



A Bar Code with best-before dates

Bar Codes are part of our daily life. Every day, around the planet, Bar Codes make consumers' lives easier. Speed things up at the cash register. Allow retailers to manage their businesses better. Improving simultaneously the day-to-day lives of shoppers and the bottom lines of companies. These tiny, discreet tools have already changed the world and will continue to do so.

Today that familiar old Bar Code comes in a new version called GS1 DataBar.

GS1 DataBar is smaller than its predecessor, and yet can contain more information. As a result, it can be placed on very small items and hold details like "best-before" dates –

things that a Bar Code of the previous generation cannot do.

Someday soon, you'll know that the chicken with the little GS1 DataBar sticker is definitely fresh.

But for this to happen, hundreds of stakeholders around the world need to come together: retailers and producers, clients and suppliers, hardware and software manufacturers, authorities... people would never be able to agree on a common solution without the help of an organisation like GS1. Present in 108 countries. Working not for profit, but for the benefit of the community.

At GS1, our vision is a world where things and related information move efficiently and securely for the benefit of businesses and improvement of peoples' lives, everyday, everywhere.

Our mission is to be the neutral leader enabling communities to develop and implement global standards providing the tools, trust and confidence needed to achieve our vision.

