GS1

US
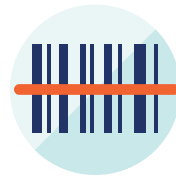
The Global Language
of Business

The identification of everything makes anything possible.

What We Do

In 1974, a 10-pack of Wrigley gum in a Troy, Ohio store became the first scanned and barcoded product. That moment launched a revolution in product identification to transform the way the world does business.

The organization that sparked this transformation we know today as GS1®.

GS1 US has 300,000-plus members across 25 industries, and GS1 Standards are the most widely used supply chain standards in the world.

GS1 US® is a not-for-profit unique identification and information standards organization. Founded in 1973 and based in Ewing Township, New Jersey, GS1 US administers the Universal Product Code (U.P.C.) barcode, as well as other information standards and data carriers like RFID and QR codes.

GS1 Standards provide unique identification and relevant associated information for parties, places, and products for use in the supply chain and other business processes.

We collaborate with business and industry to encourage the adoption and use of GS1 Standards-based solutions that can help improve business processes. The standards also support many regulatory compliance requirements for organizations in the healthcare and food industries, among others.

We also have a robust innovation process to support members as they navigate the accelerating pace of change driven by consumers' expectations for more personalized experiences. Digital disruptors like the Internet of Things (IoT), artificial intelligence, and computer vision are reshaping what is possible for businesses to meet these expectations.

Global, unique, digitally persistent identification provides a critical foundation for leveraging new technologies to solve tough business challenges. Product identification has never been more important. It helps consumers make informed choices. It distinguishes brands' and retailers' products based on attributes consumers care about. And it helps promote product safety.

We create a common foundation for business by uniquely identifying, accurately capturing, and automatically sharing vital information about products, entities, locations, and assets.

We enable supply chain visibility through the exchange of authentic data.

We connect business processes and emerging technologies—empowering business to grow and improve efficiency, safety, security, and sustainability.

How We Help

GS1 US helps drive business transformation by collaborating with industry first movers.

We forge a dialogue among key stakeholders to identify and develop standards that support industry-wide transformation. With accepted industry standards and best practices in place, GS1 US provides services, tools, and support that can help businesses of all sizes understand and implement standards effectively. Such collaboration has never been more important—standardization enables interoperability and automation to deliver the speed, accuracy, and visibility necessary to help transform the consumer experience.

The GS1 US model includes partnerships with solution providers, associations, and industry to enable business.

GS1 Standards come to life when the technology community embeds them in the solutions they offer to industry. Our partnership ecosystem includes long-standing providers as well as startups—all focused on delivering expertise, services, hardware, software, business intelligence, and database applications to help companies implement GS1 Standards at scale and speed.

Why It Matters

Consumer expectations for complete and accurate product information have rapidly expanded and evolved as the internet has made information accessible 24/7—and smartphones and digital assistants put this data at consumers' fingertips.

Consumers and retailers now demand more product information ranging from ingredients to freshness to reviews, traceability, and authentication.

GS1 US is working with industry to meet customer demand at scale in a world where "everything that can be connected will be connected." We lead and nurture conversations and collaboration across stakeholders for unique identification, building communities of trust and engagement that address physical and digital business challenges. This collaboration with industry leaders, innovators, disruptors, and early adopters yields best practices and solid, scalable solutions.

It also supports supply- and demand-side business process mapping for standards adoption and use. The ultimate outcomes—global interoperability, trust, and transparency—enable trading partners to freely share accurate, complete, and relevant information.

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Strategic Focus Areas

GS1 US is helping businesses harness disruptive technologies to meet growing consumer expectations.
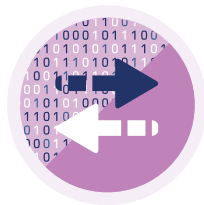
Digital Convergence

Build a community focused on discussing the role of standards and technology in a world where physical and digital domains are blending at a rapid pace.

Stakeholders: Industry members, technology companies, academic institutions, trade associations, and government agencies
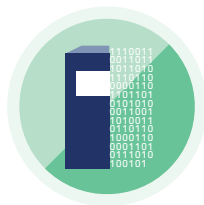
Digital Identity

Increase the value of trusted data for trading partners, consumers, and patients by exploring how we can better bind physical and digital data to build a cryptographically verifiable reputation for products.
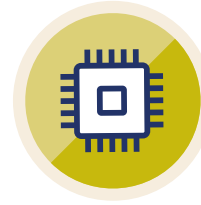
Stakeholders: Other standards bodies and technology companies with a need to create digital twins of people, places, and things

Blockchain Interoperability

Work with industry and leading solution providers to develop and implement interoperability for solutions leveraging blockchain.

Stakeholders: Technology companies, industry members

Emerging Data Carriers

Research potentially disruptive data carriers to identify, understand, and make recommendations on those that may be leveraged by industry, as well as highlight any that are not interoperable, scalable, efficient, and could reduce brand equity.

Stakeholders: Industry members, technology companies, trade associations
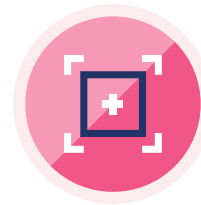
Autonomous Retail

Explore the use of existing and enhanced data and image standards, along with computer vision and machine learning, to demonstrate the efficiency and growth gains that may be possible by leveraging standards in this rapidly growing area.
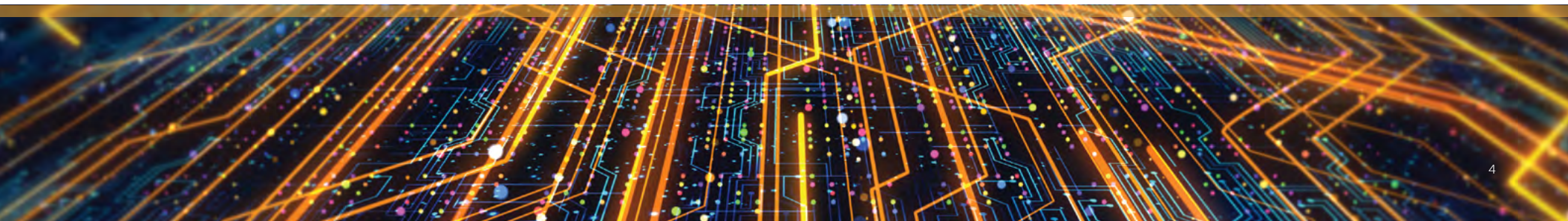
Stakeholders: Industry members, consumers, technology companies

Circular Economy

Engage in new initiatives to improve sustainability, reduce waste, and extract more value from materials and resources, both upstream and downstream, including links with IoT and emerging data carriers.

Stakeholders: Industry members, consumers, technology companies

Who We Serve

More than six billion GS1 barcodes are scanned daily.

Every day, 1.5 million companies, large and small, around the world, use GS1 Standards to help deliver outstanding products and services, increase transparency and visibility, improve safety, and drive growth.

GS1 US works with industry and stakeholders including government, regulators, associations, and academia to identify solutions and establish ways of doing business that all businesses can leverage to meet the growing demands of today's consumers.

Industries

Government

Academia

Regulators

Associations

GS1 US

GS1 US brings industry leaders in these core verticals together to revolutionize the way they do business.

Apparel & General Merchandise

- Support RFID deployment and enhancements
- Improve product information and images
- Improve inventory accuracy

Healthcare

- Improve patient safety
- Enhance product information
- Support supply chain efficiencies

Foodservice

- Enhance food safety and traceability
- Improve product information

Retail Grocery

- Bridge physical and digital consumer experience
- Improve product information and images
- Enhance supply chain visibility
- Optimize order-to-cash process

The Future of Unique ID

We foresee a future where industries and channels are closely woven together, and business processes will need to be ubiquitous across all types of companies.

Unique identification makes it possible to take advantage of the technologies of the future. The reality of a world where "the identification of everything makes anything possible" will come to life in a myriad of ways—connecting consumers, businesses, products, and patients.

Note: In this publication, the letters "U.P.C." are used solely as an abbreviation for the "Universal Product Code," which is a product identification system. They do not refer to the UPC, which is a federally registered certification mark of the International Association of Plumbing and Mechanical Officials (IAPMO) to certify compliance with a Uniform Plumbing Code as authorized by IAPMO

For more information about GS1 US Innovation, contact us at innovation@gs1us.org.

Connect With Us

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