GS1: The Global Language of Business

GS1 is a not-for-profit organization dedicated to the design and implementation of global standards and solutions to improve the efficiency & visibility of the supply and demand chains globally and across sectors.

111 Member Organisations
1,5 million member companies

GS1 Standards for identify, capture, and share information about products, business locations, and more enable companies to speak the same language and to connect with each other.
Areas of Involvement *

Enabling Technologies in GS1 Digital

- GTIN+ on the Web
- Digital Media
- Web Data Authentication
- Category hierarchy
- Mobile ID

Related Enabling Technologies

- Next Generation Product Identification
- Allocation Rules
- Work with Open Mobile Alliance on interfaces between social media and mobile services.

Application of GS1 System to address Business Needs

- Business to Consumer
- ePayments
- eCoupons
- eReceipt standard
- Store-based e-fulfillment
- Connection of Products to Social Media Touchpoints
- Inventory visibility
- Returns/Reverse Logistics
- Integration with Supply Chain
- RFID inventory
- Consumer Privacy
- Guidelines for use of GS1 System on the Web

* Compiled from McKinsey, AC, MO’s, Digital Interest Group