

Transforming Tomorrow

Keynote GS1 Global Office

Renaud de Barbuat, President and CEO
Robert Beideman, Chief Product Officer
5 March 2024





50

years of

transforming
tomorrow

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**Thank you for your
collaboration since 1982!**

South Africa

50 years ago,
the GS1 barcode
started a revolution...



GS1 is a global standards organisation that helps companies do business across the world

Global community

- 25 industries served
- More than 2 million companies
- 116 Member Organisations
- GS1 Global Office

We are:

- Neutral and not for profit
- User-driven and governed
- Global and local
- Inclusive and collaborative

Join us in celebrating!

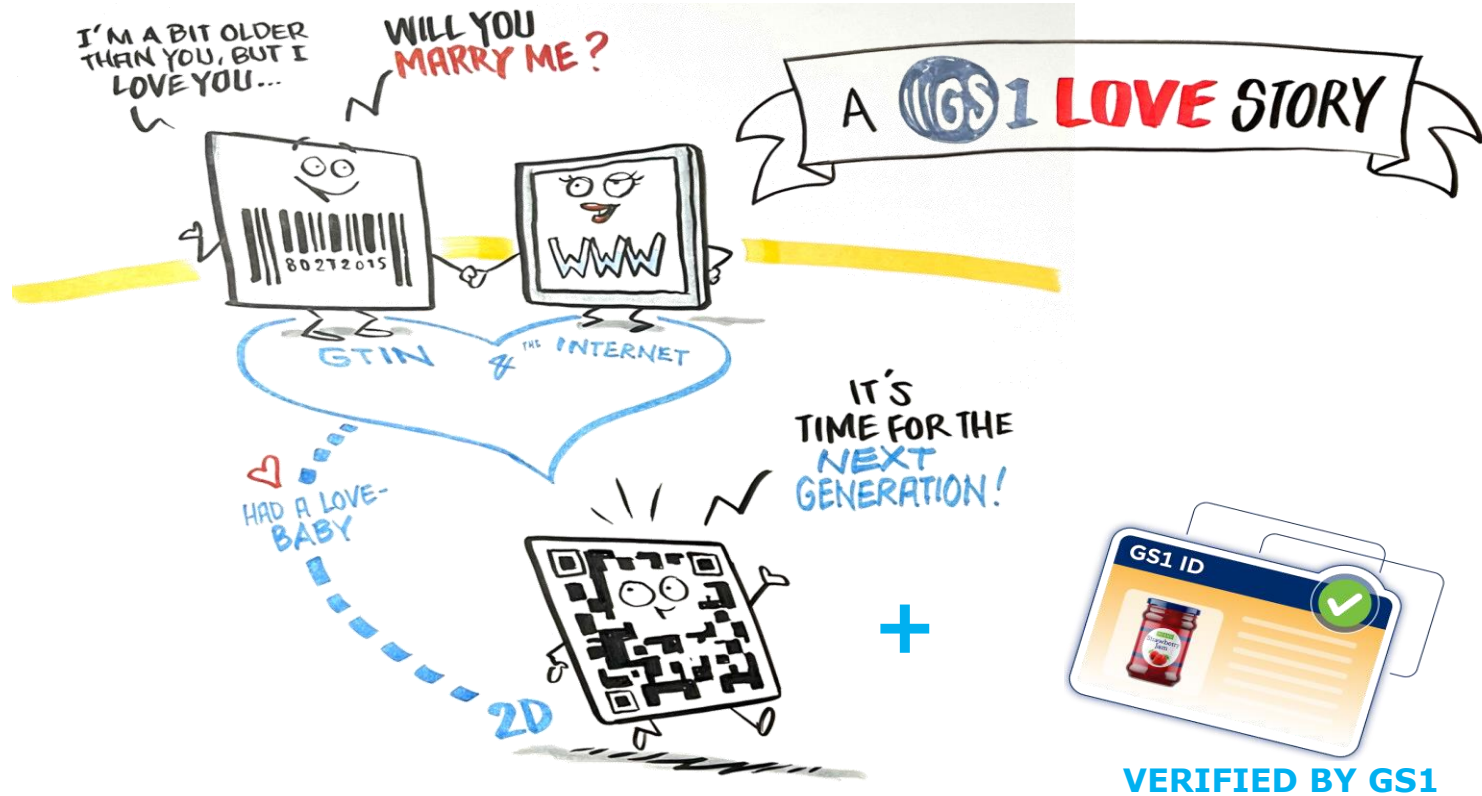
**This year we celebrate
the first scan**
and 50 years of
transforming tomorrow.



50 years of
**transforming
tomorrow**



The beginning of a new revolution...





**GS1 empowers
industry's digital
transformation...**

**...to ultimately
benefit consumers
and patients**



Imagine a world
where consumers...





Imagine a world
where patients...

Imagine a world with a circular economy...



Imagine a world where industry...



**Product traceability
for safer supply chains**



**More transparent
product information**



**Circular product
lifecycle**



**Sustainability
requirements**



**Product conformance
and accreditations**



**More efficient ports
and waterways**



**Digitisation of paper
processes**



**Trade tech and
border efficiency**



50

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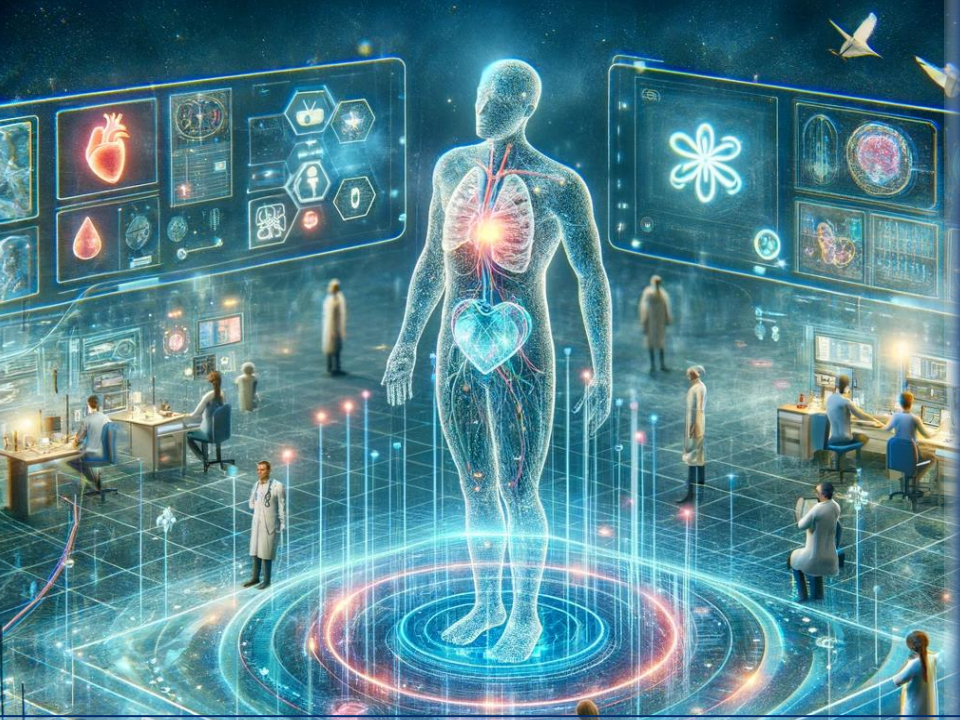
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0x2459A38F22110C00

The Identification of Everything Makes Anything Possible





Everything will have
a high-fidelity digital twin...



GS1 helps you to:

1. Give things unique identity.
2. Connect that identity to trusted data.
3. Use that trusted data to power your business.
4. Connect that trusted data to the world.

So that you can...



Reduce costs.
Create experiences.
Sell more stuff.

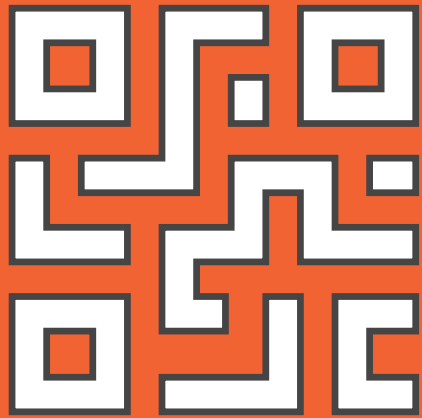


Transparency.
Speed.

Trust.



2D barcodes



&



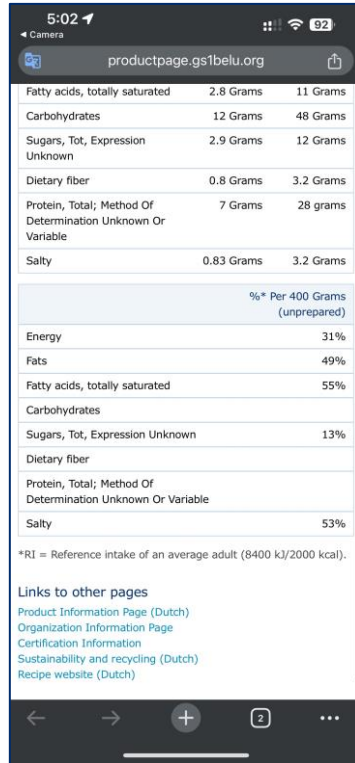
Verified by GS1

2D barcodes powered by GS1.



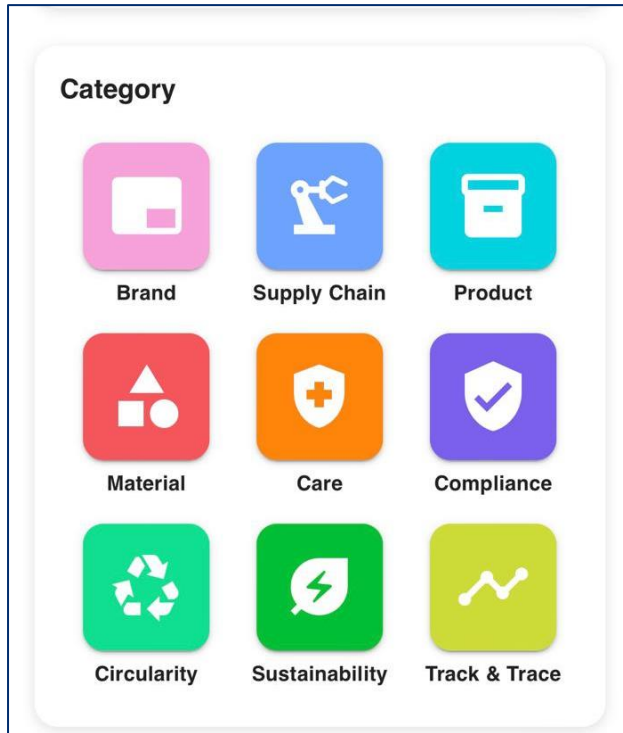
<https://id.gs1.org/01/09506000149301/10/AB-27?17=271231>

Sharing Data




(01) 05413848131907

Claims and ESG Reporting



(01) 04891668001173

Certifications and traceability








Crew neck white t-shirt

The white t-shirt is made of soft and lightweight cotton jersey, ensuring comfort, whilst a refined mélange texture adds sporty appeal.

i Made from 100% cotton

GTIN: 9506000164908



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CERTIFICATE

Awarded to bluesign® SYSTEM PARTNER
Ocean Lanka (pvt) Ltd.
BEPZ Block B, Waligama, Malwana, 11672 Biyagama, Sri Lanka

This certificate attests that the article range

Knits

(only valid in connection with an entry in the bluesign® GUIDE for exact article identification)

manufactured in
Ocean Lanka (pvt) Ltd.
BEPZ Block B, Waligama, Malwana, 11672 Biyagama, Sri Lanka
meets the relevant bluesign® CRITERIA.

Furthermore, above company is granted authorization to use the trademark

bluesign® APPROVED
for above article(s) according to the valid communication guidelines.

Certificate number: 024.587.002
Certificate valid until: June 12, 2025

St. Gallen, July 8, 2022



Daniel Rüfenacht
CEO
bluesign technologies ag

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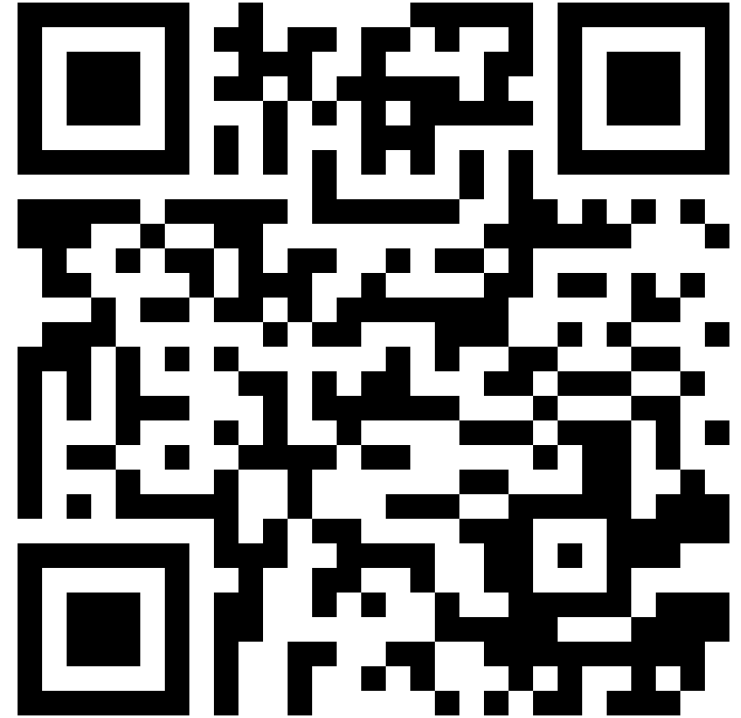
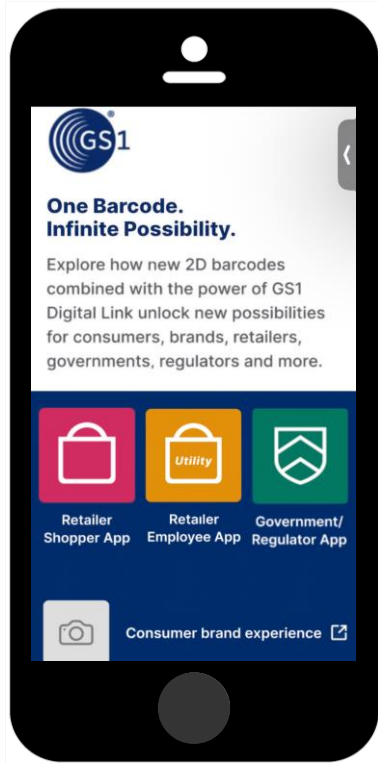
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A Member of the **SDS GROUP**

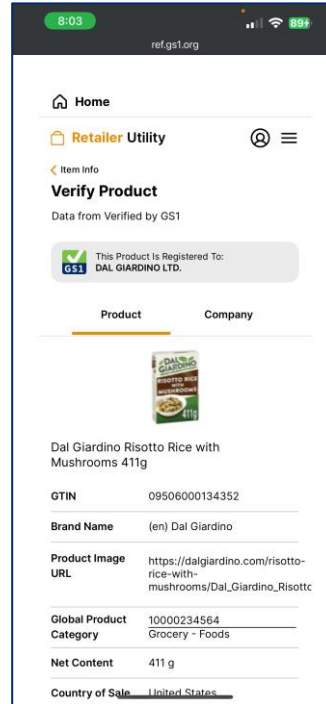


(01) 09506000164908

And it works with your app...



Verifying a product



(01) 09506000134352

Verified by GS1.





Verified by GS1

Verified by GS1 makes it easy to search, look up and verify information about any barcode number (GTIN, UPC, EAN), location (GLN), company or other GS1 key (SSCC).



Verify Product

Search by Global Trade Item Number (GTIN)



Verify Location/party

Search by Global Location Number (GLN)



Verify other keys

Search by other keys

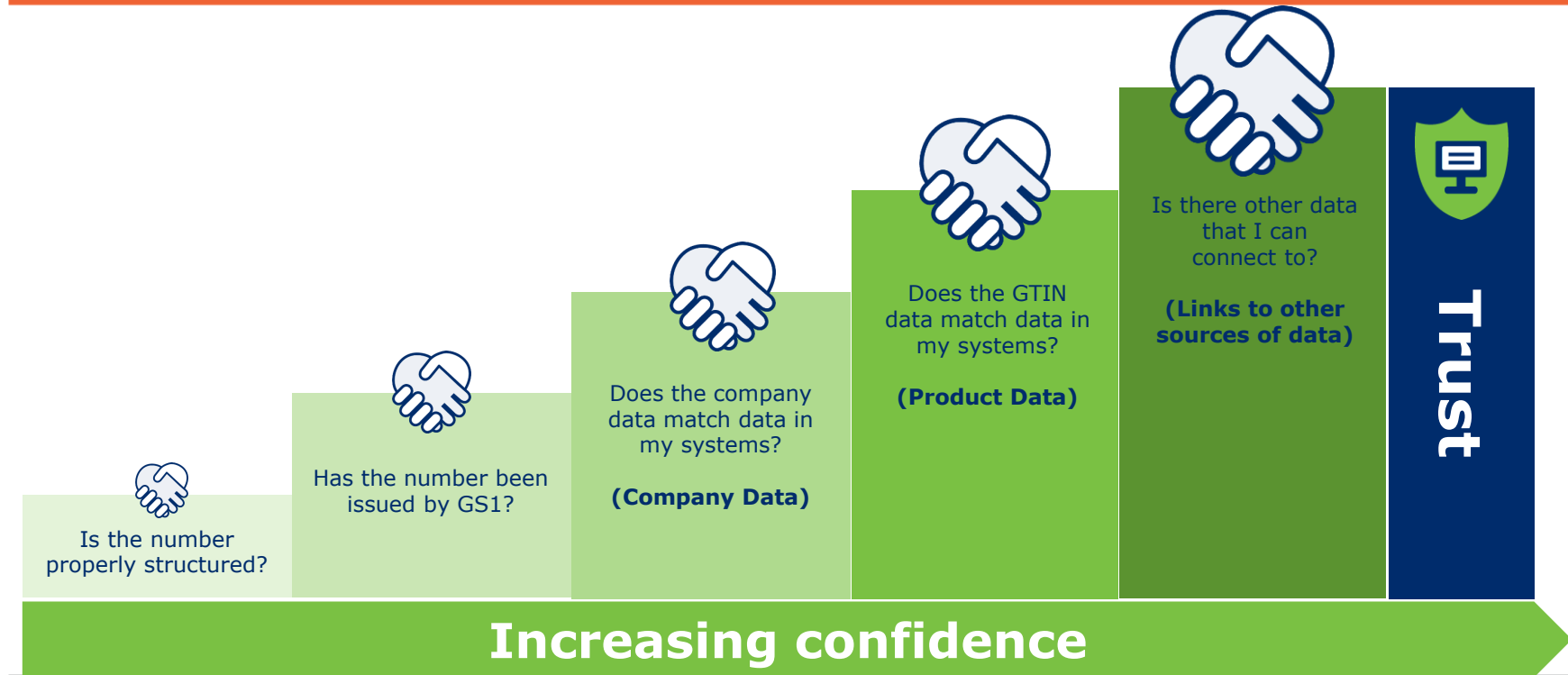


Find company

Search by company name and country

[Search](#)

Climb the ladder of trust and product quality with Verified by GS1





Certifications, claims & traceability

access trusted certification details of suppliers to effectively ensure product compliance and build consumer trust.

Active pilots/
implementations

6

Sector
Relevance



Industry
Participants*



Access to enriched product master data

access extended, authoritative and trusted product master data to enable scale across markets and unlock overall efficiency gains.



Active pilots/
implementations

3

Sector
Relevance



Industry
Participants*



Customs & trade digitalisation

access data around GS1 identifiers to verify products and entities to increase efficiency and improve risk management at the border.

Active pilots/
implementations

5

Sector
Relevance



Industry
Participants*



GS1 key verification

access to basic information about GS1 identifiers to ensure integrity of the GS1 system



Active pilots/
implementations

27

Sector
Relevance



Industry
Participants*



*Non-exhaustive



Who's using Verified by GS1?



Retail, Fresh foods, Marketplaces

The benefits of trusted product information for bigbasket and other Indian retailers and m...

Retailers and marketplaces in India are finding a range of important ways to use the product data av...



Public sector

Making China's customs clearance processes more efficient and more accurate with Verified ...

The GS1 GTIN and Verified by GS1 have become valued tools for China Customs, bringing benefits to al...



Retail, Consumer packaged goods (CPG)

The data quality journey of chocolate and candy giant Mars Wrigley

Thanks to a range of data quality initiatives, product data accuracy is now close to 100%



Retail, Consumer packaged goods (CPG)

METRO and P&G gain insightful business benefits from Verified by GS1

METRO and P&G recently undertook a collaborative evaluation of Verified by GS1.

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4. Connect that trusted data to the world.

GS1

The Global Language of Business

**Unique
Identity**



Verified by GS1

companies, products,
locations



2D barcodes



Data sharing



Trusted data powered by global GS1 standards for the digital era



Transforming together through collaboration



