



## Getting started with the GS1 DataBar™ is easy!

For more information, visit the following websites:

### Retailers:

[www.gs1ca.org/e/retailerkit](http://www.gs1ca.org/e/retailerkit)

### Manufacturers:

[www.gs1ca.org/e/manufacturerkit](http://www.gs1ca.org/e/manufacturerkit)

### GS1 DataBar™ FAQs:

[www.gs1ca.org/e/databarFAQ](http://www.gs1ca.org/e/databarFAQ)



## About GS1 Canada

GS1 Canada is a member of GS1, the world's leading supply chain standards organization. As a neutral, not-for-profit organization, GS1 Canada enables its more than 10,000 members – trading partners of all sizes from 23 sectors across Canada – to enhance their efficiency and cost effectiveness by adopting electronic supply chain best practices. Learn more at [www.gs1ca.org](http://www.gs1ca.org).

## For more information about implementing GS1 DataBar™ in Canada:

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GS1 has created a suite of tools and documents to facilitate the adoption of GS1 DataBar™. These can be found at [www.gs1.org/productssolutions/barcodes/databar/](http://www.gs1.org/productssolutions/barcodes/databar/)

Visit the Implementation section for a variety of useful documents including:

- GS1 DataBar™ Starter Kits
- Various Buyer's Guides
- GS1 DataBar™ Readiness Reporting
- Software Downloads



# GS1 DataBar™

A New Member of the  
GS1 Bar Code Family



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# What is GS1 DataBar™?

GS1 DataBar™ (formerly Reduced Space Symbology or RSS) symbols can identify small items and carry more information than the current EAN/UPC bar code within half the space. **GS1 DataBar™ provides product identification for small and hard-to-mark items, ranging from fresh foods to lipstick tubes and can carry information such as serial numbers, lot numbers, and expiration dates.** This new technology also creates the opportunity for solutions supporting product authentication and traceability, product quality and effectiveness, variable measure product information, and couponing.



## Background

- January 1, 2010 was set as the global sunrise date for all trade item bar code scanning systems to achieve the capability to read GS1 DataBar™ bar codes and the GS1 Application Identifier System
- Fresh food identification was prioritized as the top application standard that must be developed based on the coming availability of GS1 DataBar™
- The aim is to move different systems of identification toward a common global solution and allow retailers and suppliers to enhance shrink reduction and category management efforts
- Originally known as “RSS” (Reduced Space Symbology), the name change avoids confusion with “RSS”, a term widely used on the Web for “Really Simple Syndication”



# GS1 DataBar™ Business Case

## GS1 DataBar™ Applications

- **Meat, Produce, Deli, Bakery**
  - Shrink management, category management
  - Global identification migration
- **Retail Pharmacy**
  - Dual inventory reduction
- **Consumer products**
  - Replace low performing, truncated symbols
  - Increase consumer communication
- **Coupons - North America**
- **Other (books, periodicals)**

## GS1 DataBar™ Benefits

- Globally-unique product identification information for fresh foods
- Increased accuracy of product identification of loose produce by scanning versus manually entering price lookup (PLU) codes
- Improved accuracy and speed at checkout, self-checkout and point-of-sale
- Timelier product replenishment helps reduce out-of-stocks
- Improved scan rates on small, low performing EAN/UPC symbols
- Greater shrink control
- Traceability (i.e. Lot Number, Country of Origin)
- Better management of sell by / expiration date and product weight

The benefits of implementing GS1 DataBar™ will truly be achieved when all trading partners align to a single solution for fresh foods. This is why it's so important that all retailers engage in a GS1 DataBar™ implementation program.

Although GS1 has established a global deadline of January 1, 2010 to implement the GS1 DataBar™, the business benefits listed above outline the benefits of engaging in pilot activity now.

# Getting Started with GS1 DataBar™

## Steps to Launching a GS1 DataBar™ Program

- Name an official GS1 DataBar™ Program Leader
- Initiate contact with the GS1 Program Leader at your country's GS1 Member Organization
- Identify what needs to be done by when and by whom
- Identify management sponsor
- Communicate, set targets and determine rollout and transition plans

