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## MEDIA RELEASE

### European Committee for Standardisation chooses GS1 SSCC to help transform cross-border parcel deliveries

**For immediate release (21 June 2017)** – Members of the European Committee for Standardisation (CEN) published the Technical Specification (TS 17073) for Postal Services – Interfaces for cross-border parcels.

This achievement is the result of a collaborative effort by representatives from postal organisations, online retailers, couriers, express and parcel service providers. It is part of the European Commission's strategy, "[Digital Single Market: Bringing down barriers to unlock online opportunities.](#)"

"This is a major step forward to truly innovate cross-border parcel delivery services in Europe. One of the main causes of difficulties in parcel delivery is closed standards, leading to proprietary networks and resulting in unfavourable market conditions for online merchants," explains Walter Trezek, co-chairman of the e-Logistics Working Group of Ecommerce Europe and leader of CEN's work on the standardised label.

The ultimate goal is to transform cross-border parcel delivery services through the use of a single, common parcel label that includes a parcel identification code.

GS1 is pleased the CEN has designated the GS1 Serial Shipping Container Code (SSCC) to uniquely identify parcels and enable interoperability between all parties in the parcel delivery network. The GS1 SSCC is a natural choice since many companies already use it and other GS1 standards in their businesses.

By implementing the new CEN parcel label that uses open global standards, formerly closed networks may now be connected to create an end-to-end delivery network. Senders of parcels will be able to use the same label for all parcels. All handlers of the parcel will be able to use the SSCC to more easily track the parcel's journey from sender to consumer and, if needed, back to the sender for a consumer's return.

"The CEN parcel label and SSCC introduces exciting possibilities for online retailers that want to offer consumers an exceptional delivery experience, and at less cost," says Miguel Lopera, president and CEO at GS1.

Chairman GS1 in Europe, Bruno Aceto, adds, "By using the same label and the SSCC, parcel delivery companies can easily collaborate to meet their customers' expectations in terms of service options, flexibility, visibility and reliability. Furthermore they will eliminate various costly activities that do not add value for their customers."

GS1 will continue to contribute to CEN's initiative to transform cross-border parcel management and welcomes the opportunity to collaborate with Ecommerce Europe and other organisations to jointly promote the common parcel label.

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**About GS1** - GS1 is a neutral, not-for-profit organisation that develops and maintains the most widely used global standards for efficient business communication. We are best known for the barcode, named by the BBC as one of “the 50 things that made the world economy.” GS1 standards improve the efficiency, safety and visibility of supply chains across physical and digital channels in 25 sectors. Our scale and reach – local Member Organisations in 112 countries, 1.5 million user companies and 6 billion transactions every day – help ensure that GS1 standards create a common language that supports systems and processes across the globe. Find out more at [www.gs1.org](http://www.gs1.org)

**About GS1 in Europe** - GS1 in Europe is the European platform of GS1 comprised of 47 GS1 Member Organisations (MOs) in Europe. GS1 in Europe’s role is to encourage and facilitate the collaboration of GS1 MOs in Europe in order to lead the development and implementation of harmonised, user-driven solutions for improving the supply and demand chain of European companies. GS1 in Europe also builds relationships with the European Commission and other relevant European institutions, in close collaboration with European industry associations to deliver first-hand and up-to-date information to European businesses. More information at [www.gs1.eu](http://www.gs1.eu)

