



What is GS1 DataBar?



GS1 DataBar (formerly *Reduced Space Symbology* or *RSS*) is a new Point-of-Sale barcode joining EAN/UPC family of barcodes to allow more product marking. GS1 DataBar enables GTIN (Global Trade Item Number) identification for small, hard-to-mark consumer product goods like fresh foods, jewellery and do-it-yourself hardware products to carry additional information such as weight, expiry date and lot number.

GS1 DataBar also enables solving today's business problems such as product authentication & traceability, product quality & effectiveness, variable measure product identification, and couponing.

GS1 DataBar opens up new possibilities to manage fresh foods products using the identification tools used for FMCG since the 1970s.

Different kinds of GS1 DataBar symbols used at POS

There are four different barcode symbols in the GS1 DataBar family - GS1 DataBar Omnidirectional, GS1 DataBar Stacked Omnidirectional, GS1 DataBar Expanded, and GS1 DataBar Expanded Stacked which are designed specifically to work at retail POS (omnidirectional slot scanners).

			
<p>GS1 DataBar Omnidirectional Small healthcare products (GTIN only)</p>	<p>GS1 DataBar Stacked Omnidirectional consumer product goods, Fresh food (GTIN only)</p>	<p>GS1 DataBar Expanded coupons, loyalty cards (GTIN + More data)</p>	<p>GS1 DataBar Expanded Stacked Variable Measure Products (GTIN + More data)</p>

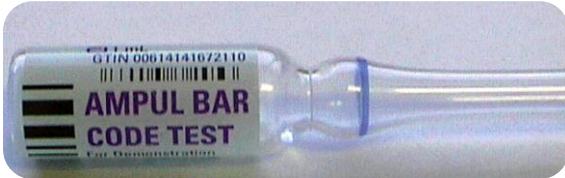
GS1 DataBar Expanded or Expanded Stacked symbols are used in applications where information beyond GTIN like weight, extended price and dates is required to identify variable measure products.

Industry sectors recommended for GS1 DataBar adoption:

Small and hard-to-mark consumer product goods like:

- Cosmetics
- Jewellery
- Hardware
- Pharmaceuticals

Manufacturers will have the ability to communicate additional attributes about the product.



Fresh Food

A global solution (GTIN) is already in place for fixed measure products and should remain. GS1 DataBar is being implemented by retailers on loose produce using GS1 DataBar Stacked Omnidirectional. Retailers now scan loose produce versus key entry, providing 100% accuracy and achieving shrink control by differentiating conventional versus organic.

Example of GS1 DataBar Stacked Omnidirectional.

These barcodes can encode GTIN (Global Trade Identification Number)



Example of GS1 DataBar Expanded Stacked

These barcodes can encode additional information such as best-before-date, country-of-origin, lot number and weight as well



(01)00614141000015
GTIN

(3202)000105
Net Weight

(3922)001049
Extended Price

(15)030320
Best Before Date

(10)7887300
Lot Number

Benefits of GS1 DataBar

- Provides globally unique product identification for fresh foods replacing today's generic information
- Increases accuracy of product identification of loose produce by scanning versus key entering PLU (price look up) codes
- Improves product replenishment/Out-Of-Stock (OOS)
- Helps facilitate data synchronization
- Facilitates expiration date management
- Facilitates product weight management
- Improved scan rates on very small, low performing EAN/UPC symbols
- Provides ability to capture markdown pricing
- Provides ability to stop the sale of out dated or recalled product
- Enables capture of traceability data (country of origin, lot number etc)
- Enables shrinkage control
- Enables supplier identification & category management in fresh foods
- Provides more consumer information on package

Are your scanners ready?

When purchasing new hardware and software, ensure your purchase contracts specifies GS1 DataBar standards compliance in addition to other GS1 barcodes.

For list of GS1 DataBar ready scanners by brand and model, go to <http://www.gs1.org/barcodes/databar/implement> or contact your equipment provider.



Detailed GS1 implementation and application guidelines for GS1 DataBar are available at <http://www.gs1.org/barcodes/databar/implement>

For any further help or assistance, write to us at support@gs1india.org