



# 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**



-  Countries with a GS1 Member Organisation
-  Countries served directly by GS1 Global Office



IDENTIFY



CAPTURE



SHARE

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