



The Global Language of Business

GS1 US Apparel and General Merchandise

Initiative Charter

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About GS1

GS1® is a neutral, not-for-profit, global organization that develops and maintains the most widely-used supply chain standards system in the world. GS1 Standards improve the efficiency, safety, and visibility of supply chains across multiple sectors. With local Member Organizations in over 110 countries, GS1 engages with communities of trading partners, industry organizations, governments, and technology providers to understand and respond to their business needs through the adoption and implementation of global standards. GS1 is driven by over a million user companies, which execute more than six billion transactions daily in 150 countries using GS1 Standards.

About GS1 US

GS1 US®, a member of GS1 global, is a not-for-profit information standards organization that facilitates industry collaboration to help improve supply chain visibility and efficiency through the use of GS1 Standards, the most widely-used supply chain standards system in the world. Nearly 300,000 businesses in 25 industries rely on GS1 US for trading-partner collaboration that optimizes their supply chains, drives cost performance and revenue growth while also enabling regulatory compliance. They achieve these benefits through solutions based on GS1 global unique numbering and identification systems, barcodes, Electronic Product Code-based RFID, data synchronization, and electronic information exchange.

1 Executive Summary

For more than 50 years, GS1 US has collaborated with Industry stakeholders to increase the adoption and use of GS1 Standards and standards-based solutions, establish best practice processes, and implement guidelines.

The GS1 US Apparel and General Merchandise Initiative is an Industry group that is committed to defining business challenges and opportunities, while organizing members to explore solutions and create adoption plans. The members of our Initiative represent a broad cross-section of Industry trading partners, each of whom has agreed to adopt and implement global GS1 Standards to increase inventory accuracy, achieve end-to-end supply chain visibility, enhance the exchange of trusted product content and improve omni-channel retail strategies.

1.1 Vision

To connect the Apparel and General Merchandise community in transforming the retail supply chain.

1.2 Mission

We collaborate to unlock the potential of the supply chain, enhance efficiency and transparency, and ultimately deliver an exceptional customer experience.

1.3 Key Industry Objectives/Goals

- Drive adoption and foundational data for products and locations
- Improve traceability and visibility throughout the supply chain
- Enable usage of advanced data carriers in stores, on package/labeling and throughout the supply chain

1.4 Key Industry Imperatives

The Apparel and General Merchandise sector is moving toward identifying, capturing, and sharing increasingly complex and detailed product information (utilizing barcodes and Electronic Product Code (EPC®)-enabled item level Radio Frequency Identification (RFID) technology) for true end-to-end value chain visibility from the source to the consumer. GS1 US brings together Industry leaders to develop and enhance standards, best practices, guidelines, and education for key business processes (e.g., omni-channel supply chain readiness) for both information exchange and merchandise management. The key Industry imperatives include:

- Creating visibility to every item within the enterprise and the consumer-direct supplier value chain
 - Improving speed to web for both product attributes and images
 - Meeting user demand for rich product information
 - Ensuring that processes, infrastructure, and systems are streamlined and integrated to meet desired product/service levels and delivery commitments
- Key Strategies/ Guiding Principles

The Apparel and General Merchandise Industry is most concerned with improving inventory accuracy, supply chain visibility, and speed-to-market capabilities to satisfy consumer demand, while still addressing requirements around business process efficiencies and product safety.

The GS1 US Apparel and General Merchandise Initiative is an Industry group that is committed to defining business challenges and opportunities, and to organizing members to explore solutions and create adoption plans.

- The members of the Initiative represent a broad cross-section of Industry trading partners.
- The work of the Initiative is driven by Workgroups of Industry stakeholders who collaborate to develop standards-based guidelines, best practices, case studies, and thought leadership. Workgroup members also seek alignment on future opportunities for unlocking further value from the use of GS1 Standards.

The GS1 US Apparel and General Merchandise staff collaboratively team with Apparel and General Merchandise companies in order to continue and increase the adoption and effective implementation of:

- Global Standards, including, but not limited to: GS1 Global Trade Item Number® (GTIN®), Global Location Number (GLN) Serialized GTIN (sGTIN), EPC, and Electronic Product Code Information Services (EPCIS)
- Guidelines and Best Practices

- Standards-based Solutions—working collaboratively with the solution partner community—in the areas of hardware, software, middleware, consumables, logistics, and other services

The GS1 US Apparel and General Merchandise Initiative works to:

- Promote awareness of the benefits of standards-based technology with internal and external audiences—manufacturers, brands, retailers, solution providers, media, end consumers, and policy makers
- Position the US Apparel and General Merchandise sector as a thought-leader and go-to expert in supply chain efficiency and visibility through the responsible use of technology, collaboration, and implementation support—in order to solve common business challenges and help transform today's retail/e-tail channels
- Define new growth opportunities to support the Apparel and General Merchandise sector by leveraging existing GS1 US resources and expertise

The overall goal for the GS1 US Apparel and General Merchandise Initiative is to make GS1 Standards the de facto operating guidelines for trading partners in the Apparel and General Merchandise sector. The GS1 US Apparel and General Merchandise team leads the effort by providing dedicated management and resources to support the Apparel and General Merchandise Industry through education, reference material, business case development, performance tracking, marketing, and communication activities. (See [Appendix B](#))

2 Governance Structure

The four main components of the Initiative governance structure are as follows:

- Executive Leadership Committee (ELC)
- Industry Sponsors Group (ISG)
- Initiative Workgroups (WG)

[Appendix A](#) provides details concerning the Executive Leadership Committee, the Industry Sponsors Group, and the Initiative Workgroups. The Governance structure is shown in Appendix A, [Section A.3](#).

2.1 Executive Leadership Committee

The Initiative is governed by the Executive Leadership Committee, which is composed of Senior Executives from a representative cross-section of Apparel & General Merchandise manufacturers, retailers, 3rd party operators, academia, solution/technology providers, trade associations and GS1 US. The ELC manages the Initiative, monitors progress and results, and resolves issues and/or barriers to success.

2.2 Industry Sponsors Group

Each member company's executive sponsor (participating in the effort) is a member of the Industry Sponsors Group. The ISG is kept up to date of the Initiative progress by the ELC and GS1 US.

The ISG is the voting body that elects the ELC members for the AGM initiative.

2.3 Workgroups

The GS1 US Apparel and General Merchandise Initiative Workgroups are made up of Industry stakeholders, who collaboratively work together to develop standards-based guidelines, best practices, case studies, and alignment on future opportunities for unlocking further value from the use of GS1 Standards.

Workgroups provide the business, technical and functional expertise necessary to resolve targeted Industry issues and assist the GS1 US Apparel and General Merchandise team in developing and creating the educational and implementation materials required to support the Initiative. Workgroups are also intimately involved in promoting the Initiative to the Industry—to maximize transparency and develop business cases to increase voluntary adoption and use of GS1 Standards by individual companies.

Workgroup members actively contribute at regularly scheduled meetings, conference calls, and events, providing Industry insights, guidance, and recommendations based on their areas of expertise.

Learn more about the Apparel and General Merchandise Workgroups at [Apparel and General Merchandise Workgroups](#). These Workgroups are available for participation.

3 Operations

The GS1 US Apparel and General Merchandise Staff (as defined in [Appendix A](#)) leads and supports the Initiative. This team is experienced with GS1 Standards and working in Industry communities to implement the standards. They work with the ELC to lead and coordinate ISG and WG efforts as well as to provide the direction and expertise necessary to develop and refine (on an as-needed basis) the Voluntary GS1 US Apparel and General Merchandise Roadmap (found in [Appendix A](#)).

4 Marketing

The GS1 US Apparel and General Merchandise Staff leads Initiative marketing, planning, and execution activities—with support and input from members of the GS1 US Apparel and General Merchandise Initiative.

GS1 US Marketing support includes development and publication of business cases, implementation guides, promotional collateral, electronic and print communications, press releases, testimonials, and website development and maintenance. It also includes:

- Development, design and delivery of the materials identified above
- Collaboration on media coverage, press releases, and interviews with key Industry associations
- Presence (exhibitions and/or speaking opportunities) at key GS1 US and Industry events
- Monitoring and communicating “voluntary self-reported” manufacturer and retailer readiness data to the Industry
 - Promoting manufacturer and retailer readiness and willingness to receive product and data from their individual brand and retailer trading partners—in order to drive voluntary individual company adoption and use

Target audiences are both experienced organizations (those familiar with GS1 Standards) and organizations who are new to GS1 Standards. They include:

- Initiative Members
- Trade Associations and Academia
- Solution and Service Providers
- Non-member Apparel and General Merchandise organizations (small, medium-sized, and large manufacturers and/or retailers)
 - To benefit the entire Industry, the GS1 US Apparel and General Merchandise team develops and offers special programs
- Government Agencies
- Firms that serve the Apparel and General Merchandise Industry

5 Membership

Members of the Initiative:

- Help shape the future of the Industry and value chain
- Engage with peers and trading partners in a collaborative working environment
- Provide Industry leadership by defining recommended solutions for critical business needs
- Share and learn best practices for operational improvements
- Learn first-hand how GS1 Standards are implemented for business improvements
- Benefit from GS1 US-provided expertise, education, and support services
- Access “member-only” Initiative virtual Community Room workspaces for news, information, and resources
- Gain executive-level participation on the ISG

In alignment with other GS1 US Initiatives, the annual “Initiative” membership fee structure operates under a cost-recovery membership model.

- Initiative membership is voluntary
- Each Initiative member is asked to publicly commit their company’s support for the Industry roadmap
- Industry companies can join the Initiative at any time
- New members will be invoiced directly by GS1 US (invoices are yearly and payable upon receipt)

Appendix A. Initiative Governance

A.1 Purpose

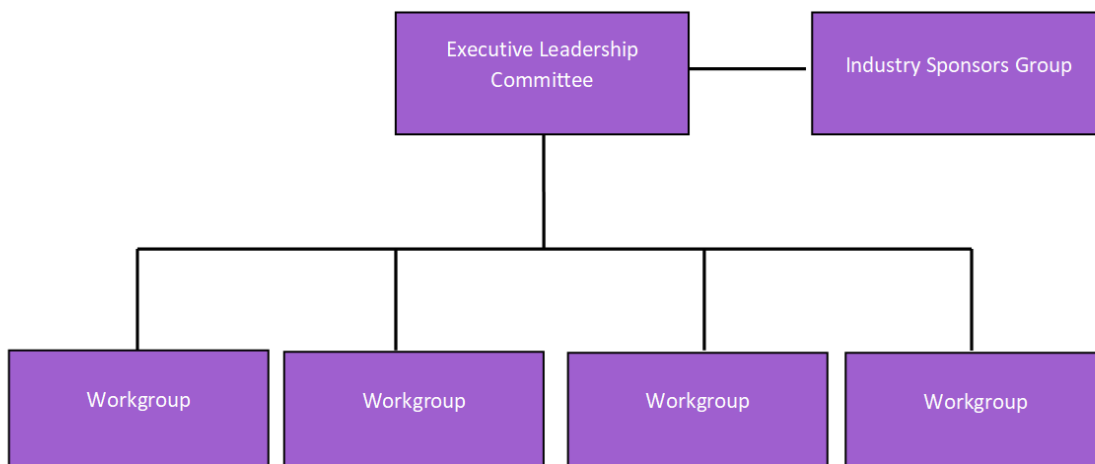
To assemble a representative cross-section of Apparel and General Merchandise executives, from manufacturers, retailers, third party operators, academia and trade associations to:

- Work closely with GS1 US in the development and voluntary individual company adoption of GS1 Standards
- Enhance supply chain efficiencies and complexities
- Improve product information quality
- Develop an Industry approach to support the Apparel and General Merchandise traceability systems of the future

A.2 Parameters

- All activity of the Initiative shall comply with federal and state antitrust laws and the [GS1 US Anti-Trust](#) and [Terms of Use](#) guidelines.

A.3 Structure



A.4 Executive Leadership Committee

The [*GS1 US Apparel and General Merchandise Initiative is governed by the Executive Leadership Committee \(ELC\)*](#) which is composed of Senior Executives from a representative cross-section of Apparel & General Merchandise manufacturers, retailers, 3rd party operators, academia, solution/technology providers, and trade associations. The ELC manages the Initiative, monitors progress and results, and resolves issues and/or barriers to success. Additionally, the GS1 US CEO and the GS1 US SVP of Customer Success sit on the committee as non-elected/non-voting members.

A.4.1 Roles and Responsibilities

The ELC members:

- Facilitate the primary Initiative objectives (the ELC can create or dissolve relevant workgroups)
- Participate in a teleconference or in-person meeting once each quarter unless a meeting frequency change is deemed appropriate by the ELC
- Vote on any Initiative-produced Industry guidelines, Industry elections and other Initiative-related nominations
- Manage the GS1 US Apparel and General Merchandise Roadmap
- Promote and support the GS1 System of Standards, including the relevant standards around Identify, Capture, and Share
 - Promote the acquisition of a GS1 US Company Prefix and the assignment of GTINs and GLNs
 - Promote and support individual company adoptions of EPC-enabled RFID and other GS1 Standards-based programs
- Deliver progress reports to the entire Apparel and General Merchandise community, where appropriate (i.e., GS1 Connect)
- Adjust strategies and tactics in response to Industry participation and responses
- Assist GS1 US in its development and implementation of GS1 Standards for the Apparel and General Merchandise Industry
- Provide oversight for project scope and timetables—including the approval of the yearly “GS1 US Business Plan for Apparel and General Merchandise”
- Monitor the Initiative’s strategic roadmap progress and the voluntary adoption of GS1 Standards
- Monitor Initiative’s progress, stakeholder commitment, and the results achieved as well as adjusting strategies and tactics in response to Industry participation and responses
- Resolve issues or barriers impacting stakeholders
- Review and approve all Workgroup-developed educational/implementation materials prior to their dissemination to Initiative members and the Apparel and General Merchandise Industry as a whole

A.4.2 Composition

Members on the ELC should be from as diverse a group as possible (i.e., small retailer, large retailer, etc.) to ensure cross-Industry representation. ELC members must agree to commit the time and effort necessary to ensure the Initiative’s success. The Executive Leadership Committee consists of the following representatives:

- GS1 US CEO (Non-elected and non-voting representative)
- GS1 US SVP of Customer Success (Non-elected and non-voting representative)
- Seven Brands / Manufacturers from the Initiative member community

- Seven Retailers from the Initiative member community
- One Member-at-Large organization from the Initiative member community
- One Solution/Technology Provider

The ELC is:

- Elected by Initiative members
 - Elected ELC members must be members in good standing of the GS1 US Apparel and General Merchandise Initiative
- Composed of C-Suite and/or Executive-level equivalents—from a representative cross-section of the Initiative members—who have decision-making authority regarding the key components of the Initiative, on behalf of the company he/she represents
- Comprised of seven (7) Retailers, seven (7) Brands / Manufacturers, one (1) Member-at-Large, and one (1) Solution/Technology Provider
 - The manufacturer, retailer, member-at-large, and solution/technology provider representatives are elected by the ISG through an annual election
- Responsible for managing the Initiative, monitoring its progress and results, and resolving issues and/or barriers to the success of the Initiative’s strategic goals

A.4.3 Selection Process

- Candidates are nominated and voted on by all member companies participating in the Initiative (each member company is allowed one vote via the ISG for the ballot of candidates)
 - ELC nominees can be self-nominated
 - Existing ELC members can self-nominate for an additional two (2) year term
 - ELC members serve a two (2) year term
 - There is no limit to the terms an ELC member can serve the Initiative
- A ballot of ELC nominees (manufacturers, retailers, solution/technology partner and a member-at-large) is presented for vote to the ISG annually
- If an ELC member leaves the ELC, during their serving term, the vacancy will be filled via a special election process
- The voting process for ELC members will be no more frequent than once per quarter
- If an ELC member is not fulfilling their role or responsibilities on the committee, the committee may vote a non-performing member off of the committee

A.4.3.1 Ad-HOC ELC Members

The ELC may elect ad-hoc members to further the objectives of the Initiative. These ad-hoc members will participate in the ELC but cannot vote. Ad-hoc members will serve up to a one-year term. The term can be renewed by the ELC. Ad-hoc members serve at the discretion of the ELC.

A.4.4 Voting

- A quorum of the ELC is defined as two-thirds of the total voting members making up the ELC. (e.g., a quorum for sixteen (16) total voting ELC members equals ten (10))
- On voting matters and decisions, each voting member company of the ELC has one (1) equal vote
- A quorum is needed for approval (majority rules)
- Ties of equal vote do not pass

- All ballots will be open for voting for ten (10) business days
- GS1 US representatives who participate on the ELC are not elected and do not vote

A.5 Industry Sponsors Group

The Industry Sponsors Group is comprised of executive-level members from each of the Initiative member companies.

A.5.1 Roles and Responsibilities

The ISG members:

- Must be able to speak for their company with support, resources, and their own GS1 Standards adoption
- Assist in Initiative awareness, membership, as well as the promotion and voluntary adoption and adherence of GS1 Standards by Apparel and General Merchandise companies throughout the Industry
- Provide input regarding Initiative issues, observations, and any other Initiative comments, as applicable, to the ELC or the GS1 US Apparel and General Merchandise Group for review and resolution
- Vote in the election of ELC members

A.6 Workgroups

The GS1 US Apparel and General Merchandise Initiative Workgroups are made up of Industry stakeholders who collaboratively work together to develop standards-based guidelines, best practices, case studies, thought leadership materials, and alignment on future opportunities for unlocking further value from the use of GS1 Standards. Participation in GS1 US Apparel and General Merchandise Initiative Workgroups may require signing the GS1 US Intellectual Property Policy and Workgroup Opt In agreements.

A.6.1 Roles and Responsibilities

Workgroups provide the business, technical, and functional expertise necessary to resolve targeted Industry issues and assist the GS1 US Apparel and General Merchandise Team in developing and creating the educational and implementation materials required to support the Initiative. Workgroups are also intimately involved in promoting the Initiative to the Industry, to maximize transparency and develop business cases to increase voluntary adoption and use of GS1 Standards by individual companies.

To move the Initiative forward, Workgroup members are expected to share their experiences and insights with the Industry through presentations, articles, webinars, meetings, case studies, etc. They are also expected to actively contribute on regularly scheduled meetings, conference calls, and events to provide Industry insights, guidance, and recommendations based on their areas of expertise. They:

- Ensure that Workgroup deliverables meet the expectations of the ELC and the Apparel and General Merchandise Industry
- Contact peer associations—that have recently implemented similar Initiatives—to identify successes, potential barriers, pitfalls, and lessons learned
- Monitor the progress of other Industry Initiatives and government activities, and share their relevant information with participants as well as make adjustments to the Apparel and General Merchandise plan, as needed
- Gather feedback to ensure interoperability of deliverables and related processes

- Present project-related information to internally- and externally interested parties for review and comment
- Participate in pilot programs—to demonstrate the effectiveness of various execution steps and shares results with the Industry
- Escalate issues to the ELC and GS1 US Apparel and General Merchandise Staff, as needed
- Hold regular Workgroup teleconferences as well as “face-to-face” meetings, as needed, to discuss status and progress of required deliverables (Schedule may be adjusted as needed)
- Communicate status and other related information to the ELC and GS1 US Apparel and General Merchandise Staff, as requested

A.6.2 Composition

- A GS1 US Apparel and General Merchandise Staff member participates in each Workgroup teleconference and each Workgroup meeting.
 - Meeting frequency is determined by Workgroup needs
 - Workgroups are on-going groups that develop expertise in subject areas
 - Workgroups prepare work plans and execute to these work plans (sub-groups should follow this same methodology)
- The current GS1 US Apparel and General Merchandise Initiative Workgroups can be found at [GS1 US Apparel and General Merchandise Initiative Workgroups](#). The Initiative also includes the Item Level RFID discussion group.
- The ideal composition of each Workgroup should include at least four (4) member company representatives from both the brand/manufacturer and retailer segments (not third-party providers).
 - All member company subject matter experts can participate in any of the Workgroups
 - The Apparel and General Merchandise Associations, GS1 US, the ELC, and the ISG reach out to member-company Apparel and General Merchandise personnel to join the appropriate Workgroups
- Workgroup members are employees from the participating companies that have the full support and commitment of their companies’ leadership to participate in all Initiative activities
- Workgroups may create sub-groups/task groups, when necessary, to work on specific tasks with specific deliverable dates
 - There is no limit on the number of sub-groups that can be created at any time
 - The individual Workgroups organize the sub-groups/task groups, including soliciting members, group leaders, meeting times, tasks, and deliverables

A.7 GS1 US Apparel and General Merchandise Staff

A detailed description of the GS1 US Apparel and General Merchandise Staff roles and work streams, including performance measurement criteria, are found in [Appendix B](#). Staff members are:

- Michelle Covey, Vice President, Customer Success, +1 510.387.6999, mcovey@gs1us.org
- Amy Reiter, Senior Director, Customer Success, +1 609.620.4503, areiter@gs1us.org
- Lisa Bernal, Manager, Customer Success, +1 609.283.1206 lbernal@gs1us.org

GS1 US Apparel and General Merchandise Staff

The GS1 US Apparel and General Merchandise Staff is a team of managers, support staff, and technology resources that provide strategic leadership and tactical implementation support for individual companies who have elected to adopt the roadmap and timeline for execution of the GS1 US Apparel and General Merchandise Initiative. In no way does this preclude Apparel and General Merchandise companies, in any segment of the supply chain, who are not members of the Initiative from adopting and implementing GS1 Standards to meet their own individual business needs.

The following describes the commitment of the GS1 US Apparel and General Merchandise Staff and resources to support the Initiative.

Organizational Structure/Responsibilities

The GS1 US Apparel and General Merchandise Staff is responsible for managing the Initiative. They:

- Provide direction and expertise necessary to develop and refine, as needed, the strategic roadmap provided for individual companies to employ in conjunction with their voluntary adoption of GS1 Standards
- Organize all updates and presentations to the ELC
- Facilitate, participate, and coordinate the efforts of Initiative Workgroups in the development of tools, technical materials, educational/training materials, process flows, and the other information needed for individual companies to successfully implement GS1 Standards, barcodes, guidelines, and best practices

GS1 US provides a dedicated GS1 US Apparel and General Merchandise Leader to:

Work with the Initiative's ELC to:

- Develop and execute strategies to promote acceptance and use of GS1 Standards and data synchronization by manufacturers, distributors, and retailers
- Coordinate Initiative activities with key trade associations
- Ensure Initiative schedules are met
- Advise the ELC on the GS1 Standards process
- Ensure ELC and Workgroup progress reports are prepared and distributed

Manage the GS1 US Apparel and General Merchandise Staff and additional GS1 US personnel and resources to:

- Promote and support the voluntary participation of additional individual manufacturers, distributors, and retailers
- Ensure GS1 US Apparel and General Merchandise Staff supports the Workgroups and work with manufacturers, distributors, retailers, trade associations, and others to achieve the Initiative objectives
- Ensure progress reports and key developments are communicated to the Industry and that transparency into the Initiative is maximized
- Leverage experienced manufacturers, distributors, and retailers for business case studies, implementation examples, and reference materials
- Manage and coordinate support from GS1 US management, staff, and resources
- Manage and control Initiative's membership invoicing and expenses (with support from GS1 US Finance)
- Collaborate with other Industry associations to encourage participation as well as keep them informed of developments and progress

- Act as a liaison with global GS1 member organizations, as needed

GS1 US commits resources to the Apparel and General Merchandise Initiative; these Directors:

- Promote and support the voluntary participation of additional manufacturers, distributors, and retailers
- Work with the GS1 US SVP of Customer Success to ensure the Initiative's objectives are met
- Assist and coordinate the Workgroup objectives, meetings, agendas, conference calls, web meetings, reports, and website postings
- Leverage experienced manufacturers, distributors and retailers for business case studies, implementation examples, and reference materials
- Coordinate with other GS1 US departments, as needed
- Collaborate with other Industry associations to encourage participation as well as keep them informed of developments and progress

GS1 US provide staff and resources to support the Initiative in the following areas:

- Update and maintain the current dedicated Apparel and General Merchandise Initiative website to:
 - Provide educational implementation toolkits for cross-functional data management teams for companies who have voluntarily chosen to implement GS1 Standards
 - Provide general education and case study results to help educate companies who are considering GS1 Standards adoption
 - Report Initiative Roadmap progress to the Industry
- Provide a working area (*i.e.*, Community Room) for ELC, Workgroups, and overall Apparel and General Merchandise Staff to use

A.8 GS1 US Support Activities

- **GS1 US Marketing Department Support** – As spelled out in [Section 4](#), the GS1 US Marketing leads Initiative marketing, planning, and execution activities—with support and input from the GS1 US Apparel and General Merchandise Initiative members. GS1 US Marketing support includes development and publication of business cases, implementation guides, promotional collateral, electronic and print communications, press releases, testimonials, and website development and maintenance.
- GS1 US support also includes:
 - Collaboration on media coverage, press releases, and interviews with key Industry associations
 - Presence (exhibitions or and/or speaking opportunities) at key GS1 US and Industry events
 - Monitoring and communicating “voluntary self-reported” manufacturer and retailer readiness data to the Industry
 - Promoting manufacturer and retailer readiness and willingness to receive product and data from their individual brand and retailer trading partners—in order to drive voluntary individual company adoption and use
- **GS1 US Community Management Support** - In conjunction with Initiative members, promote participation from GS1 US members, Apparel and General Merchandise data pool subscribers, and overall participation from Apparel and General Merchandise distributors, manufacturers, and retailers.
- **GS1 US Products and Solutions Department Support** – For companies needing implementation support with GTINs, Global Location Numbers (GLNs), and support for Data Quality and Accuracy.

- **GS1 US Standards Management Support** – Ensure Global Data Synchronization Network™ (GDSN®) and EDI Standards support for the Apparel and General Merchandise Industry.
- **GS1 US Member Support** – Address Industry member questions and information requests.
- **GS1 US Education & Training** - Support live and on-demand webinars as well as training sessions to explain GS1 Standards (these webinars incorporate Apparel and General Merchandise Industry-based examples). “Ask the Experts” sessions are also offered to address individual company situations and needs.
- **GS1 US Finance Support** – Monitor the Initiative financials and prepare necessary financial reports.

Appendix B. Industry Trends and Sector Overviews

B.1 Initiative Activities

Continue momentum and work streams with core community, while developing and delivering value to a broader group of product sectors within general merchandise, as well as reaching mid-tier retailers and suppliers.

- Develop and maintain a robust key account management program
- Increase adoption and use of RFID to support fundamental and higher order use cases
- Deliver well-rounded, end-to-end tools and resources for all common omni-channel fulfillment scenarios
- Increase adoption and use of standards-based methods for the exchange of extended product information
- Educate and provide support for Beyond the UPC activities in conjunction with Sunrise 2027

B.2 Initiative Objectives

- Support awareness, education, adoption, and adherence of key standards, guidelines and best practices for the AGM community. Identify and address barriers to enable successful omni-channel initiatives and measure key data points.
- Increase awareness and engagement of emerging technologies and GS1 projects; work on cross industry topics that impact the AGM community including RFID, Product Images and Data Attributes, Sustainability, Supply Chain Visibility, Digital Link, and Beyond the U.P.C.

B.3 On-Going Activities

- Focused Workgroups with detailed deliverables
- Increased Implementation Support & Tools
- Expanded Scorecards for Action Oriented Adoption Methods
- Expansion and Alignment of GS1 US Solutions for Apparel, Accessories and Footwear
- Continued Investment in Increasing Strategic Partners & Opinion Leaders within our Community
- Ongoing Initiative Outreach and Engagement (i.e. Newsletters, Industry Meetings, Discussion Groups, GS1 Connect, etc.)
- Continue momentum and work streams with core community, while developing and delivering value to a broader group of product sectors within general merchandise as well as reaching mid-tier retailers and suppliers

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