NEW!

GS1 Malaysia Databank Mobile App

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The GS1 Malaysia Databank Mobile App is a mobile application built based on cloud data access technology and leveraging on the **GS1 Malaysia Member Product Databank**. The Mobile App will enable access to product information and its brand owner information by just scanning the GS1 barcode on the product.

The purpose of this app is to provide **trusted and genuine product information** to the consumer with the accurate information submitted by the brand owner of the product. This will provide more visibility and authentication of any product scanned.
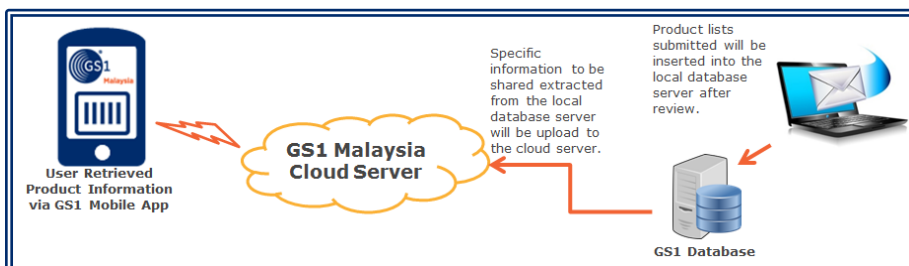
Getting Started

Has your company submitted a complete list of products to be registered with the **GS1 Malaysia Member Product Databank**?

1. **If not,** you are urged to do so as soon as possible!
   Important Note: Any products not registered in the GS1 Malaysia Member Product Databank will not appear to any consumer who scans the barcode of the product.
2. **If you have,** please use the Mobile App (*only Android supported for now*) to check and confirm that all your products are listed correctly. You may download the App from http://www.gs1my.com/mapps/GS1MalaysiaDatabank.apk or scan the QR code on the right.
   Important Note: We want to ensure the right information is delivered to your consumer from the right source – YOU.

Please visit our **GS1 Malaysia Member Product Databank Webpage** to find out how to register your products.

How does it work?

Questions? Please contact us at +603-62867200 or via email at databank@gs1my.org

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Trusted product data is increasingly critical in driving consumer buying decisions and in influencing the overall quality of the consumer experience. Therefore, there is a **real and urgent need** for manufacturers and retailers to review their data governance processes, and to make significant improvements to data quality right at the source, not only to meet the growing customer need for information but also to remain competitive in an increasingly crowded marketplace.

Providing a Trusted Source of Product Information

The GS1 Malaysia Member Product Databank will serve as a **trusted source of product information** that retailers or consumers may refer to in order to check the **validity** of members' product barcodes by using the **GS1 Malaysia Databank Mobile App**. In case of dispute of product identification, GS1 Malaysia will be able to facilitate brand owners in **verifying product authenticity**.

Protecting Brand Equity

In order to **protect brand equity** and for the trading partners and customers to verify product authenticity, the unique GS1 product identification is exceedingly important across the supply chain. GS1 Malaysia strives to help you ensure that your brand complies with current retailer requirements by listing all your products with the **GS1 Malaysia Member Product Databank**.

Avoid Costly Mistakes

In 2016, GS1 Malaysia received a call from a member claiming that they are being sued for a product that doesn't belong to them but is carrying their barcode number.

With their complete listing of products registered and well-maintained in the GS1 Malaysia Member Product Databank, GS1 Malaysia was able to validate that the product in question does not actually belong to the company and the barcode number had in fact, been used illegally.

Check that your products have been registered with the **GS1 Malaysia Member Product Databank** by downloading the **GS1 Malaysia Databank Mobile App** and start scanning your products immediately!

Questions? Please contact us at +603-62867200 or via email at databank@gs1my.org