

# The GS1 Advantage

## Your Business Solution



The most widely used standards for supply chain management in the world

Get your authorised barcode with Singapore prefix "888"

# The GS1 Advantage

GS1 Standards provide a framework that allows products, services and information to move efficiently and securely for the benefit of businesses and the improvement of people's lives everyday, everywhere. Our standards and systems ensure effective exchanges between companies and act as clear guidelines that facilitate interoperability and provides a common structure to many industries.

Today, GS1 Standards are used by millions of companies large and small, in multi-sectors including retail, food, healthcare, transport and logistics, technical industries and many more.

## How can GS1 Standards benefit you?

### Identify



GS1 Standards begin with GS1 Identification Number used to uniquely distinguish all products (Trade Items), logistics units, locations, assets and relationship across the supply chain from manufacturer to consumer.

### Capture



GS1 Data Carriers including barcodes and RFID are capable of capturing various amount of data to accommodate different needs for different products.

### Share



Interoperability, made possible by identification standards, data capture standards and data exchange standards, allows product information to flow through the supply chain, enabling members to share information easily.

### Use



Members can use GS1 Standards to improve Visibility and Traceability of their supply chain.

## GS1 Global at a glance

Head Office in **Brussels, Belgium**

**116 Member Organisations**

Worldwide

**10 billion GS1 barcodes** scanned daily

**1 billion products** carry GS1 barcodes

**More than 2 million companies** use GS1 standards

## GS1 Singapore

Established Since **1987**

Country Code Assigned - **888**

Previously Known as **Singapore Article Number Council (SANC)**

The **Only Authorised Issuer** of GS1 Barcode Standard **in Singapore**

### Our Mission

To take a leading role in Singapore in establishing a global multi-industry system of identification and communication for products and services based on international acceptance and business led standards.

## Identify: GS1 Standards for Identification

**Location:** **GLN** Global Location Number

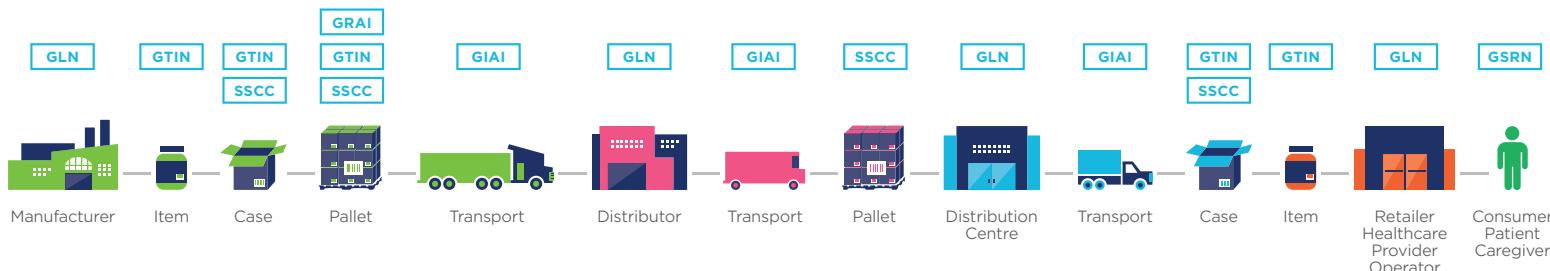
**Item / Case / Pallet:** **GTIN** Global Trade Item Number | **SGTIN** Serialised Global Trade Item Number

**Logistic:** **SSCC** Serial Shipping Container Code | **GSIN** Global Shipment Identification Number |

**GINC** Global Identification Number for Consignment

**Assets:** **GRAI** Global Returnable Asset Identifier | **GIAI** Global Individual Asset Identifier

**Service or More:** **GSRN** Global Service Relation Number | **GDTI** Global Document Type Identifier



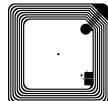
## Capture: GS1 Standards for Barcodes & EPC/RFID

### GS1 Barcodes



### GS1 EPC / RFID

EPC HF Gen 2



EPC UHF Gen 2



## Share: GS1 Standards for Data Exchange

### Master Data

**GDSN** Global Data Synchronisation Network - The GDSN connects trading partners to the GS1 Global Registry via GS1-Certified Data Pools, enabling the immediate electronic sharing of standardised, up-to-date, accurate product information.

### Transactional Data

**EDI** Electronic Data Interchange - Enables the computer-to-computer exchange of business documents between companies using a standardised format.

### Event Data

**EPCIS** EPC Information Services - The Standard for sharing information about the movement and status of goods in the physical world.

### Interoperability

Item Master Data

Location Data

Item/Shipment Tracking

Traceability

Product Recall/Withdrawal

Pedigree

Purchase Order/Despatch Advice/Invoice

## GS1 Standards for Retail

If you're looking to sell your product online, acquiring a GTIN (Global Trade Item Number) from GS1 Singapore is essential. This unique identifier, found beneath the barcode on product packaging, distinguishes your product, ensuring accurate and an efficient online listing.

### Advantages of GS1 Standards

**Global Recognition:** The GS1 GTIN is an internationally recognized standard, facilitating seamless expansion across various e-commerce platforms and retail stores.

**Accurate Listings:** Ensures your product prevents confusion with similar products, aiding in online e-commerce marketplace requirements.

**Standardized Management:** GS1 Singapore oversees number allocation and barcode standards, ensuring consistency and trustworthiness.

**Enhanced Product Management:** The GS1 barcode offers advantages like product traceability, supply chain efficiency, anti-counterfeiting measures, brand protection, and product recall capabilities.

## DO YOU KNOW THE E-COMMERCE WORLD?

The top four global eCommerce Leaders know the value of GS1 standards and services:

- **Amazon** verifies the authenticity of products by checking their unique GS1 identifiers. Products whose data do not match the information provided by GS1 are considered invalid.
- As part of **Google's** efforts to harmonise product data and eliminate inaccuracies, all products that have been assigned a GTIN by their manufacturer must have the GTIN included for Google Shopping ads or risk being rejected.
- **Alibaba Group** has invited brand owners to use GTINs for uniquely identifying their products. Furthermore, all Alibaba users are encouraged to join the Global Data Synchronisation Network (GDSN), which is one of the GS1 Standards for data exchange.
- Since June 2016, **eBay** has required that its sellers use GTINs as product identifiers, because they know GTINs help buyers find what they are looking for.

## GS1 Standards for Healthcare

Healthcare is a complex and global industry sector. The use of GS1 standards in healthcare assists in increasing patient safety, helps drive supply chain efficiency, provides frameworks to improve the traceability of medicines and devices, achieves regulatory compliance, and supports clinical processes.

### Advantages of GS1 Standards



#### Improve patient's journey, safety and care

Hospitals use GS1 standards to save 12 minutes on each Surgery. Due to accurate medical products used in operations, there is 81.7% reduction in inquiries.



#### Align with Global Regulatory Requirements

GS1 is an Unique Device Identification UDI Issuing Agency/Entity based on many regulations worldwide.



#### Increase operational efficiency and help save costs

Industry could reduce healthcare costs by \$40-100 billion in total from reduction in follow-on cost of medication errors, saving from improved inventory management and reduced data management costs.



#### Enable traceability and effective product recall

GS1 Standards fight counterfeiting with unique identification and serialisation.

#### Endnotes

1 Based on case study of North Denmark Hospitals, in GS1 Healthcare Reference Book, 2021 – 2022

2 Based on case study of Tokai University Hospital, Japan in GS1 Healthcare Reference Book, 2018-2019

3 Based on report conducted by McKinsey, Strength in unity: The promise of global standards in healthcare, 2012

## Advantages of GS1 Singapore Membership

- Immediate allocation of GS1 Company Prefix (GCP) for your company for the purpose of generating full sets of GS1 bar code numbers for your products; including allocation of Global Location Number (GLN) for identification of your company's physical location.
- Membership starter kit to assist you to have a better understanding of GS1 article number system and its usage.
- Technical advice on numbering and symbol marking matters which include bar code and EPC/RFID related applications.
- Access to weCATALOG, a secured members' portal for easy management of your product listings and allocation of bar codes to your products.
- Assignment of Electronic Product Code™ (EPC) to support the use of RFID implementation in your supply chain. For more details, visit EPCglobal information page.
- Call-for-collaboration (CFC) initiative programme to assist companies with pilot project implementation based on GS1 standards of system.
- Introduction to available funding schemes for project implementation.
- Opportunity to participate in GS1 Solution Partner Programme (SPP). Terms & Conditions applies.
- Discounted rate to attend GS1 organised events such as workshops, seminars, forums and conferences.
- Affiliate membership in Singapore Manufacturing Federation (SMF), which provides for discounted rate when participating in SMF organized activities such as seminars, conferences, trade exhibitions and trade missions.



## GS1 Membership Categories

- GS1 Full Membership
- SME100 Membership
- Single 13 Digit Membership
- Global Location Number (GLN) Membership

## Advantages of GS1 Singapore Members' ValuePLUS Pack

**ValuePLUS** is a premium pack offered to GS1 Singapore Members to maximise benefits from the value added services that GS1 Singapore offers. These value added services will help GS1 members be better equipped with the knowledge to understand their barcode applications and how to make the fullest use to manage your products, from source to use.

## It includes:

- Free E-Learning GS1 System Certificate (7 Modules) for 1 user worth S\$490.00, valid for 60 days from the account activation date
- Free 5 x 1D Barcode Verification Service worth S\$162.00
- 2 Free Seats for GS1 1D Barcode Workshop worth S\$200.00
- Listing and access of online company product catalogue, as well as backup source of registered product unit information
- Provision of solution(s)-matching with trusted solution providers
- Membership and Technical Helpdesk Support

**Scan to apply for the membership category  
that is best suited for your business!**



## About GS1 Singapore

GS1 Singapore is a not-for-profit organisation established in 1987 to implement and administer the global multi-industry GS1 standards-based system of automatic identification (using barcodes, 2D-codes and RFID - radio frequency identification) and communication for products, services, assets and locations.

With our network of 116 GS1 member organisations (MOs) around the world today, over two million member companies in 155 countries use GS1 standards as part of their daily business communications. This represents over six billion scanning transactions a day. In Singapore, GS1 barcodes are used to capture over \$5 billion worth of sales at retail point-of-sales (POS) terminals.

GS1 identification numbers and barcodes permit organisations of any size to order, track, trace, deliver and pay for goods across the supply chain, anywhere in the world. The GS1 System was developed by user companies under the leadership of GS1 Global Office (based in Brussels, Belgium). It is recognised by the International Standards Organisation (ISO), the European Standardisation Committee (CEN) and the American National Standards Institute (ANSI).

GS1 Singapore is here to help Singapore companies become more efficient; our fundamental role apart from allocating GS1 company prefix numbers and Global Location Number, is also to help companies adopt world's best practices in supply chain management.

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