

Preface

Learn about **who is GS1** and **what we do** in this DIY Self Learning Material.



GS1 is a global standards organisation

GS1 is a neutral, not-for-profit organisation that develops and maintains the most widely used global standards for efficient business communication.

- Local Member Organisations in 120 countries
- 10 billion GS1 barcodes scanned daily
- 1 billion products carry GS1 barcodes
- More than 2 million companies use GS1 standards



Selling a product starts with a GS1 barcode number



The GS1 barcode launched a digital revolution—enabling a product to be identified and connected to accurate information from the start.

GS1 standards have been used to improve efficiency, safety and visibility of supply chains from source to consumer.



Better consumer experiences and patient safety



GS1 enables businesses to create a digital version of a product that is a true representation of the physical one.



Improving the availability of reliable product information



Making it easier to find and buy a product



Delivering better shopping experiences and improved patient safety

Enabling more efficient and safe business

Sharing trusted quality data everywhere removes friction between business partners and improves performance and safety across the entire supply chain.



Increasing the speed and automation of operations



Reducing cost and waste



Protecting consumers and patients

GS1 Standards at-a-glance

GS1 standards create a **common language** to **identify**, **capture** and **share** product data, ensuring important information is accessible, accurate and easy to understand.



Identify

Uniquely identify products, places and assets



Capture

Capture identity and more in a barcode or RFID tag

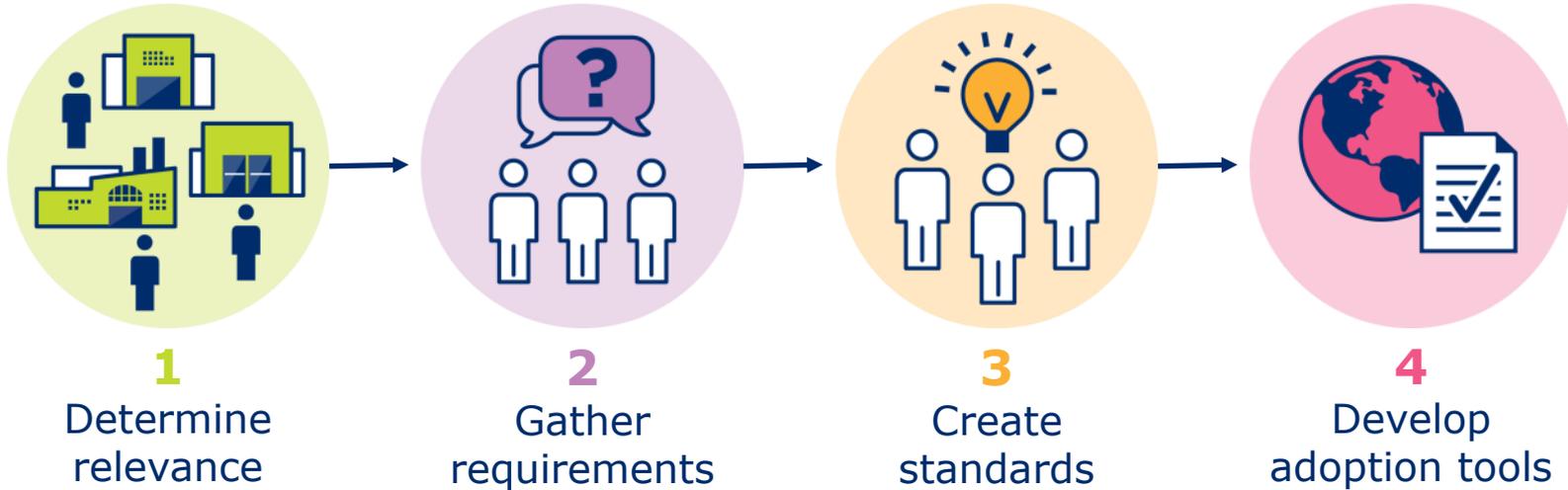


Share

Share data with trading partners, consumers and patients

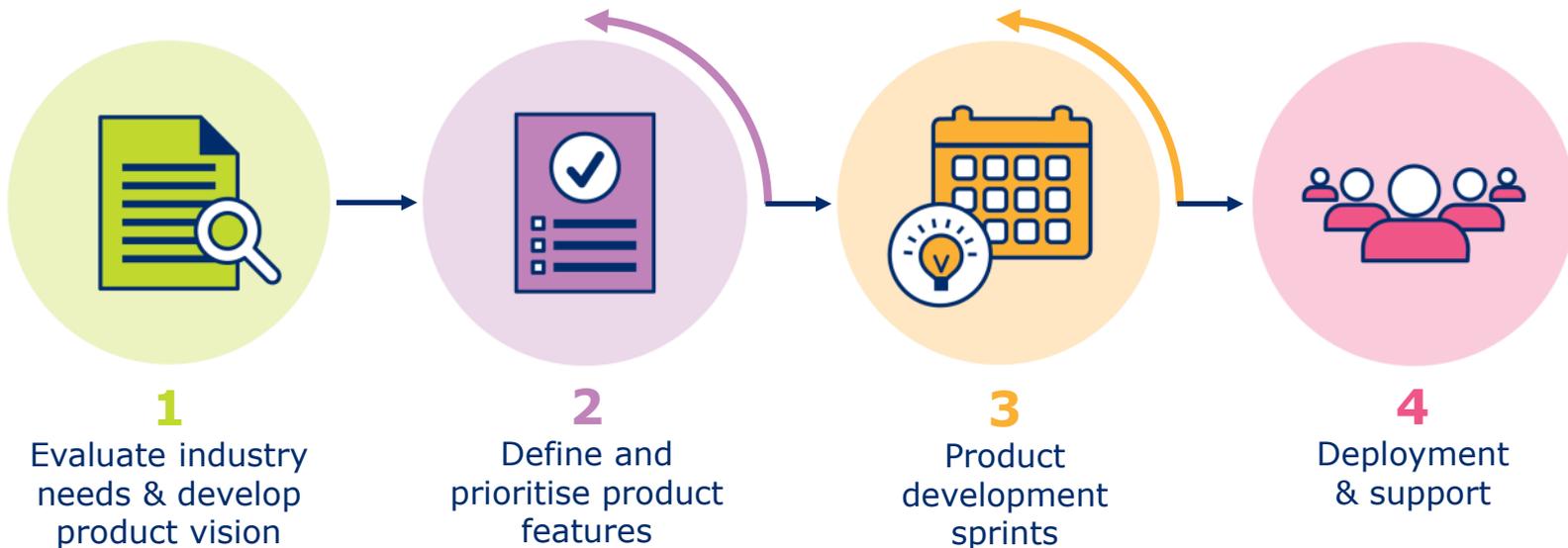
How we develop standards

Our Global Standards Management Process ensures our standards are truly global.



How we develop services

Our Global Service Development Process is the agile approach for collaborative, iterative creation of GS1 Data Services.



GS1 - The Global Language of Business



120 local Member Organisations



Neutral & not-for-profit



Global & local



User-driven & governed



Inclusive & collaborative

GS1 barcodes
are scanned

10 billion
times a day

Over
2 million
companies
worldwide use
GS1 barcodes



Over
1 billion
products
currently carry
GS1 barcodes.

1.5 billion
more daily
scans than
Google searches
(at 8.5 billion)



Retail



Food Services



Healthcare



Transportation
& Logistics



Technical
Industries

Who is GS1 Malaysia?

- Established in 1988.
- Sole accredited issuer of GS1 Licenses in Malaysia.
- Serving over 8,500 members across various sectors.



VbG & GACSS Fight against Unauthorized Numbers & Resellers



Active GS1 Member &
VbG & GACSS Subscriber

ACCEPT

Trusted Product Data

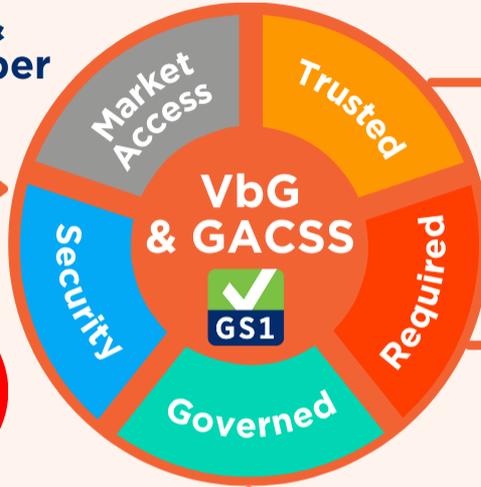
REJECT

Unauthorized
Numbers



Types of Unauthorized Numbers:

1. Numbers **copied** without permission.
2. Numbers from **blocked/inactive licenses**.
3. Numbers from **terminated memberships**
4. Numbers **not released** by GS1.
5. Numbers from **Resellers or 3rd Party**
6. Numbers that were **Self-Created**



UPLOAD
Increase global
product visibility



Cross-Border
Validation

UPLOAD
Fulfil GAC
Regulations

“955” Validation for
Regulatory Compliance

Local Validation & Authentication



Self-Validation
Supply Chain
Stakeholders

Global Repository



GS1 Registry
Platform



GS1
Verified
by GS1

China Customs (GAC)



KPDN

Buy Made in
Malaysia
Initiative



**GS1 Malaysia
Trusted
Online Data
Repositories
& Platforms**



Databank
Mobile
App



VbG
Search
Portal
(Web)



Premier
Trusted
Search
Engine

Our management board



Global partner organisations



Authorised Barcode Number License Registration Overview



Verified by GS1 (VbG) for Validation, Integrity and Contingency Turning Compliance into Trust

Including each section improves accuracy of product authentication


Active GS1 Member & VbG & GACSS Subscriber

Submits

Product Details
(Retail Level, 1 product item's worth)

- GTIN-13
- Product Name
- Brand Name
- Product Measurements
- Product Dimensions
- Product Description
- Product Images

Product Trade Details

- GPC Class Code
- GPC Brick Code
- Product Origin
- Target Market

Product Certification
(e.g. Halal, MESTi, etc.)

- Certification Type
- Certification Status
- Certification Expiry
- Certification Serial Number

Carton Details
(Non-Retail Level, 1 carton's worth)

- GTIN-14
- Carton Name/Details
- Carton Measurements
- Carton Dimensions
- Carton Origin
- Carton Target Market

Registers

GS1 Member Company Information

- Company Name
- Registration No.
- Company Address
- Company Contacts

Included

GS1 Member Membership Information

- GS1 Company Prefix (GCP)
- GS1 License Type
- GS1 License Validity



GS1-managed trusted data repositories

Verified by GS1 (VbG) Enables Authentication & Validation

Turning Compliance into Trust

**GS1
Malaysia
Member
Product
Databank**



Databank
Mobile App



VbG Search
Portal
(Web)



Premier
Trusted Search
Engine

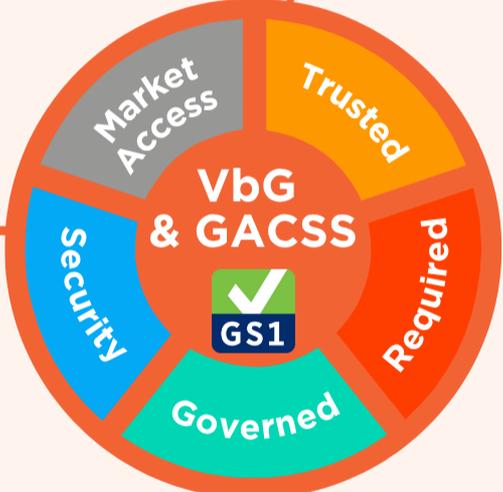

**Active VbG
& GACSS
Subscribers**

Submit

Information
Uploaded

Validate &
Authenticate


**24
HOURS**
Information
Retrieval



Stored Stored

GLN
Registry

2D
Platform



Data interaction
& GTIN verification

Validate &
Authenticate

Validate &
Authenticate



- License Registry
- GTIN Registry
- GLN Registry
- Links Registry



**General
Administration of
Customs China
(GACC)**

**GS1 believes in the power
of standards to transform
the way we work and live.**



Official GS1 Communications Channels

Official GS1 Malaysia WhatsApp

+6014-3933 228

(Membership, Services & Support)

+6011-1616 8228

(Membership, Services & Support)

+6016-2455 228

(Strictly for Payment Only)

+6012-2722 646

(Strictly for Payment Only)

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+603-6286 7200

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databank@gs1my.org

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