



Next Generation Product Identity

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50 years ago, we started with product Identification



It was a Thursday morning when the first unique sticker of white and black lines facilitated the purchase of a 10-pack of Juicy Fruit gum, from Chicago-based Wm. Wrigley Jr. Co.

The barcode was scanned at 8:01 a.m. on June 26, 1974 at a Marsh supermarket in Troy, Ohio.



From product ID to Product Identity



**GS1 standards
give products their
unique identity**

**Identification + Data =
Identity**

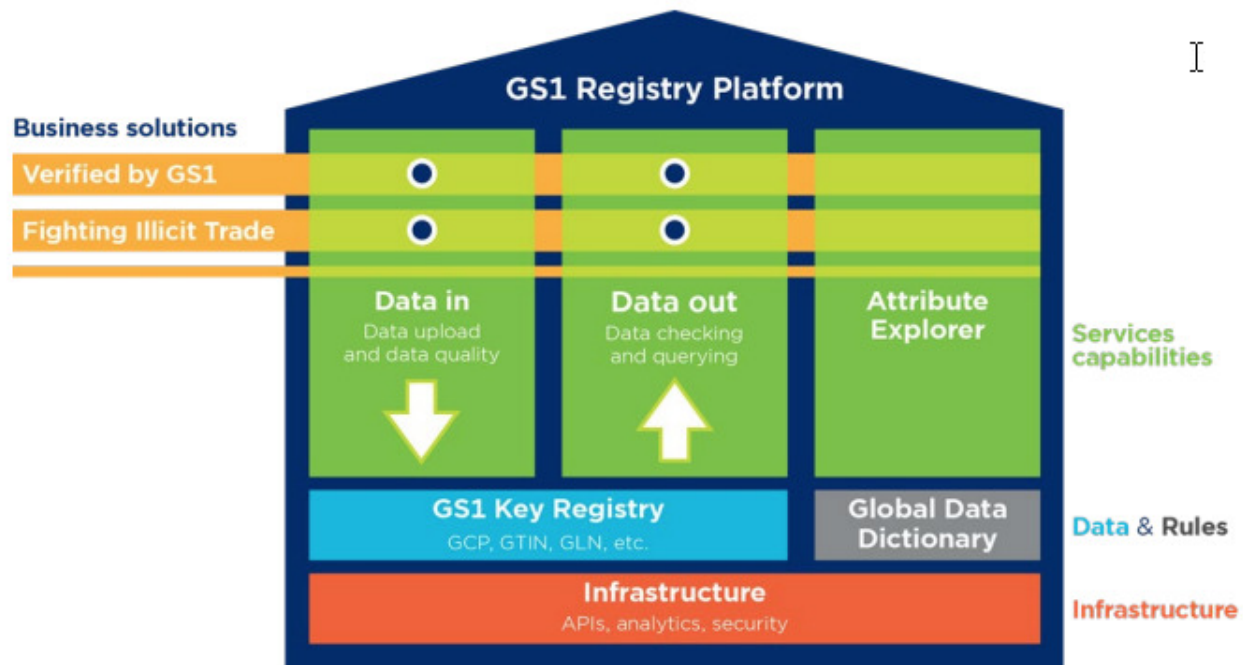


What's in store for the next 50 years?

Identity + WWW = Next generation access to data directly from source



Singapore Resolution – Global Registry Platform



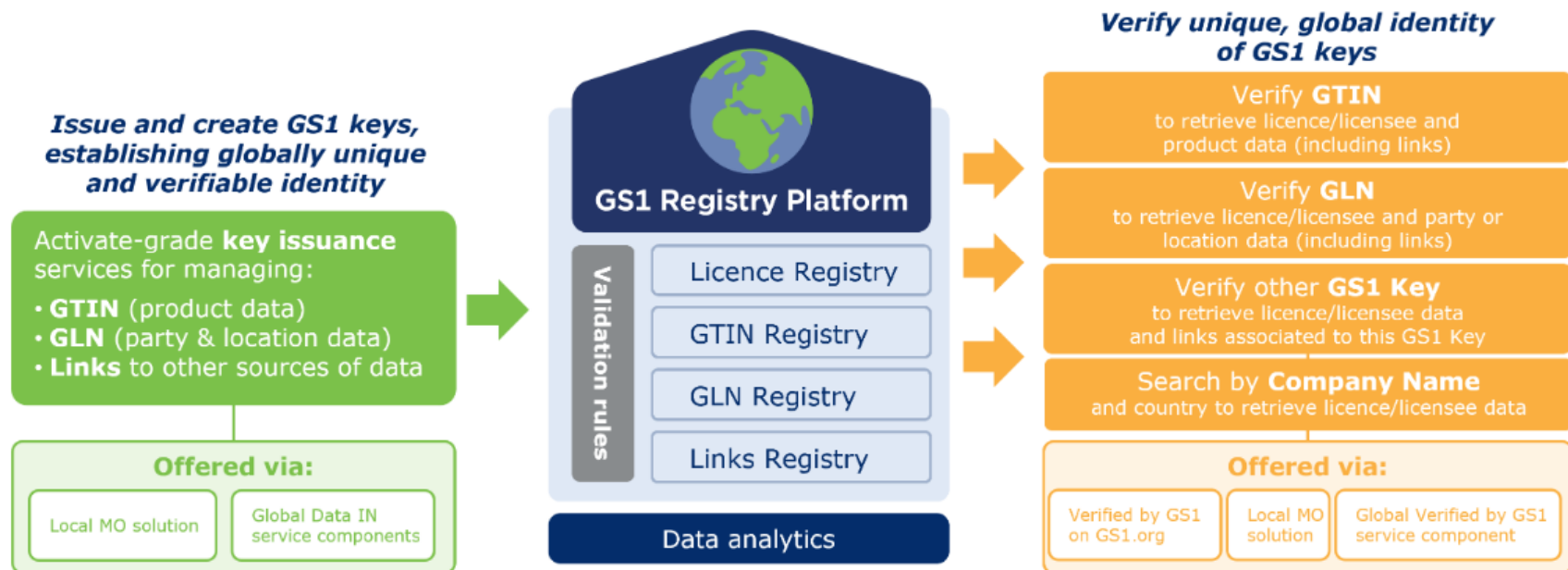
How are we progressing

There are currently over 400 million product records in the Global Registry Platform

- 16.5 million building products – *the 5th largest category*
- 5 million electrical products
- 4 million plumbing & heating
- 2 million tools and equipment



Products, Locations and Links to other data sources



Verified by GS1 - VbG

Verification Service

- Is the ID number a properly structured GS1 number?
- Has the number been issued by GS1?
- To which company is the number licenced?
- Does the licence data match data in your systems?
- Does the GTIN/GLN data match data in your systems?
- Is there other data that I can connect to?

Food

Brand name
Biona

Sub-brand Organic

Functional name Peanut butter

Variant Smooth salted

Product description
Biona Organic Peanut Butter
Smooth with Sea Salt, 250g

Net content
250g

GTIN
5032722314863

Product image URL
<http://...>

Product category
10006837 - Jams/Marmalades/
Fruit Spreads (Shelf-stable)

Target market
UK, France, Finland, Norway,
Netherlands

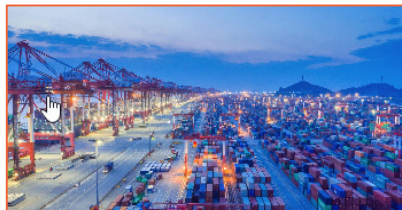
Some real-world use cases already live



Healthcare

Verified by GS1 enhances product data quality for Johnson & Johnson Supply Chain

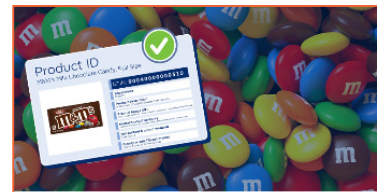
To better serve retailers and consumers, Johnson & Johnson Supply Chain is using Verified by GS1 to ...



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,



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%



Public sector

Brazil's Tax Administration knows the importance of valid product identification

Using Verified by GS1 to authenticate the GS1 GTINs used to identify products on e-invoices, SEFAZ h...

Thank you

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