

# Why GS1 Identification keys and Standards are important



- Information is stored and managed by one trusted party.
- Makes it easy to share basic information.
- Makes it easy to plan when and how to buy and sell something.
- Steps by steps to implement GS1 identification keys and Standards in various data carriers (eg. Barcode, 2D, QR Code, RFID etc) in supply chain to enable full visibility.

# The Most Visible Form of GS1 Identification Keys and Standards

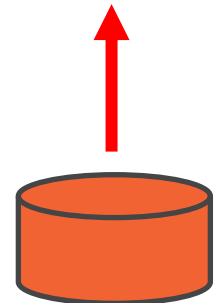


Items sold at stores/Supermarkets have a barcode label somewhere on their packaging.



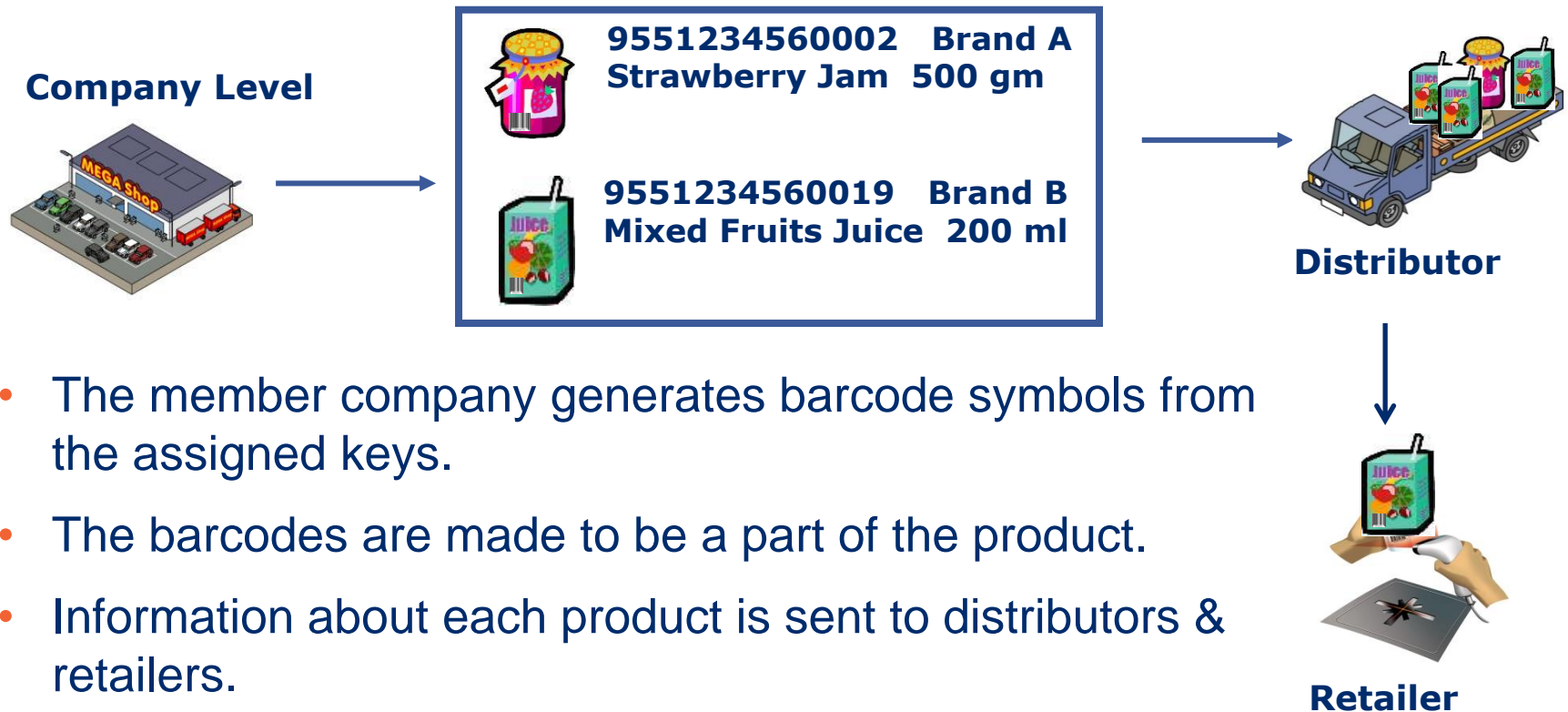
At checkout, the barcode symbol is scanned...

The price is displayed on the POS screen.



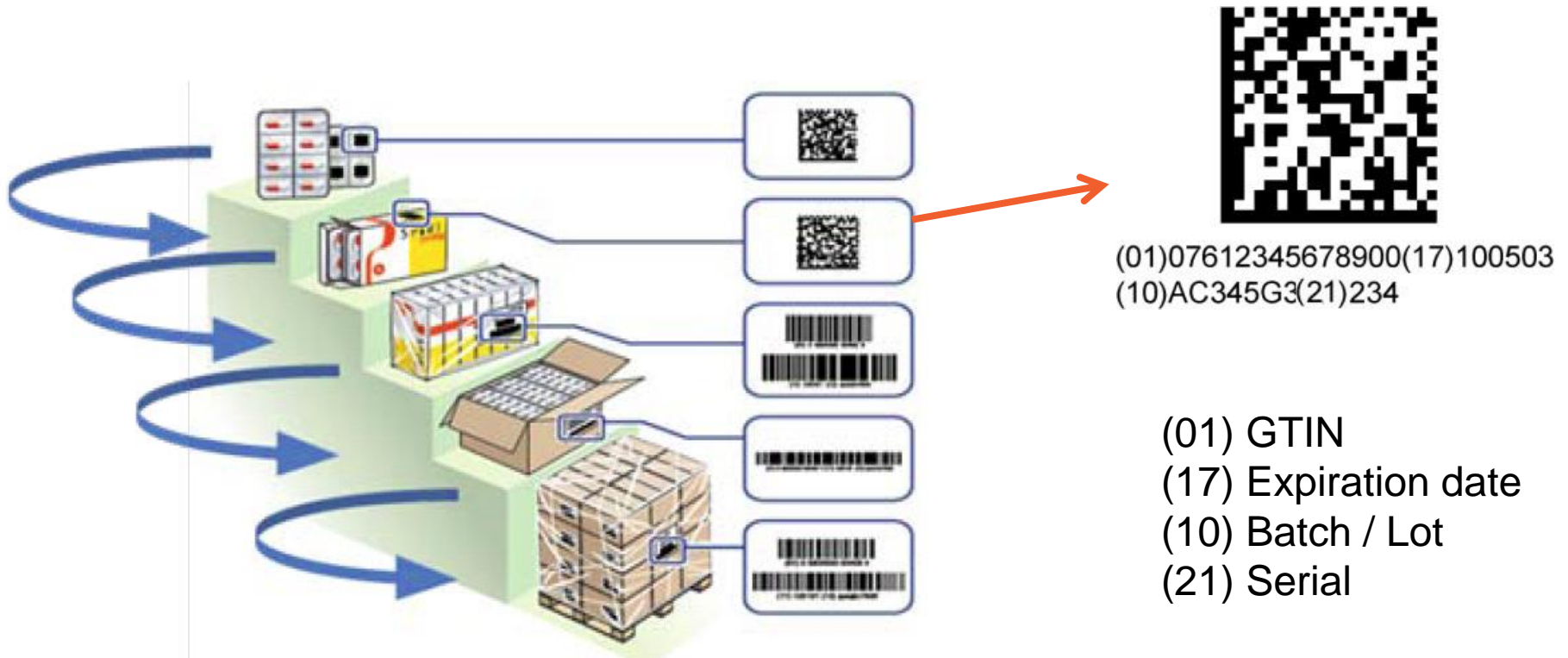
The barcode number is referenced in a database...

# GS1 Identification Keys and Standards : How Does It Work



- The member company generates barcode symbols from the assigned keys.
- The barcodes are made to be a part of the product.
- Information about each product is sent to distributors & retailers.
- The product is shipped to distributors & retailers.
- The same barcode is used throughout all transactions.

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



# How GS1 Application Identifiers are use in Data Carriers in GS1 128 and 2D

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There are more than 100 GS1 Application Identifiers (AIs), which your business can use to identify additional data within a data carriers to increase the supply chain visibility.

## Commonly used AIs :

<b>01</b>	for GTIN
<b>10</b>	for Batch or Lot Number
<b>11, 13, 15 &amp; 17</b>	for various Date Formats
<b>21</b>	for Serial Number

# Different Types of GS1 Data Carriers

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EAN-13



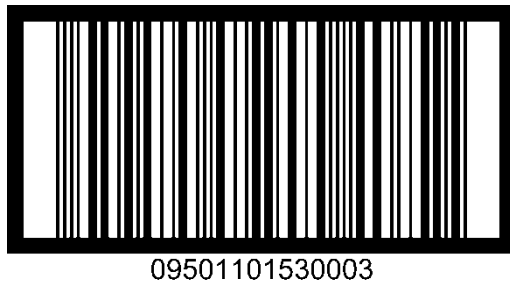
UPC-A



EAN-8



UPC-E



ITF-14



GS1-128

# Different Types of GS1 Data Carriers



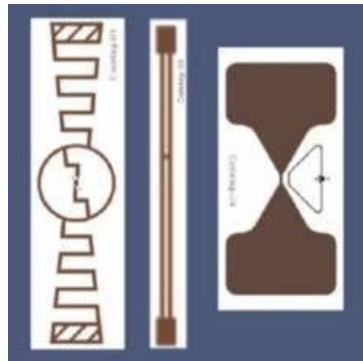
GS1 2D DataMatrix



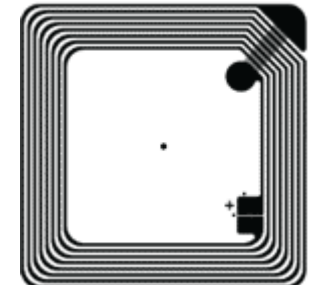
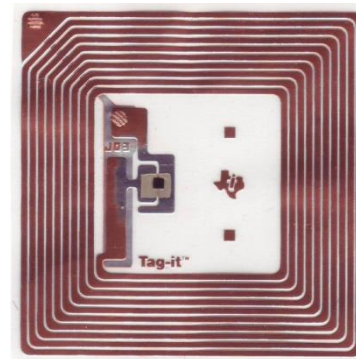
GS1 QR Code



GS1 DataBar



EPC UHF Gen 2



EPC HF

Note: There are many non-GS1 barcodes in the market but only GS1 standard barcodes are used throughout a supply chain



# GS1 Core Values Address Many Needs



**Safety**  
**Optimize Assets**  
**Transparency**  
 Reduce Cost  
**Collaboration**  
**Enhance Security**

**GS1 Core Values**  
*Track & Trace*  
*Interoperability and Visibility*

**Anti Counterfeit**  
**Sustainability**  
**Recall**  
 Efficiency  
**Global Standards**

