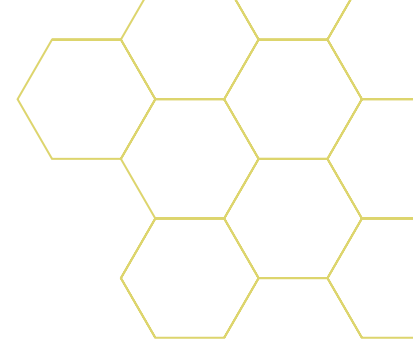




OVERVIEW

GS1 US Innovation & Partnerships



Who We Are

The Innovation & Partnerships (I&P) team at GS1 US® helps drive business transformations by collaborating with industry first movers.

The I&P team, specifically, facilitates partnerships to enable better business. From pilots and proofs-of-concept with industry leaders, tech disruptors, and startups, to whitepapers, podcast sessions, and partnerships—together, we can identify industry innovations, develop new industry standards, and more.



We can harness disruptive technology to meet growing consumer expectations; empower growth; and improve safety, security, and sustainability within your supply chain.



We 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 (AI), and computer vision are reshaping what is possible for business to meet these expectations.



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.



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 across industries.



The I&P team helps drive business transformation by collaborating with industry first movers and identifying key emerging trends and innovations.

▶ THE IDENTIFICATION OF EVERYTHING MAKES ANYTHING POSSIBLE



How We Help and Why It Matters

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

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.

We work with industry, thought leaders, and stakeholders, including government, regulators, associations, startups, and academia, to identify solutions and establish ways of doing business that everyone can leverage to meet the growing demands of today's consumers.

With accepted industry standards and best practices in place, we provide services, tools, partnerships, 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.

We forge a dialogue among key stakeholders to identify and develop standards that support industry-wide transformation.

- Our team is eager to connect with leaders exploring disruptive innovations in areas where we are seeking solutions and looking to drive business value further.
- We look to leverage standards and emerging technology to solve current and future business problems.

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.

We lead and nurture conversations and collaboration across stakeholders for unique identification, building communities of trust and engagement.

We innovate and address physical and digital business challenges.

2023 Focus Areas



Retail Evolution



**Circular Economy
and Sustainable
Supply Chains**



Digital Identity



Data Stewardship



**Supply Chain
Resilience**

Innovate With Us



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

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, distinguishes brands' and retailers' products based on attributes consumers care about, and promotes product safety.

The ultimate outcomes—global interoperability, trust, and transparency—enable trading partners to freely share accurate, complete, and relevant information.

- 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.
- This collaboration with industry leaders, innovators, disruptors, and early adopters yields best practices and solid, scalable solutions.
- This enables trading partners to freely share accurate, complete, and relevant information.

Who We Serve

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



Apparel & General Merchandise

- Support Radio Frequency Identification (RFID) deployment and enhancements
- Improve product information and images
- Improve inventory accuracy



Retail Grocery

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



Healthcare

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



Foodservice

- Enhance food safety and traceability
- Improve product information

More than **six billion** GS1 barcodes are scanned daily.

We work with industry to meet customer demand at scale in a world where “everything that can be connected will be connected.”



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.

Where It Started



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 and transformed the way the world does business.

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

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 (UPC) barcode, as well as other information standards and data carriers, like RFID and QR codes.

- The GS1 US model includes partnerships with solution providers, associations, and industry leaders.
- GS1 Standards come to life when the technology community embeds them in the solutions they offer to industry.
- Consumers and retailers now demand more product information, ranging from ingredients and freshness to reviews, traceability, and authentication.

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

www.gs1us.org

Connect With Us



Note: In this publication, the letters "UPC" 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 the Uniform Plumbing Code as authorized by IAPMO.

© 2023 GS1 US All Rights Reserved | GDTI: 0614141029419v2.0

