Effective communication is the key to business success. The GS1 System of standardised item numbering, bar coding and electronic messaging provides businesses with a common language and communication tool that allows companies to transmit and collect information efficiently and effectively.

The GS1 System uniquely identifies products, shipping units, assets, locations and services, and facilitates communication between every trading partner in the supply chain. The unique standardised item numbering is represented in a barcode form for speedy and accurate input of data into a computerised system.

The GS1 System also provides for standardisation of supplementary information about products and shipments such as unique container identification, production date, best before date, batch number, serial number, delivery location, etc.

Benefits of the GS1 System

The GS1 System offers benefits to all parties by reducing costs, saving time, and increasing accuracy and efficiency through better management of the entire supply chain.

To the Manufacturer
- A standard product identification when dealing with trading partners worldwide.
- Able to track products through manufacturing and delivery.
- Obtain rapid and accurate figures on sales and promotions.
- Better control of sales resulting in reduction of out-of-stock situation.
- Able to computerise the whole process of receiving orders, sending invoices, and communicating with trading partners.

To the Distributor
- Accelerate the whole process of ordering, receiving, packing and despatching of goods.
- Almost instantaneous stock-taking and inventory control.

To the Retailer
- Avoid price inaccuracies.
- Simplify and speed up operations such as price changes.
- Ensure the shelves have the optimum amount of stock.
- Possible savings through reduction of labour for price-marking and price changes.
- Greater availability of management information particularly in terms of inventory levels.
- Better customer service.

To the Consumer
- Elimination of price errors at point of sales.
- Quick and efficient checkout service.
- Cash register display description of each item and price.
- Itemised receipt.
The Way Bar Codes Work

Use of GS1 bar codes speeds up the delivery process along the trading chain. It also provides faster customer services at the checkout.

Services & Activities on the GS1 System

The GS1 System is a multi-sectorial system used in more than 100 countries worldwide, with the number growing each year. In Malaysia, it is managed by GS1 Malaysia under the aegis of Federation of Malaysian Manufacturers (FMM).

- Allocation of Global Trade Item Number (GTINs).
- Allocation of GS1 Global Location Numbers (GLNs).
- Allocation of GS1 Coupon Numbers.
- Technical advice on scanning and production of GS1 bar codes on products.
- Promotion of usage of GS1 System to all sectors of industries, such as healthcare, textile, publishing, transportation and etc.
- Advise companies on the application of GS1 System in their operations.
- Conduct workshops and briefings on the GS1 System.
- Bar code verification services.
- Publication and dissemination of information on the GS1 System, including information on new application sectors and supply chain management.
- Co-ordination of ECR (Efficient Consumer Response) activities.
- Close liaison with other organisations, suppliers and retailers on the development and usage of the GS1 System in their operations.

For further queries and on how to subscribe to the GS1 System, please contact GS1 Malaysia.

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