



The Global Language of Business

## **Revolution at the Point-of-Sale: More Data... Less Space**

### Introducing the GS1 DataBar

#### **What is GS1 DataBar?**

GS1 DataBar (formerly Reduced Space Symbol or RSS) is a new point-of-sale barcode joining the GS1 Barcodes family, giving the possibility for more product marking.

GS1 DataBar enables GTIN (Global Trade Item Number) identification for small hard-to-mark consumer product goods, like fresh foods, jewelry, cosmetics and do-it-yourself hardware products, and can carry additional information such as weight, expiration date, lot numbers, etc.

GS1 DataBar not only increases the percentage of products that can be automatically identified at point-of-sale, it creates new options to solve today's business problems such as product authentication and traceability, product quality, variable measure product identification and couponing.

#### **The business case for GS1 DataBar is simple, more data and less space.**

GS1 DataBar enables many benefits for retailers, suppliers and consumers. Below are examples of these benefits:

- Enables the unambiguous and extended marking of fresh products with globally unique identification replacing today's generic information
- Increases accuracy of product identification of loose products by scanning versus key entering PLU codes
- Enables rapid data acquisition of additional data at the POS
- Identifies the manufacturer of variable measurement products
- Enables the Traceability bearing data like Lot Number, Country of Origin, even at individual product level
- Enables more transparency along the supply chain to the consumer as it makes room for more data (i.e. best before dates, batch numbers)
- Facilitates product recalls at individual product level and provides the ability to stop sales of outdated or recalled products
- Maximizes customer experience



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- Better shrink control on packaging
- Improves product replenishment / Out-of-Stock anticipation
- Enables Category Management in sectors not covered today
- Helps facilitate Data Synchronization
- Ends 4-digit price limitations on couponing (can code more than \$99.99)
- Enables sell by / expiration date management
- Enables Product weight management
- Supports the sales management, especially with variable measured trade items
- Increases the procurement efficiency
- Helps, by the connection of batch number and customer data, to fulfill the requirements of the advanced traceability of animal-based foods (according to the EU Regulation No. 178/2002 in connection with the implementing Regulation No. 931/2011)
- Corresponds to international standards
- Introduces operational saving potential in the long term.

**Don't wait! Start using GS1 DataBar Now! Enjoy the benefits!**

For additional information, please visit: [www.gs1.org/databar](http://www.gs1.org/databar)

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