



The Global Language of Business

Standards & Traceability. Tech for Nerds, Marketing Trend or a Safety Necessity?

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GS1 – Global Language of Business

Ο GS1 είναι ο παγκόσμιος οργανισμός διαχείρισης και ανάπτυξης προτύπων για την εφοδιαστική αλυσίδα.



- 114 Οργανισμοί-Μέλη
(ΜΗ κερδοσκοπικοί)
- > 3.000 εξειδικευμένο προσωπικό



■ Χώρες-μέλη του GS1



GS1 standards got their start in CPG

On 26 June 1974, Sharon Buchanan was the first cashier to scan a GS1 barcode at a Marsh Supermarket in Troy, Ohio (U.S.). The item was a 10-pack of Wrigley's Juicy Fruit® gum.



Σύστημα Διεθνών Προτύπων GS!

Ένα Ολοκληρωμένο Σύστημα Διεθνών Προτύπων,
που αποσκοπεί στη βελτιστοποίηση της εφοδιαστικής αλυσίδας, εκμεταλλευόμενο τα
πλεονεκτήματα σύγχρονων τεχνολογιών.



Αναγνώριση

GS1
Identification
Keys



Σήμανση

GS1 Barcodes
GS1 EPC/RFID



Επικοινωνία

GS1 EDI
GS1 GDSN
GS1 EPCIS

**Μια ΚΟΙΝΗ & ΔΙΕΘΝΗΣ γλώσσα
για ΟΛΗ την εφοδιαστική αλυσίδα**

- Αναπτύσσει, **κατευθυνόμενος από τα μέλη/χρήστες του, παγκόσμια πρότυπα και λύσεις** για την αποτελεσματικότερη λειτουργία της εφοδιαστικής αλυσίδας στο σύνολό της.
- Συνεργάζεται με διεθνείς οργανισμούς και φορείς



World Business Trends

TRACEABILITY



Each year 10% of world population

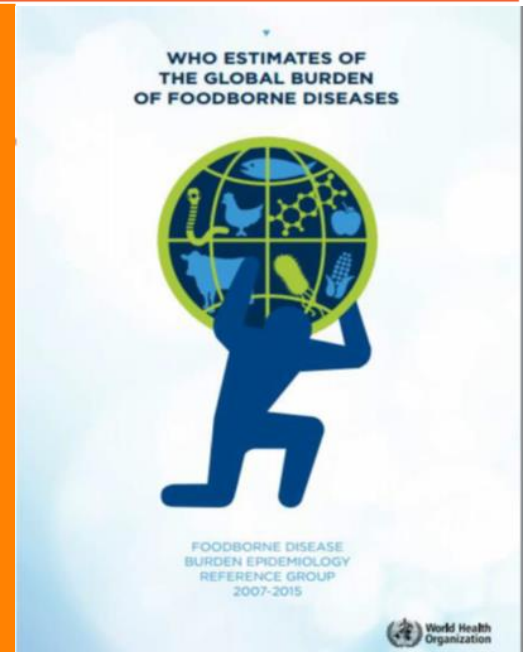
600 million people

become ill after eating contaminated food

Of these **420.000 people die**, including **125.000 children under the age 5** according to WHO

Contamination poses a potential threat of

\$55.5 billion/year



World Business Trends

SUSTAINABILITY

- Is a global mega trend that encompasses both environmental and social issues such as
 - ✓ reducing waste,
 - ✓ new ways of optimising the use of resources,
 - ✓ finding new opportunities to recycle and
 - ✓ reuse packaging and products at end of life,
 - ✓ and ensuring the fair trade of products.



World Business Trends

AUTOMATION & "SMART EVERYTHING"

- **Everything that can be connected, will be connected.**
- IoT technologies and devices along with high-bandwidth wireless communication and data transfer are all becoming cheaper.⁽³⁾
- Today, these technologies are making a huge impact in the automation of existing processes— estimated to save over \$1 trillion per year for asset operators.⁽⁴⁾
- Smart Factories, Smart Homes, Smart Cities, Smart Logistics, Smart Health etc.



The growing power of the consumer

Millennials are replacing baby boomers. Social and behavioural changes are empowering consumers, who expect:

- **increased transparency,**
- **connectivity and integration of their services and products**
- **all at lower costs,**
- **with increased speed**
- **and a greater focus on sustainability practices.**

Consumers want to know more information about the products they purchase than ever before.

10.4

is the number of sources the average shopper consults, double the number from 2016



More than 50% of consumers make purchase decisions before they even enter the retail store

[Online CPG Sales Headed for 10 Percent](#), Food Processing, 22 February 2017

Consumers do not shop entirely online or offline. They shop wherever and whenever they want to shop.

76%
of all
consumer
shopping
begins
online



[Online CPG Sales Headed for 10 Percent](#), Food Processing, 22 February 2017

66% of millennials
shop online weekly

84% of 35- to
54-year-olds shop
online monthly

[E-commerce: Build, Drive and Earn E-commerce Growth for Retail Success](#), IRI, January 2017

Global view of online CPG growth



UK's online grocery market will grow by 48% by 2022 and account for 7.5% of the total UK grocery market



The U.S. online grocery market will grow by 129% by 2022 and account for 2% of the total U.S. grocery market



China's online grocery market will grow by 286% by 2022 and account for 11.1% of the total Chinese grocery market

[The Online Store of the Future](#), IDG

Today's brand owners



Today's retailers



GS1 standards are helping brand owners and retailers to meet the needs of consumers for trusted information about the products they purchase—no matter how or where they shop.



Physical
identification

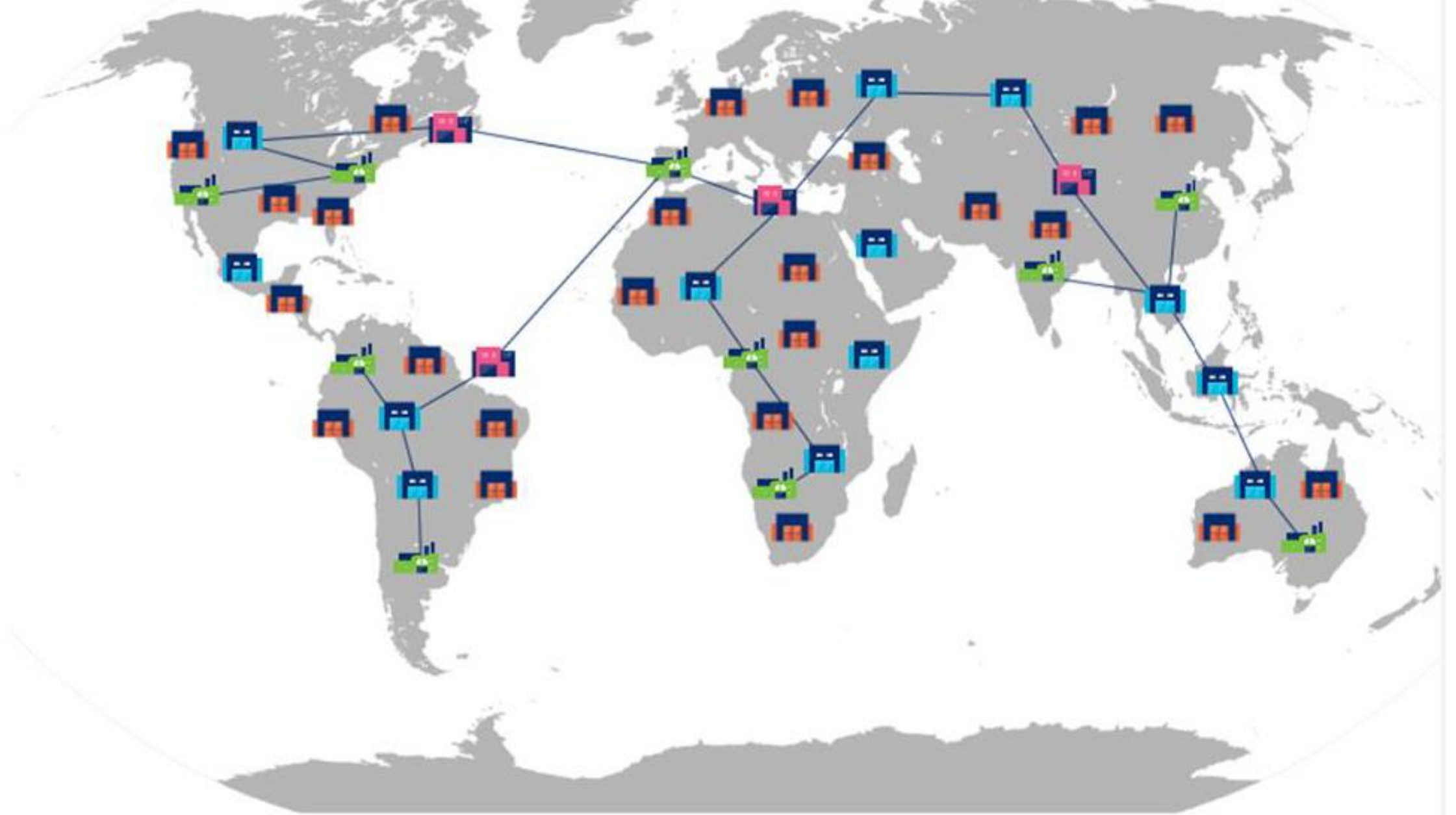
Digital
identification

Food Traceability & Food Safety

“ Implementing a traceability system does not, in itself, ensure food safety;
It does allow a more rapid and efficient response to food safety problems,
enabling quick identification of problem sources and their location in the
supply chain.” (*)

* Asian Development Bank Institute paper; Food safety & ICT Traceability systems

TRACEABILITY & RECALL CHALLENGE





CONSUMER

1 TRUST

Contaminations, recalls and counterfeits change **consumer perceptions** and purchasing behaviours

Want **safe, genuine** products and **trust** information on products they buy



INDUSTRY

2 RELIABILITY

Industry needs to **track, trace and authenticate** their products/ components from their origin

Want to make sure products they supply to consumers **are safe**



AUTHORITIES

3 COMPLIANCE

Ensure safe environment for citizens through new regulatory requirements

Products sold to consumers **must be safe**

Products World of Data



Imagine a farmer preparing a shipment and easily being able to communicate important information about the harvest, sustainability measures or requirements to downstream trading partners.



Imagine consumers being able to quickly determine details on the origin and path of the product they are considering.



Traceability benefits

- Improve consumer safety
- Reduce food loss and waste
- Provide consumers with in-demand information



How fresh is the product ?



amazon

Amazon Fresh

Deliver to Greece

Departments Today's Deals Your Amazon.com Gift Cards Help Registry Sell

EN

Fresh is not available for this location. To continue shopping for Fresh items, choose another address.

fresh Past Purchases Fresh Deals Groceries Household, Health & Beauty Local Market

by Marine Harvest

Marine Harvest Fresh Atlantic Salmon, Skin-On, Responsibly Farm-Raised, 12 oz


★★★★☆ 113 customer reviews | 17 answered questions

Ships from and sold by AmazonFresh.

- Marine Harvest Atlantic Salmon is fresh and never frozen; try it baked, broiled, pan-fried, or grilled.
- Two servings per package; each 6 oz. portion contains 35 grams of protein and 100% of the recommended daily value of Vitamin D.
- Only 350 calories per serving.
- Responsibly farm-raised; product of Chile.

Freshness Guarantee

We guarantee that you will be satisfied with the freshness and quality of this product, and that it will be delivered to your home within any applicable use by, sell by, best by or expiration dates.



▲
0
votes
▼

Question: How fresh is the salmon? I have a histamine problem and can only consume the freshest fish

Answer: Then I wouldn't get this. It definitely wasn't that fresh to me.
By AJS on March 18, 2018

▲
0
votes
▼

Question: Do they use antibiotics?

Answer: I don't know, sorry. Good question! I'll have to check next time.
By Julia Hoff on December 5, 2018

Πηγή:
https://www.amazon.com/gp/product/B0732ZP2HC/ref=pd_alm_hps_1_1_af_nereid?fpw=fresh&pd_rd_r=752f4ba9-9a97-4a6a-b8a5-bff9ea77564c&pd_rd_w=zuMBp&pd_rd_wg=q3cw0&pd_rd_i=B0732ZP2HC&pf_rd_r=DJKXA3BCM7SEK29Z0EZQ&pf_rd_p=2be7bb20-8e19-44ad-b1bc-3587825c50b1

Origin of the product ?



- Where was it caught or farmed ?
- Which tools were used to process it?
- Origin and country of process?

Πηγή: <https://www.kroger.com/p/aqua-star-salmon-fillet/0073114951527>

Is it safe to consume it ?




Aldi uses cookies to ensure you have the best possible shopping experience. By continuing to use this site you consent to the use of cookies in accordance with our cookie policy. **CLOSE**

ALDI Groceries Search Aldi... **£0.00** **CHECKOUT**

Wine & Spirits Specialbuys Garden Shop DIY Everyday Collections Reduced In Store Groceries Recipes

10 Cod Fish Fingers
Product Ref: 055335005072800



£ 1.39 £4.63 per kg
★★★★★ **16 reviews**
Succulent cod fish fingers.
AVAILABLE TO BUY IN STORE
Try in store: **FIND STORE**

Product Information
A real family favourite, our Cod Fish Fingers are made with 100% cod fillet and are coated in light breadcrumbs.

Brand: **Northern Catch** Size / Weight: **300g**

➤ **Allergens?**

➤ **Ingredients?**

Πηγή: <https://www.aldi.co.uk/10-cod-fish-fingers/p/055335005072800>

How good is it for my health;



Carrefour

Buscar en el supermercado

Identificate Cuenta y listas

Tu cesta está vacía


Pedidos Contacto Nuestras Tiendas Folletos Idioma

El Mercado La Despensa Bebidas Bebé Limpieza y Hogar Perfumería e Higiene Mascotas Parafarmacia

Comprando para el código postal 28020. Modificar Horarios de entrega

Carrefour.es / Supermercado / El Mercado / Pescadería / Pescado Fresco / Salmón Carrefour Calidad y Origen Pieza de 1 a 3 kg aprox

Salmón Carrefour Calidad y Origen Pieza de 1 a 3 kg aprox



Selecciona tipo de corte

- Entero
- Entero limpio
- Filete con piel
- filetes sin piel
- Lomos** ✓
- Lomos sin piel
- Rodejas
- Limpio sin cabeza

8,95 €/kg 22,37€

Añadir

Πηγή: https://www.carrefour.es/supermercado/salmon-carrefour-calidad-y-origen-pieza-de-1-a-3-kg-aprox-calidad-y-origen-carrefour/R-872703936/p?ic_source=nonfood&ic_medium=header-logo&ic_campaign=%28not+set%29&ic_content=nn



➤ **Ω-3 ;**

➤ **Health benefit or claim?**



GS1 EPCIS Achieve End to End Traceability & Provide the information to the consumers



EPCIS (Electronic Product Code Information System): Πρότυπο μοντέλο διασύνδεσης δεδομένων για τη συλλογή και διανομή πληροφοριών συμβάντων εφοδιαστικής αλυσίδας

- Το Πρότυπο GS1 EPCIS επιτρέπει στις επιχειρήσεις να συλλέγουν και να ανταλλάσσουν πληροφορίες για την αλυσίδα εφοδιασμού σχετικά με την κυκλοφορία και την κατάσταση των αγαθών, τόσο εντός της επιχείρησής τους όσο και με τους επιχειρηματικούς εταίρους τους.
- Το Πρότυπο GS1 EPCIS έχει εγκριθεί ως πρότυπο και από το Διεθνή Οργανισμό ISO (**ISO/IEC 19987:2015**).
- Απαντάει, με ηλεκτρονικό τρόπο, σε **4 βασικές διαστάσεις ενός γεγονότος της εφοδιαστικής αλυσίδας ενός προϊόντος**.

GS1 EPCIS Γεγονότα & Διαστάσεις



ΠΟΙΟΣ

Περιγράφει τα εμπλεκόμενα μέρη της διαδικασίας (Business Parties) – Δεν αποτελεί βασική διάσταση του EPCIS

ΤΙ

Ποιο προϊόν/κιβώτιο/φορτίο συμμετείχε στη διαδικασία;

ΠΟΤΕ

Σε ποιο ακριβές διάστημα (Ημ/νία και ώρα) πραγματοποιήθηκε και έληξε το γεγονός;

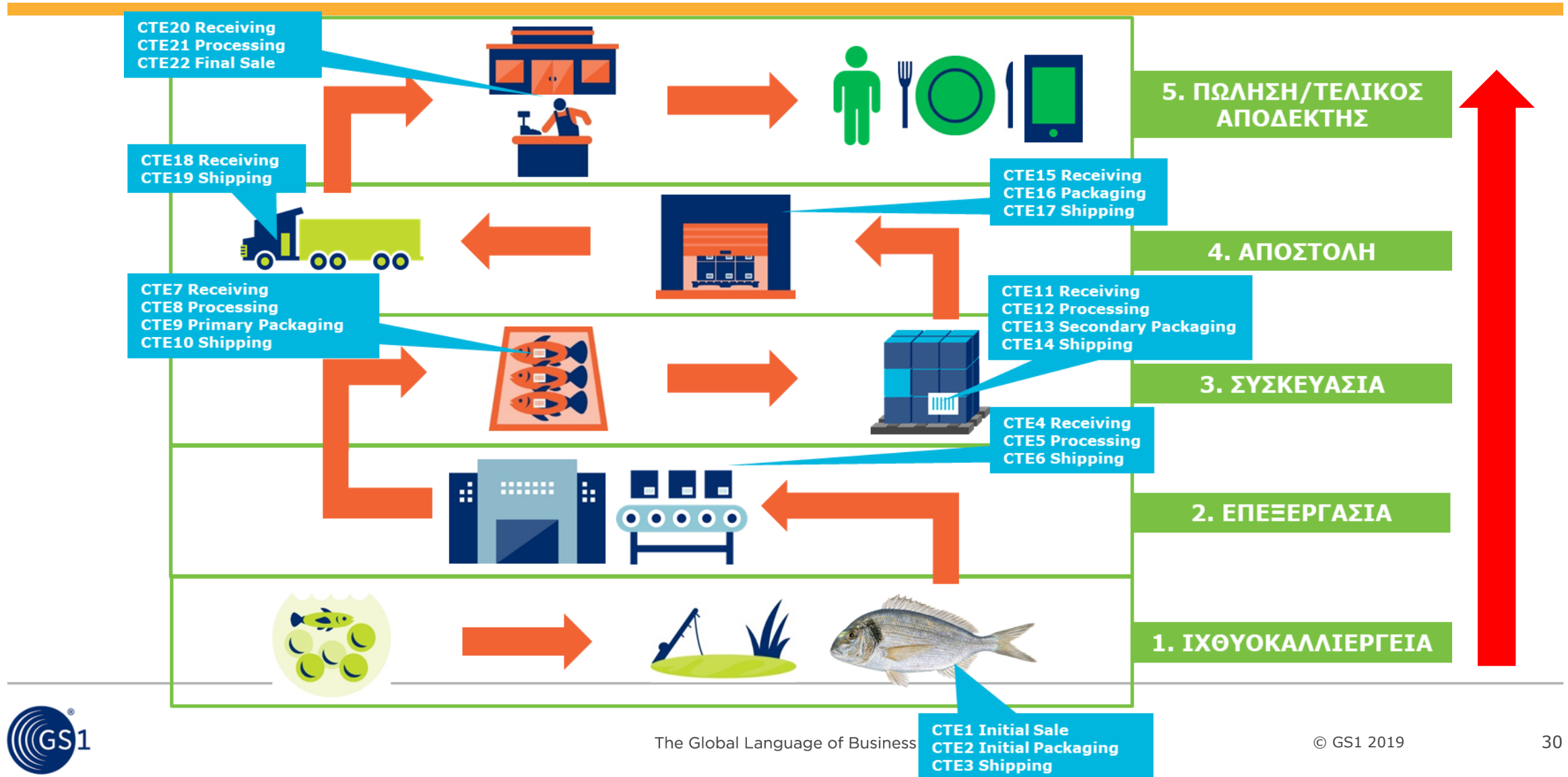
ΠΟΥ

Σε ποιο ακριβές σημείο (φυσική ή λειτουργική θέση) συνέβη το γεγονός;

ΓΙΑΤΙ

Ποια ήταν η ακριβής αιτία πραγματοποίησης της ενέργειας;

Example of Critical Tracking Events in Supply Chain



Example of F-Trace



<https://www.ftrace.com/en/gb>



fTRACE - insert code

» Try service with this test code!

GTIN (01) LOT (10)

Please Type Data

PRODUCT INFORMATION

GTIN / EAN:	04260278110016
Lot No.:	kut999
Product type:	Saithe(=Pollock) (Pollachius virens)
Production method:	Aquaculture
Catch area:	FAO 27.2 - Norwegian Sea, Spitzbergen, and Bear Island (Subarea II)
Catch methods:	Pair trawls
Catch date:	01.12.2014
Vessel:	Antares (SAS211)
Unloading port:	Cuxhaven
Processing parties:	Kuhlmann GmbH, Meißen, Deutschland Kutterfisch-Zentrale GmbH, Cuxhaven, Deutschland
Manufacturing date:	18.12.2014 08.10.2014
Best-by date:	31.10.2014

PACKAGING AND CONTENT



(Sample Package)

Πρότυπα GS1 & Εφοδιαστική Αλυσίδα Τροφίμων



Διαλειτουργικότητα
Μεταξύ Διαφορετικών
Συστημάτων



Δομημένες και
Μοναδικές Πληροφορίες



Πλήρη Και Αξιόπιστα
Δεδομένα
Ιχνηλασιμότητας

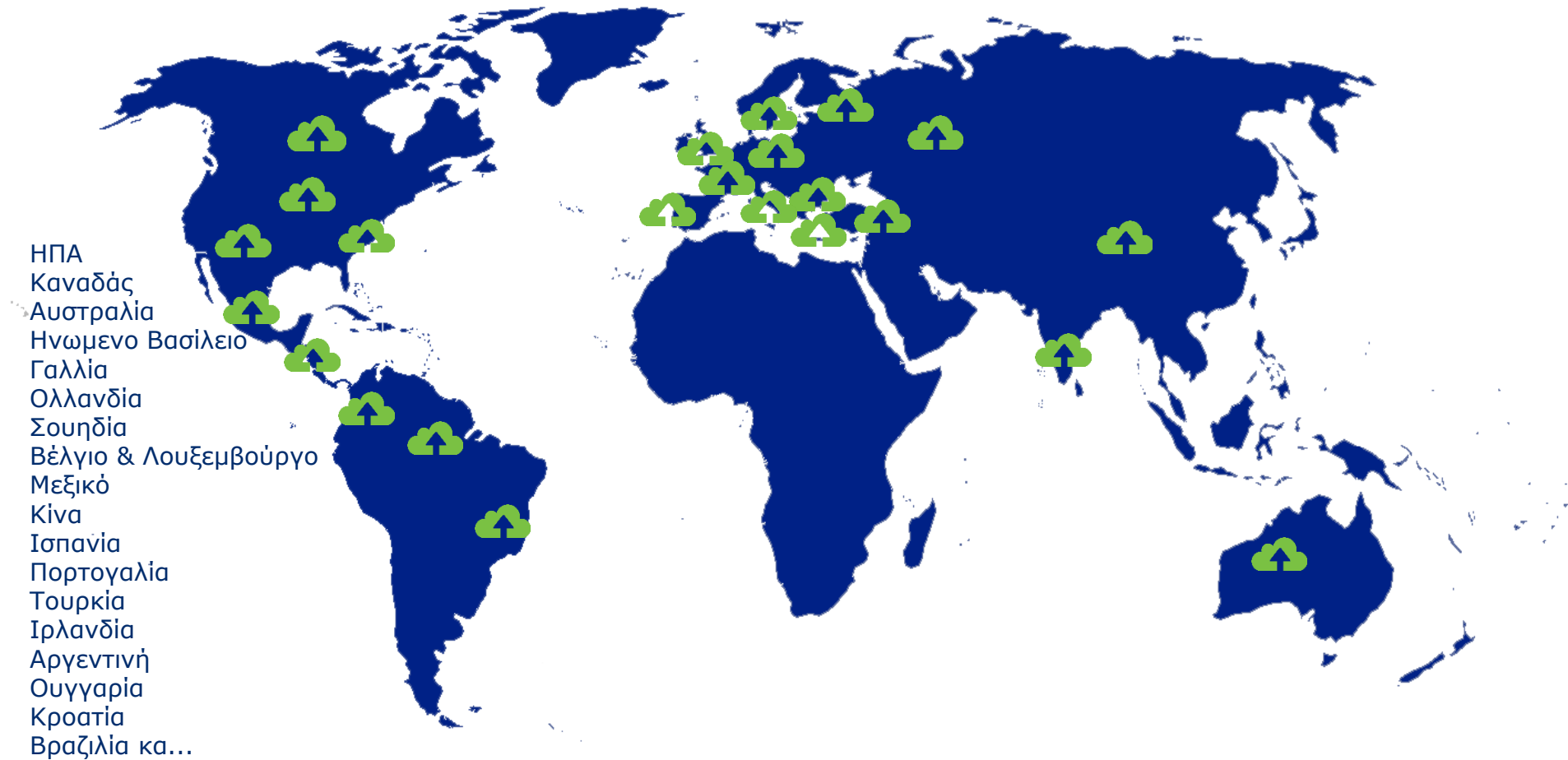
Master Data



Master Data:

- Brand (GS1 Κωδικοί GTIN, Όνομα, περιγραφή, Target Market κλπ.)
- Marketing (μηνύματα, επισημάνσεις κλπ.)
- Συσκευασία (τύπος, διαστάσεις κλπ.)
- Χαρακτηριστικά Προϊόντων (Προωθητικές ενέργειες, οδηγίες χρήσης, target ages κλπ.)
- Τιμές, Εκπτώσεις, Φορολογική Επιβάρυνση κλπ.
- Διατροφική αξία, συστατικά κ.α
- Είδος GS1 Barcode επί των συσκευασιών & άλλες ειδικές σημάνσεις
- Προωθητικές πληροφορίες
- Οδηγίες Μεταφοράς και Αποθήκευσης

Global Data Synchronization Network





Το GDSN σήμερα*:

- ✓ **40 Data Pools** πιστοποιημένα από το **GDSN**
- ✓ Περισσότεροι από **25.000.000 κωδικοί προϊόντων** καταχωρημένοι στο Global Registry
- ✓ Περισσότερες από **45.000 επιχειρήσεις – χρήστες**

*Στοιχεία Ιανουάριος 2016



- Το ελληνικό **Data Pool**
- Δημιουργήθηκε από τον GS1 Association Greece
- GDSN **Certified Platform**
- Πεδία για την εναρμόνιση με τον **EK 1169/2011**
- **Δωρεάν Υπηρεσία**



Για περισσότερες πληροφορίες :
www.hellasync.org

Ενδεικτικοί χρήστες/Λιανέμποροι USA



Απαιτήσεις Λιανέμπορων



Kroger

Why am I receiving this communication?

The Kroger Co. is rapidly approaching a milestone in our efforts to re-engineer several of our internal systems and processes to support a full conversion to GDS (Global Data Synchronization). One of the key components of this conversion requires that all suppliers be GTIN (Global Trade Item Number) compliant.

We feel that it is necessary to ensure we do not have any disruption within our pricing, merchandising or supply chain systems. We do not want to put ourselves into a situation where we are unable to receive item data, inventory, contracts, etc from our valued suppliers due to a GTIN compliance issue.

What is a GTIN? Why is Kroger converting to the GTIN-14 to identify items? Why not continue to use UPC's (GTIN-12) and EAN's (GTIN-13)?

GTIN stands for Global Trade Item Number. For example, a 12-digit GTIN is encoded into a U.P.C. barcode.

In addition to being the global standard for use in databases, the GTIN-14 can represent any GTIN-12 (UPC) or GTIN-13(EAN) and the various packaging levels such as case, pallet, etc.

GTINs are stored in databases/applications as 14-digits by right justifying and zero-filling left

	1	2	3	4	5	6	7	8	9	10	11	12	13	14
GTIN-14	X	X	X	X	X	X	X	X	X	X	X	X	X	X
GTIN-13	0	X	X	X	X	X	X	X	X	X	X	X	X	X
GTIN-12	0	0	X	X	X	X	X	X	X	X	X	X	X	X
GTIN-8	0	0	0	0	0	0	X	X	X	X	X	X	X	X

GTIN-14's are the GS1 standard for use in databases and are required to synchronize item information through GDSN (Global Data Synchronization Network) data pools.

GTINs are shared with trading partners in electronic business transactions (example, data synchronization and EDI)

Απαιτήσεις Λιανέμπορων



Corporate Offices
11840 Valley View Road
Eden Prairie, MN

Dear Vendor Partner:

SUPERVALU has been synchronizing item data via the Global Data Synchronization Network® (GDSN®) with our Vendor Partners for over seven years. As a result, over 700 Vendor Partners, including competitors of yours, benefit from a more efficient and cost-effective relationship with SUPERVALU.

We expect all of our suppliers to join us in this important industry initiative to drive efficiencies across the entire supply chain. By implementing these GS1 Global Standards you will be able to leverage your investment across dozens of US based retailers who are implementing GDSN®.


SUPERVALU has chosen 1SYNC as our GDSN Certified Data Pool. To learn more about getting started synchronizing data with SUPERVALU visit <http://www.1sync.org/supervalu.html>. Once you are ready to begin syncing with us contact DataSync@SUPERVALU.com, with the completed the *Trading Partner Data Sheet*.

Synchronizing accurate item data is an integral part of supply chain business processes across the globe. We thank you in advance for executing against this important initiative.

Sincerely,

Janel Haugarth
Executive Vice President, President/COO Supply Chain Services
SUPERVALU INC.

Απαιτήσεις Λιανέμπορων



[Grocery Delivery](#) [Gas Rewards](#) [My List](#)

No Store Selected
[Select A Store](#) | [Store Locator](#)

[just for U](#) [Grocery Delivery](#) [Our Store](#) [Recipes & Meals](#) [Pharmacy & Nutrition](#)


In About Us

- Our Story
- Supplier Diversity**
 - Defining Our Terms
 - Working With Safeway
 - What We Buy
 - Featured Vendor

Related Links

- Careers
- Investors
- Affiliate Program
- Safeway Foundation

Working With Safeway




when it comes to **business ethics**, others judge us not by what we know but by **what we do**.

getting started: retail sale items

To help you initiate your relationship with Safeway, we suggest that you do the following:

- Visit one or more of our stores to compare your product or service to what we currently offer our customers.
- Evaluate your product in terms of its value: How will it help Safeway customers? What will they find useful or enjoyable about your product? How will it enhance the existing line of goods and services at Safeway? Are your cost and suggested retail price competitive?
- Additionally, for retail sale items: Does your product have the required universal product code (UPC) number for scanning, billing and inventory purposes, from GS1 US? (Learn more by calling 937-435-3870 or visiting gs1us.org)
- Please check with the U.S. Food and Drug Administration at 1-888-INFO-FDA (1-888-463-6332) for more information on labeling requirements and exemptions. Specifically for food items, the following site will provide you an in-depth look at a sample label: [FDA Food Labeling Guide](#)



[General](#) [Insurance](#) [Goods for Resale](#) [Health & Wellness](#)

not be accepted and the facility must undergo a Walmart security audit.

General Merchandise Requirements

GTIN/UPC (GS1 Company Prefix) Membership Number

Walmart requires a GS1 Company Prefix number, on your application documents. The initial

Ενδεικτικοί χρήστες Παγκοσμίως



A photograph of a family—a man, a woman, and a young girl—shopping in a grocery store. The man is holding the girl, and the woman is pushing a shopping cart. The entire image is overlaid with a semi-transparent pink filter. On the left side, there is large white text.

GS1 standards play a
vital role
in all business
sectors





Provide trusted product information via unique, persistent identification and accurate, complete data



Deliver supply chain efficiencies and support agility and responsiveness



Generate higher quality data at a lower overall cost and improve the shopping experience for consumers

A hand is shown from the wrist up, palm facing up, holding a glowing blue globe. The globe is covered in a network of glowing lines and nodes, resembling a digital or technological theme. The background is dark blue. The text 'GS1' is prominently displayed in white, bold, sans-serif font over the globe. Below it, a quote in white, bold, sans-serif font reads: 'We believe in the power of standards to transform the way we work and live'.

GS1

**'We believe in the power of
standards
to transform the way we work
and live'**

Director, Standards & Solutions

E3 hellasync@gs1greece.org

www.gs1greece.org

