

What do consumers look for?



Are you helping consumers find answers to the above?

GS1 Barcodes – linking your products with businesses and consumers



A scan of the barcode on the product with a mobile phone

- Enables Retailers and consumers verify authorized owner of barcode and hence the brand
- Helps in product promotion directly to consumers



Are you losing business from leading Retail chains?

One major reason could be absence of GS1 BarCodes on your products. These help

- Retailers in identifying products uniquely and unambiguously, speedy consumer billing, real time stocks management and receiving shelf-ready merchandise
- Manufacturers in speedy, accurate inventory control and FIFO management

How else do GS1 BarCodes benefit you?

- Imparts globally unique identity to your products with an International look & feel
- Enables integration with global best practices and Retailers/Regulatory requirements
- Enables easy product listing and visibility with popular search engines and online shopping sites which use GS1 product coding standards.
- Facilitate product track & trace and recalls as being increasingly demanded by Regulations for enhanced consumer safety.
- Provide visibility to your company and its products worldwide through free listing in GS1 India's GEPIR service.

What is GEPIR and how will it help you?

GEPIR – Global Electronic party Information Registry is a look up database for company and product information maintained by over 110 GS1 organisations worldwide for their members and linked with each other. It contains information on over 1.5 million companies which use GS1 standards.

Buyers/Retailers search extensively for suppliers through GEPIR which is easily accessible at www.gs1india.org.in

When you register with GS1 India, your company/product information gets a free listing on GEPIR, providing you global visibility at zero additional cost. Helps expand marketing opportunities manifold, not just in India but worldwide.

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