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.
GS1 Standards

IDENTIFY

GS1 Standards for Identification

COMPANY & LOCATION
- Global Location Number (GLN)

PRODUCT
- Global Trade Item Number (GTIN)
- Serialised Global Trade Item Number (SGTIN)

LOGISTICS & SHIPPING
- Serial Shipping Container Code (SSCC)
- Global Shipment Identification Number (GSIN)
- Global Identification Number for Consignment (GINC)

ASSETS
- Global Individual Asset Identifier (GIAI)
- Global Returnable Asset Identifier (GRAI)

SERVICES & MORE
- Global Service Relation Number (GSRN)
- Global Document Type Identifier (GDTI)
- Global Coupon Number (GCN)

CAPTURE

GS1 Standards for Barcodes & EPC/RFID

GS1 BARCODES
- EAN/UPC
- GS1-128
- GS1 DataBar
- ITF-14
- GS1 DataMatrix
- GS1 QR Code
- GS1 Composite Barcode

SHARE

GS1 Standards for Data Exchange

MASTER DATA
- Global Data Synchronisation Network (GDSN)

TRANSACTIONAL DATA
- eCom (EDI): EANCOM, GS1 XML

EVENT DATA
- EPC Information Services (EPCIS)
Electronic Product master data alignment (GDSN) – currently 12 million GTINs; 30,000 user companies
Electronic data interchange adoption

EANCOM® standard

GS1 XML standard

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Examples of current initiatives

- **WCO/IPM** - use mobile devices to scan barcodes found on millions of products, enabling to search the products database in a more time-efficient manner
- **New Zealand** - Joint Border Management System (JBMS) Consultation references the value of GS1 Standards
- **Canada** - development of proof-of-concepts with the Canadian Government (Health Canada, Transport Canada, Natural Resources Canada and the Department of Foreign Affairs and Development)
- **US** - US Customs allows trade to submit product-level information including the GTIN and GPC codes to assist Partner Government Agencies in clearing their products
What WCO may consider

- Include the use of global e-business standards in Customs IT strategies as a best practice for product visibility
- Recommend that all parties in the supply chain, including governmental agencies, make smart use of product information
- Recommend that they make provision for GS1 identifiers – the Global Trade Item Number (GTIN), Serial Shipping Container Code (SSCC), and Global Shipment Identification Number (GSIN), Global Location Number (GLN) in their IT systems
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