 1974
The 1st barcode was scanned, Ohio USA

1 25002 74135 0



GS1 Standards

“The global language of business”

1 million	4 trillion	6 billion	150 countries
over 1 million companies worldwide use GS1 standards	4 Trillion Products are Identified Annually	GS1 enabled transactions per day globally	25 industries served across 150 countries

GS1 Malaysia Brand Owner Members



Imagine a World with no standards...

- The look of a product won't be fixed...
- You won't know if a product is working properly...
- You can't use the product because it is not compatible...
- You won't be able to find the product...





Product ID

9 5 0 4 0 0 2 1 0 0 1 4
GTIN



- Brand name
- Product description
- Product image URL
- Global Product Classification (GPC)
- Net content & unit of measure
- Target market

Identification + Data = Identity



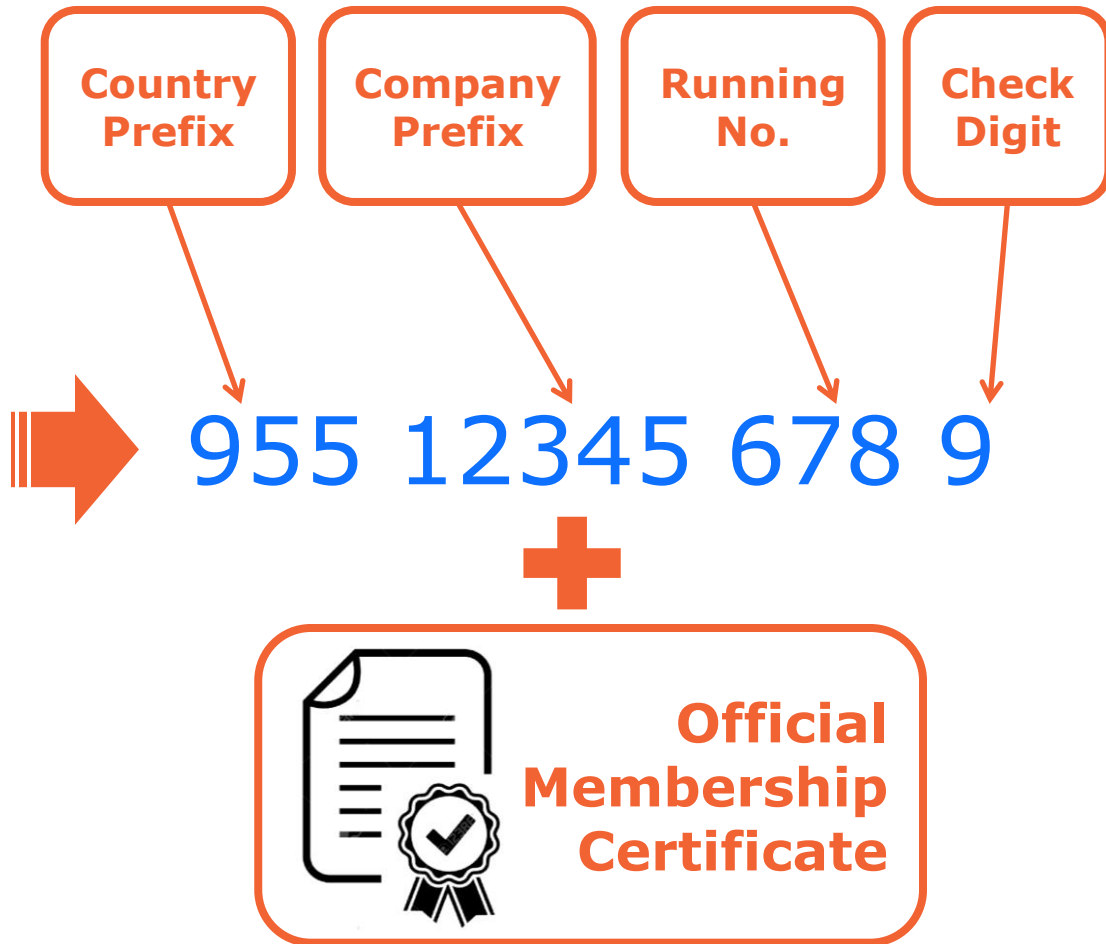
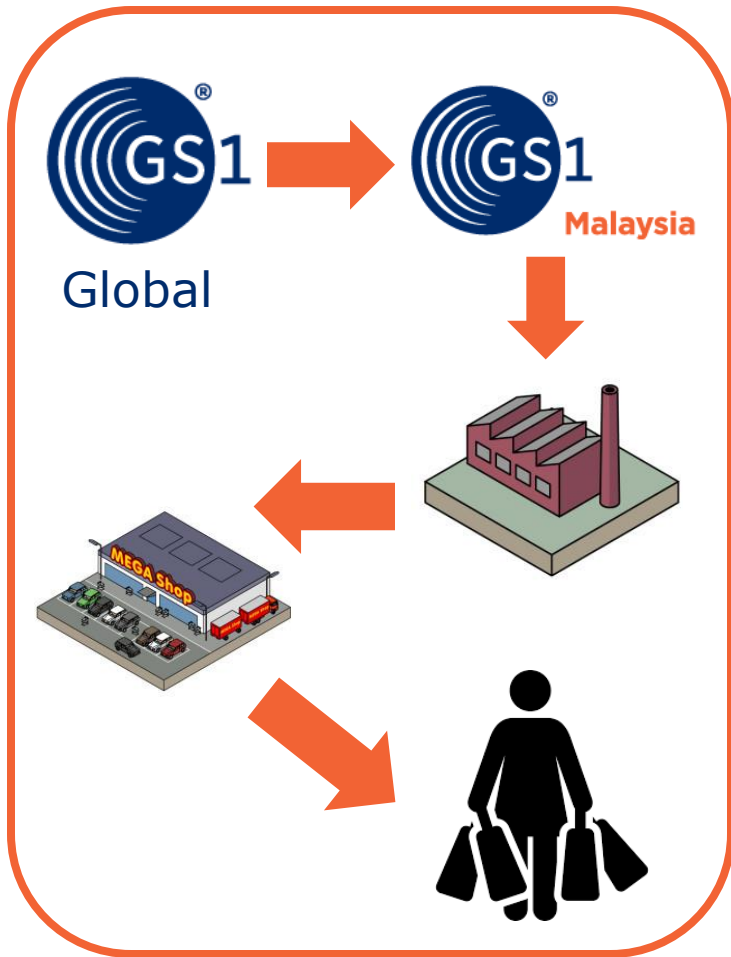
GS1 standards help brand owners and market places meet consumer demand for trusted product info, no matter how or where they shop.



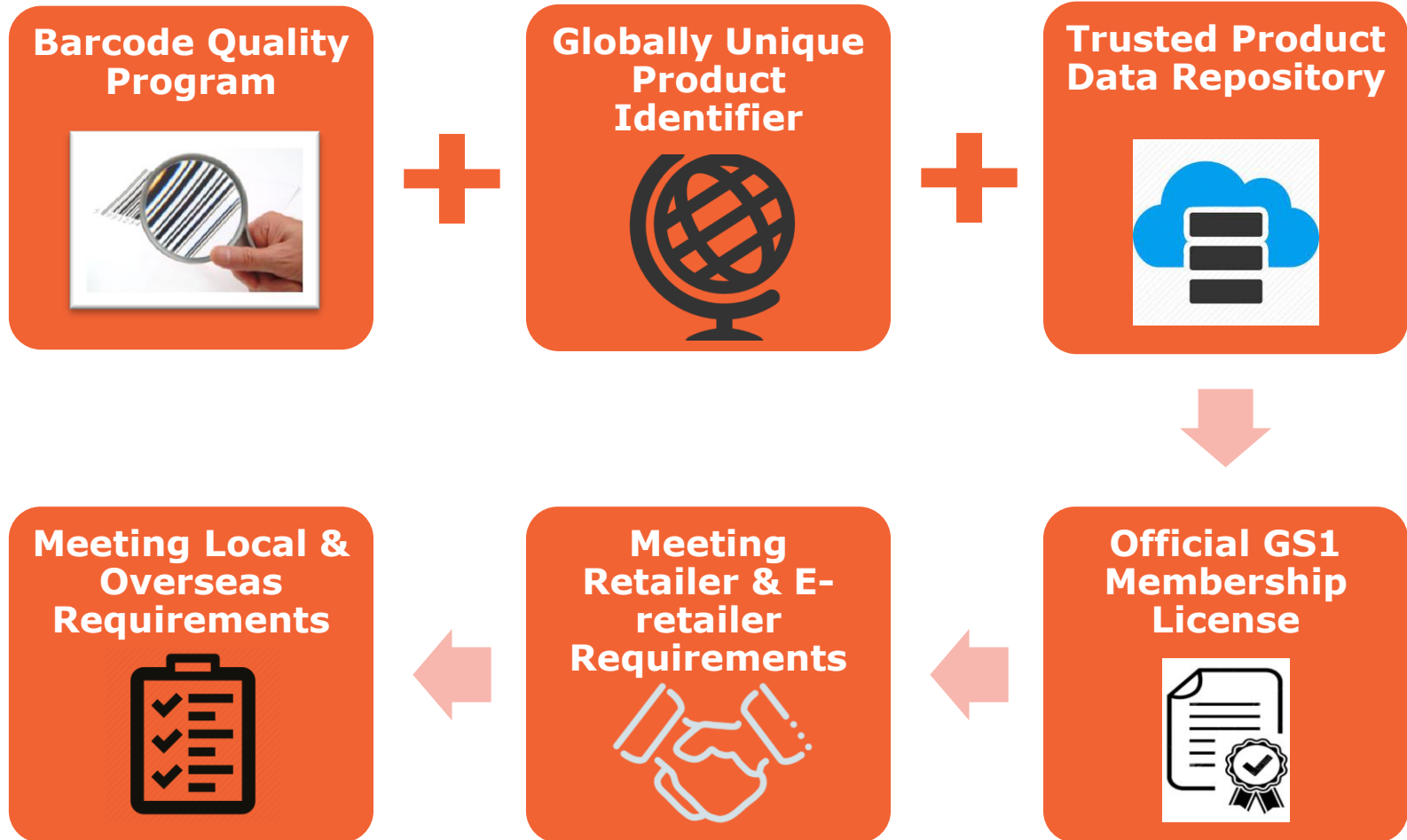
Physical identification

Digital identification

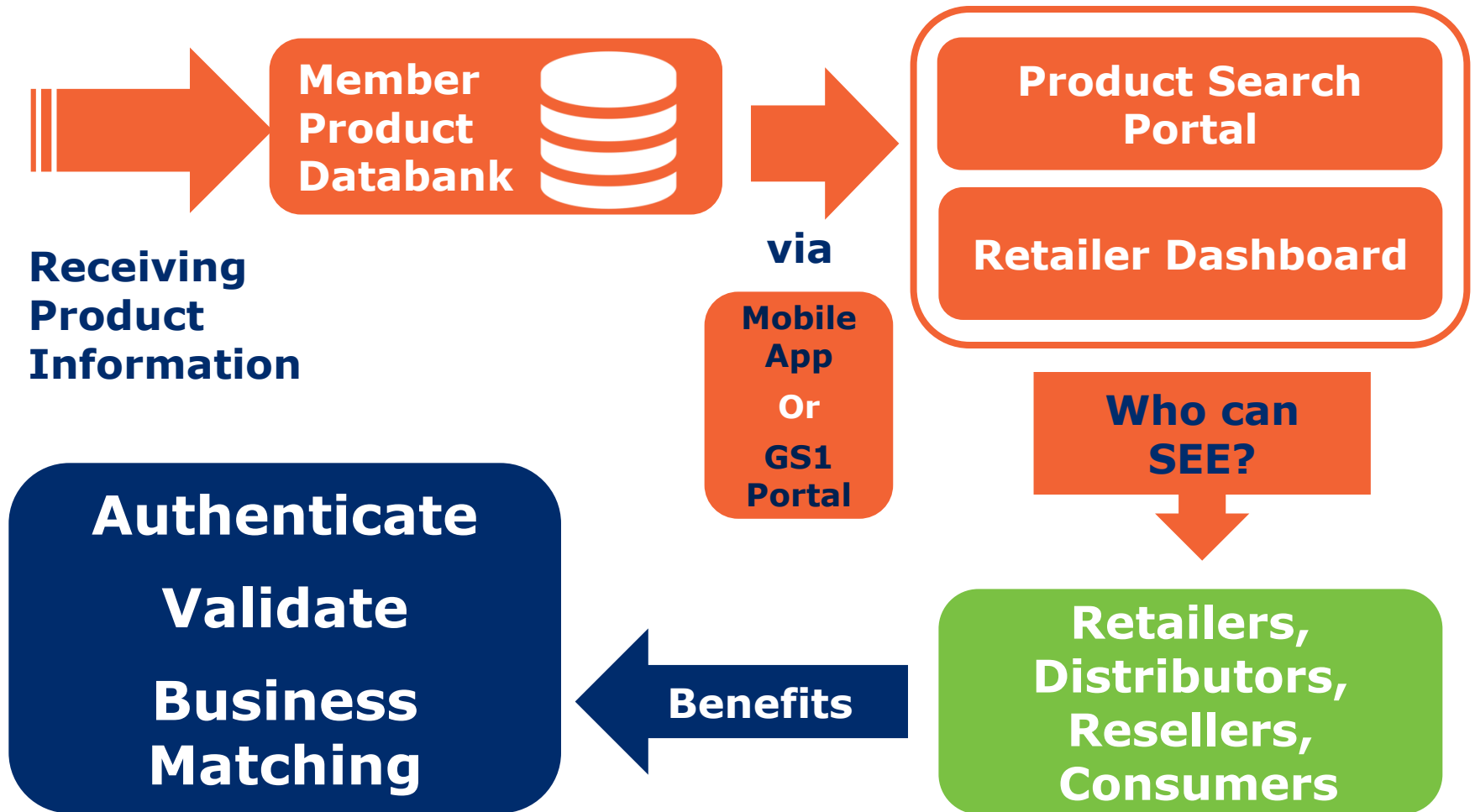
The GS1 Journey: The Foundation of Identification number as Passport for world trade



Benefits offered by GS1 Malaysia



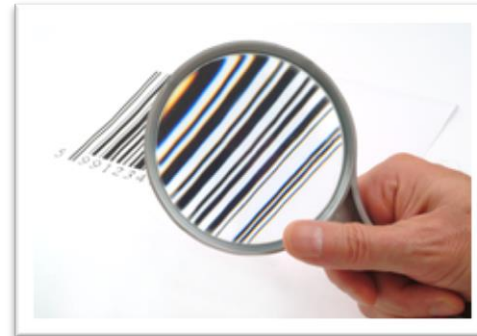
Trusted Product Information as the Foundation for Governance through Validation & Authenticity



Trusted Product Information by a Simple Scan



**BARCODE
QUALITY
CONTROL
PROGRAM**



GS1 Membership License

GS1 MEMBERSHIP LICENSE

This is to certify that your esteemed company is a licensed Subscriber Member of GS1 Malaysia Berhad.

GS1 Company Prefix : **955 123456**
Company Name : **GS1 Malaysia Bhd**
Validity : **1st July 2020 – 30th June 2021**
Date Issued : **13th July 2020**

GS1 Authentication Seal :



Scan here and key in your company name to authenticate your GS1 subscriber membership!

GS1 MALAYSIA MEMBER PRODUCT LICENSE

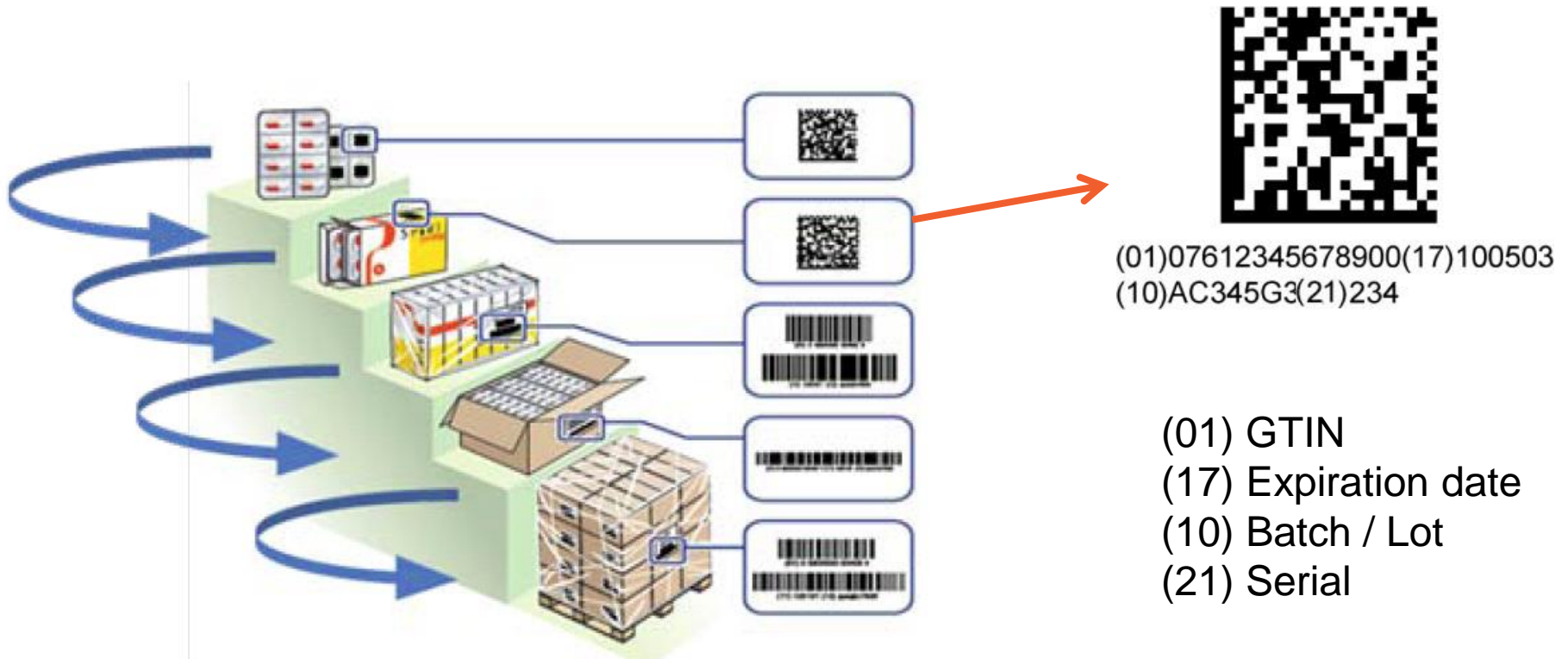
Membership License Validity:

April 2019 to June 2020

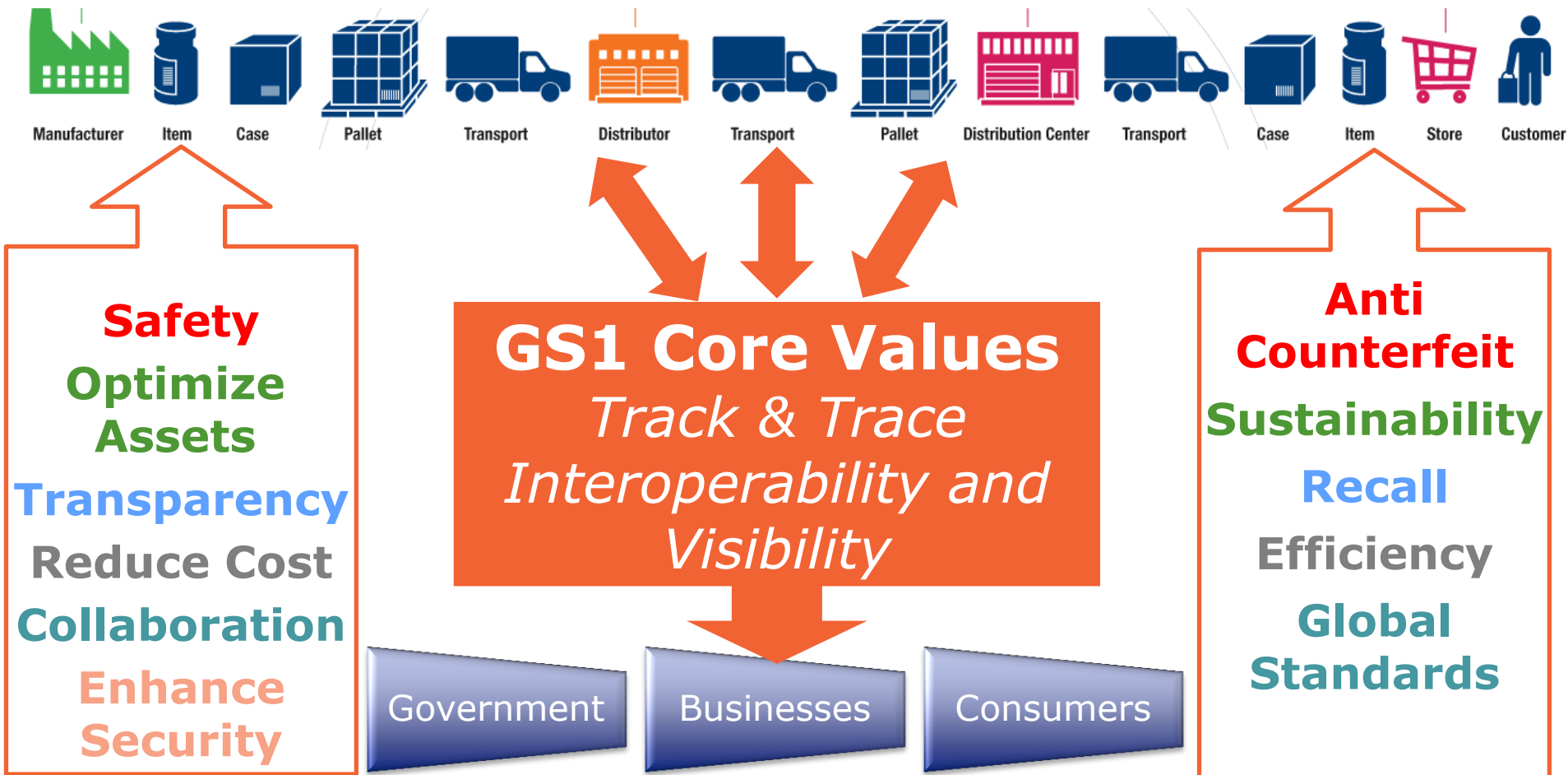
This is to certify that **ABC Sdn Bhd (example)** is a licensed subscriber member of GS1 Malaysia Berhad as of **19/04/2019**, with the allocation of GS1 Company Prefix (GCP), **955 555555 (example)** to form the Global Trade Item Number (GTIN) for the following products:

No.	GTINs	Product Name	Brand	Packing Size (SKUs)
1	9555555555555	ABC	MON	20Liter
2	9555555555556	DEF	TUES	5kg
3	9555555555557	123	WED	2kg

Driving Adoption of GS1 Identification Keys and Standards (Application Identifiers) to enable Traceability in the Supply Chain

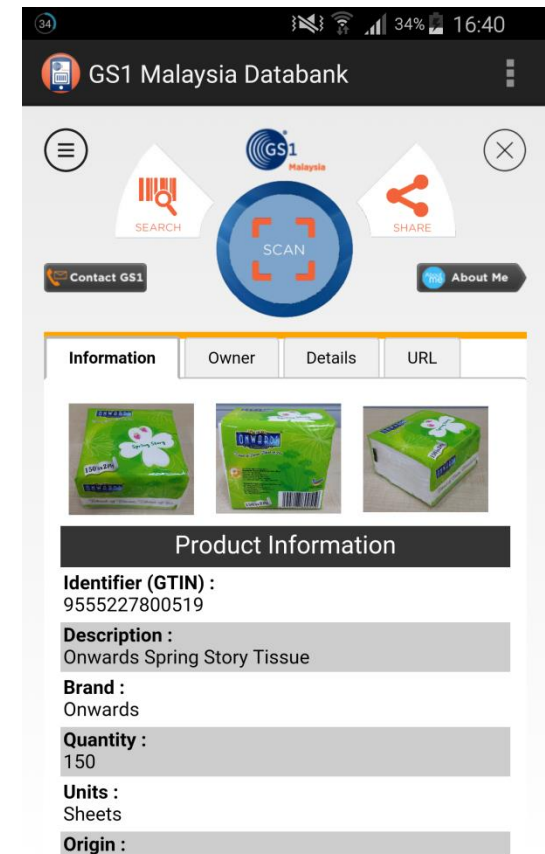


The GS1 Core Values



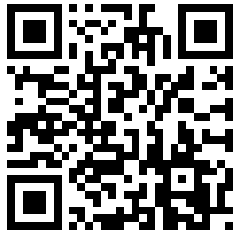
Databank Mobile App

- Used to access the **GS1 Malaysia Member Product Databank**
- Easy access to **trusted and genuine product information**

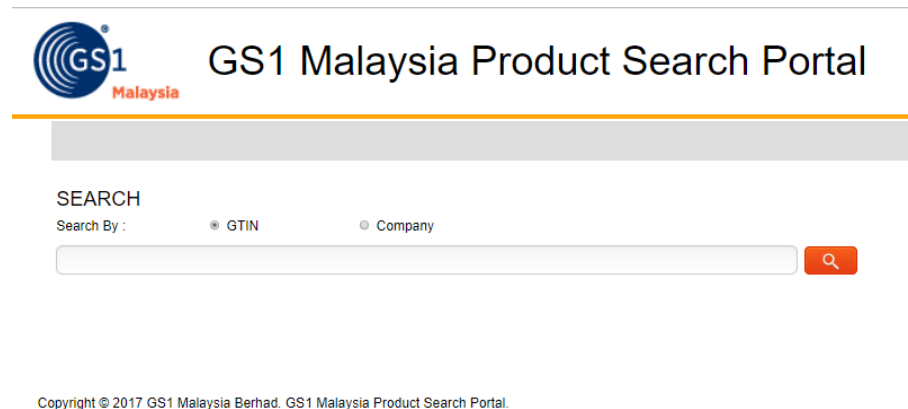


Product Search Portal

- Users can search using the following:
 - **GTIN**
 - **Company Name**



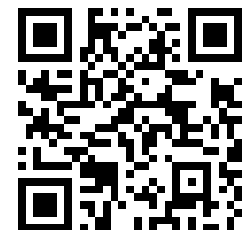
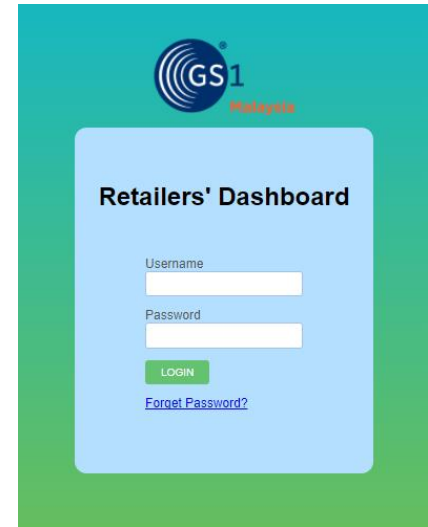
<http://databank.gs1my.com/#>



The screenshot shows the GS1 Malaysia Product Search Portal. At the top left is the GS1 Malaysia logo. To its right is the text "GS1 Malaysia Product Search Portal". Below this is a search section with the heading "SEARCH". Underneath, it says "Search By :" followed by two radio button options: "GTIN" (which is selected) and "Company". Below the options is a search input field with a magnifying glass icon on the right. At the bottom of the page, there is a copyright notice: "Copyright © 2017 GS1 Malaysia Berhad. GS1 Malaysia Product Search Portal."

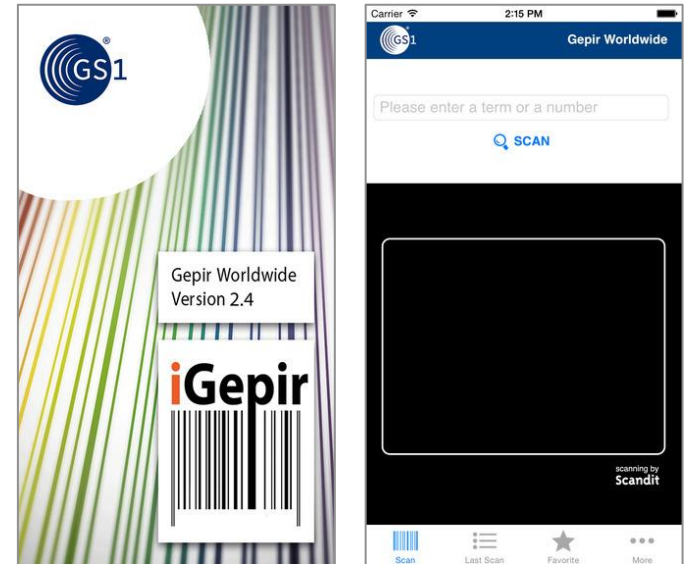
Retailer Dashboard

- *Optimizing Online/Offline Retailers' Assortment through Brand Awareness/Product Visibility*
- Used by **Retailers only** for Business to Business Matching.
- Can search by **GTIN, Company Name, Product, Brand or Category.**



GEPiR: Global Electronic Party Information Registry

- Check if a barcode number is valid and belong to an active GS1 member
- <http://gepir.gs1.org>
or
the iGepir App



<http://gepir.gs1.org>

Summary

- The foundation of global identity - GS1 Barcode Number for cross border supply chain and world trade.
- Optimization of product visibility and business matching powered by GS1 Databank through:
 - e-commerce and online marketplaces
 - Local and Foreign retailers
 - Internet search engine for trusted product information
- Brand and Trust Building through validation, Authenticity and Governance using GS1 Standards.

Contact Us

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WhatsApp Messaging Service for General Enquiries

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