

Alibaba.com



MASTERING E-COMMERCE: A GUIDE FOR US COMPANIES

FROM B2B TO B2C:
IMPLEMENTING GS1
STANDARDS WITH
ALIBABA.COM





Introduction

Dear Reader,

Thank you for downloading this research report from Alibaba.com. As businesses navigate the complexities of global trade, adopting standards and leveraging innovative solutions is essential for sustainable growth. This report is designed to empower SMEs, offering insights into how digital transformation and standardization can unlock new opportunities in global sourcing and exports.

In a world of constant change, adaptability is key. The digitalization of trade has redefined how businesses connect, source, and grow. At Alibaba.com, we have dedicated over 20 years to building a platform that bridges the gap between SMEs and global buyers, enabling secure, efficient, and standardized sourcing.

Standards, such as those offered by GS1 US, are at the heart of modern global trade. They ensure compliance, transparency, and efficiency, creating a seamless pathway for B2B sourcing to B2C fulfillment. Coupled with Alibaba.com's AI-powered tools, these standards enable businesses to source smarter, move faster, and remain competitive in an ever-changing marketplace.

As the world's leading B2B e-commerce platform, Alibaba.com processes thousands of daily transactions and requests, providing us with unparalleled insights into global trade trends. Together with trusted partners, we use this knowledge to create resources like this report, empowering businesses to stay ahead of the curve.

We believe in equipping SMEs with the tools and knowledge needed to thrive. By integrating advanced technology and adhering to global standards, businesses can streamline their operations, foster trust, and unlock new markets with confidence.

The future of e-commerce and global trade is here. Let's embrace the power of technology and standards to make sourcing and exporting easier, more compliant, and more efficient than ever before.

Thank you for being part of this journey with us.

Warm regards,



Justin Liu
Country Manager US
Alibaba.com

New trade policies are reshaping the global market landscape. The recent enactment of unprecedented tariffs has deepened the impact on businesses that rely on overseas manufacturing and raw material sourcing. Succeeding today requires more than just a digital storefront to keep up—entrepreneurs need comprehensive services and educational resources to connect with new suppliers and buyers.

With the common language of GS1 Standards, the e-commerce seller can become agile enough to take advantage of new sales strategies and channels. This guide will shed light on the benefits of leveraging GS1 Standards to help accomplish key supply chain processes, which represents a solid foundation on which to grow a business or pivot your business' focus.

Businesses may utilize these standards to:

- identify products (and other assets e.g. locations)
- capture data (e.g. barcode scans, an RFID tag read)
- share product information (e.g. to support transparency initiatives).

Understanding GS1 Standards means your business is well-positioned for agility and growth. Our hope is that this guide and our many other resources can guide you through new challenges and help propel your business to the next level of success.

Regards,



**Shane Morris, Channel Development,
GS1 US**



Contents

- 01** The Role of Standards in Global Trade
- 03** Benefits of GS1 Standards for B2B and B2C
- 09** Leveraging Alibaba.com for Global Sourcing and selling
- 13** Adopting Standards



The Role of Standards in Global Trade

01

As a small business entrepreneur sourcing products globally, you might wonder how to successfully sell to retailers and reach your customers. This is where standards come in—they're the key to making your business work smoothly across borders and ensuring your products are ready for the shelves.

Standards are like the universal rules of trade. They help everyone—manufacturers, retailers, and you—speak the same language when it comes to identifying, labeling, and handling products. For example, when you source products from a supplier, having standard identifiers like barcodes helps ensure that your products are recognized and accepted by retailers and online marketplaces worldwide.

OVER 2 MILLION
COMPANIES
GLOBALLY ARE
USING GS1
STANDARDS

10 BILLION
BARCODE
SCANS
AROUND THE
WORLD EACH
DAY

Source: GS1 Global Office estimates

Here are **four key reasons** why adopting standards is important for taking your products from sourcing to selling:

Standards help ensure your products meet retailer requirements, making it simpler to get them on store shelves.

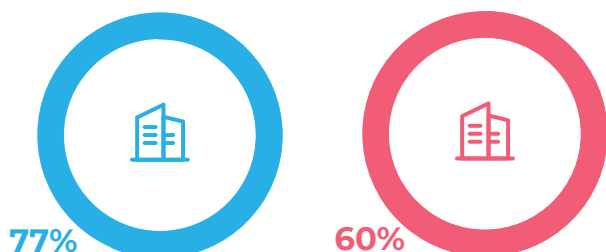
Standardized labels like barcodes are recognized worldwide, enabling you to sell in multiple markets without confusion.

Meeting international standards signals quality and reliability to your customers, helping your brand stand out.

Standards simplify logistics, inventory tracking, and compliance, saving time and reducing costly mistakes.

We know that global standards are essential for growing your business, but you might be asking: What exactly are they? How do you use them? What's the process? Who should you talk to—your packaging supplier, graphic designer, or someone else? And what is GS1? This guide is here to help. It will break down everything you need to know about standards, how to implement them, and why they're key to your success.

WHERE TO START



According to GS1 US and Redpoint research, 77% of companies who said they fully adopted GS1 Standards reported higher confidence in managing supply chain disruptions, with improved traceability capabilities supporting resilience and regulatory compliance. Additionally, full adoption of GS1 Standards also correlates with greater data accuracy and innovation. 60% of surveyed companies that have trust in their data have fully adopted GS1 Standards.



Search and
Verify
Suppliers



Obtain
Barcodes from
GS1



Integrate
Standards into
Packaging



Prepare for Retail
and E-commerce

Four Steps for Sourcing with Alibaba.com and Adopting Standards

- **SEARCH AND VERIFY SUPPLIERS**

Use Alibaba.com's verified suppliers and Trade Assurance to find manufacturers who can meet your quality and regulatory requirements. Ask if they can work with GS1 standards.

- **OBTAIN BARCODES FROM GS1**

Register your business with GS1 (e.g., GS1 US) to get a unique company prefix, and generate Global Trade Item Numbers (GTINs) for your products.

- **INTEGRATE STANDARDS INTO PACKAGING**

Collaborate with your supplier or graphic designer to incorporate GS1 barcodes and product information into your packaging during production.

- **PREPARE FOR RETAIL AND E-COMMERCE**

Ensure all products meet the requirements for marketplaces (e.g., Amazon, Walmart) and retailers, using Alibaba.com's tools to streamline your inventory and shipping.



Benefits of GS1 Standards for B2B and B2C

One Common Language

As consumers, we all encounter UPC barcodes when we shop in a retail store and are accustomed to hearing that familiar “beep” at checkout. You don’t realize it, but you are using a global standard. Barcodes are scanned around the world, regardless of language barriers and geographic boundaries, or whether you are a B2B or B2C company.

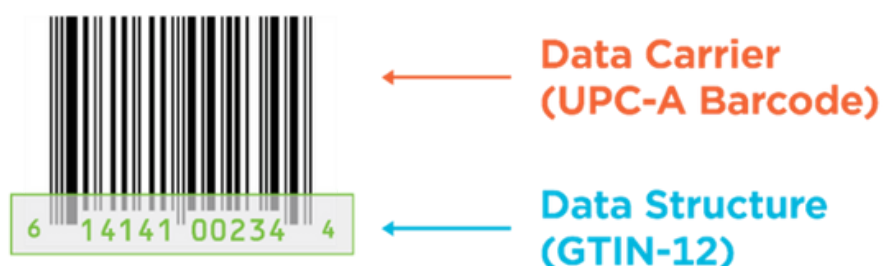
The truth is, there are a lot of different ways to describe, label and identify a product. Unlike internal SKUs or proprietary numbering systems, GS1 standards create a global commerce language, one that is readable across global systems.

But there’s far more opportunity beyond the barcode.

Who is GS1 US?

Perhaps best known as the administrator of the UPC barcode, GS1 US promotes the use of GS1 Standards that support the supply chain. A neutral, not-for-profit organization, GS1 US is user governed and actively brings together the business community to identify issues impacting their business or industry and build consensus around best practices using standards-based solutions. Serving more than 300,000 businesses in the United States, the organization supports more than 25 industries, including apparel, general merchandise, retail grocery, foodservice, and healthcare.

While there are many GS1 Standards, the Global Trade Item Number (GTIN), which is the number encoded into UPC or EAN barcodes, is the starting point for building an efficient supply chain.



These numbers are globally unique to the product that they are assigned to, allowing retailers and marketplaces to properly catalog the billions of items currently available for purchase. Product GTINs are stored in the GS1 Global Registry, allowing marketplaces to verify business owners and help prevent fraud and listing duplications. Including GTINs in product listings also ensures that your products will surface in more search engine results, helping your business scale for growth.



How to Get Started

There are two ways to create and assign GTINs to your products. Remember, each product variation such as style, color, and flavor needs its own GTIN.

GS1 US GTINs - These can be licensed individually, which is a popular option for a small business just starting out with just a few products and very little variation in those products.

GS1 Company Prefix - For a growing brand with an expanding product line, a GS1 Company Prefix is an assigned number that serves as the basis for identifying products with GTINs that can be linked directly back to your company. You have the ability to create between 10 and 100,000 GTINs, depending on the length of your GS1 Company Prefix and the needs of your product line.



A Company Prefix used in a Global Trade Item Number (GTIN)

The ability to manage your own GTINs using a GS1 Company Prefix becomes more and more valuable as you open more sales and distribution channels. Aside from the GTIN and barcode, a Company Prefix supports your ability to create coupons for your products and can help you work with other GS1 standards that become critical as your business grows. A GS1 Company Prefix makes it all possible and allows you to generate additional identifiers along with your GTINs without any additional cost. Here are some examples:

The **Serialized Shipping Container Code (SSCC)** is a number assigned to logistic units, such as containers, cartons or pallets and provides a unique identity to that specific logistic unit. Think of it as the license plate for every carton in your shipment, allowing far more clarity as to where your products are in the supply chain. Even the smallest capacity GS1 Company Prefix allows you to create 1 million SSCCs. The SSCC can be carried within a GS1-128 barcode or a two-dimensional barcode, which is printed on your logistics label for easy machine-reading. Once equipped with your GS1 Company prefix, ask your logistics partner about using SSCCs for better tracking your goods at every step in your supply chain.

The **Global Location Number (GLN)** is used to identify parties, legal entities and physical locations, which means you can use one to identify your company as a legal entity and another to identify a particular supply chain location, such as a receiving bay at your headquarters. Just like a GTIN, a GLN is globally unique, and serves as a powerful tool to track and trace both your raw materials and your finished product throughout their manufacture and sale. Both the SSCC and the GLN are free to create when you license a GS1 Company Prefix and boost your ability to uniquely identify your product and company on a global scale.

Power Your Supply Chain



Sharing Data Efficiently

GS1 Standards are important for structuring data. Without the use of standards, the supply chain (and end consumers) feel the impact of poor quality data in the form of returns, late shipments, unexpected quantities, and inventory management confusion.

For example, GS1 Standards are applied to **EDI** (or electronic data interchange). This data exchange language is critical to batch-level order automation and works in the background of the entire retail supply chain. Many major U.S. retailers and logistics providers require the use of EDI to send and receive digital documents to their suppliers, the most common of which are purchase orders (POs), invoices, and advance ship notices (ASN).

EDI offers three primary benefits. Firstly, it automates processes that would otherwise require human intervention. For instance, when a purchase order is received via EDI, it can be automatically integrated into your order management system with a single click, simultaneously notifying the sender of its receipt, thereby eliminating the need for email confirmations. Subsequently, the request can be forwarded to your fulfillment house with another click. Upon shipment of the goods, your ERP system can generate an ASN and an invoice for dispatch, both of which will be transmitted via EDI, ensuring receipt confirmation.

As your business expands, the capability to send and receive notifications and requests via EDI will save thousands of man-hours that would otherwise be spent on sending emails and manually creating logistics orders and invoices. This reduction in manual intervention yields two additional benefits: EDI helps to minimize chargebacks and other costs associated with errors, and it enhances the reputation of your business by reducing the incidence of errors.

Note: All references to ASN or EDI 856 refer to X12's Supply Chain Transaction Standards. For more information refer to x12.org/products/transaction-sets.



GS1 Standards help your products circulate through multiple systems, which can boost operational efficiency and inventory management.

Long-Term Product Data Management

To manage GTINs and product data associated with them, GS1 US members utilize **GS1 US Data Hub**, which is a free platform that members get access to when they license a Company Prefix or a single GS1 US GTIN. Data Hub helps a business owner feel confident that their GTINs are created according to GS1 Standards and it gives users the ability to add the product attributes that customers and retailers demand, such as weights, dimensions, product name, brand name, and images. Instead of maintaining product data in multiple spreadsheets, business owners can maintain complete and accurate records of all products and their GTINs, securely stored and automatically organized all in one place. You can download your UPC barcodes in either a .png or .eps file and send them directly to your packaging designer or manufacturer. Data Hub is also a useful way to create and manage location identifiers, which can support product traceability programs and help users meet the requirements of certain regulations.

The 2D Barcode Movement

Driven by the need for greater supply chain efficiency and heightened consumer demand for more product information, GS1 US is working with brands and retailers through a movement called Sunrise 2027 to more fully leverage two-dimensional **(2D) barcodes** on packaging. While ubiquitous, UPC barcodes cannot hold the data required for today's consumer. Eventually, the UPC that we see on packaging will be phased out in favor of 2D barcodes, such as QR codes.



As retailers prepare their scanning capabilities for this change, brands and manufacturers may explore how they can adopt a GS1 standard called GS1 Digital Link. This standard helps ensure these robust codes can “go beep” at checkout, while enabling consumers to scan with their smartphones for more product information. Soon, consumers can access dynamic information about material origins and composition with a simple scan of a smartphone, and brands can gain more insights into what consumers want to know. It’s an exciting time for brands of all sizes to think about what story they want to tell behind that 2D barcode, and what kind of transparency their customers are craving.

Summary

Standards matter now more than ever, not just as a result of recent economic pressures, but also as artificial intelligence (AI) and other emerging technology forces our supply chain to evolve digitally. Product data is no longer just a “supply chain” issue, it is a strategic asset for all different facets of a business, including marketing and sales. When accurate product data is structured according to GS1 Standards, it can move through the supply chain with less friction, creating supply chain efficiencies as well as happier customers and increased brand loyalty.

Ultimately, for those entrepreneurs with big plans for your products and company, leveraging GS1 Standards is an important part of becoming established brand with loyal customers. GS1 US and its extensive network of partners can help support your growth with tools and guidance to create efficiency, boost your credibility, and open up new sales channels. Here are some helpful resources to help you get started:

Estimate how many barcodes you need: <https://www.gs1us.org/upcs-barcodes-prefixes/how-to-get-a-upc-barcode>

Basic GS1 US educational courses: <https://www.gs1us.org/education-and-events/gs1-us-university/basic-education>

Learn more about supply chain visibility: <https://www.supplychain.gs1us.org/supply-chain-visibility>

Discover the possibilities of 2D barcodes: <https://www.gs1us.org/lp/2d-barcode-innovation>



Leveraging Alibaba.com for Global Sourcing and selling

Global trade takes place in an increasingly digital world.

At Alibaba.com, our goal is simple: to make it easy to do business anywhere. As the world's leading B2B e-commerce platform, we support micro and small businesses across the U.S. by helping you source efficiently and sell globally. With over 50 million buyers and 200,000 sellers in more than 200 countries and regions, we connect you with distributors, retailers, and importers, both domestically and worldwide.

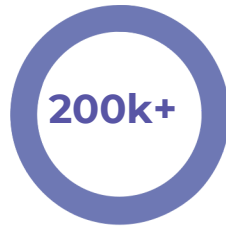
The Alibaba Guaranteed experience ensures trust and security at every step. With tools like Trade Assurance, we provide secure transactions, while the Verified Supplier Program ensures you partner with trusted manufacturers. Additionally, AI-powered communication and translation make connecting with global partners seamless. Our innovative features, such as online trade shows, livestreaming, and training courses, empower U.S. businesses to grow with confidence.

To support local companies, we have established five offices in the U.S., assisting the 18 million American businesses already using Alibaba.com. Whether you're sourcing high-quality products or finding new buyers, we are here to help your business thrive in the competitive global market.

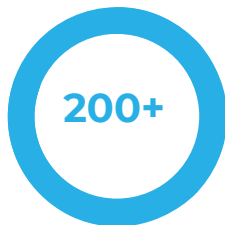
| Alibaba.com in numbers



active buyers engaging with suppliers worldwide, driving global business opportunities.



suppliers from over 140 countries and regions, enabling you to source more efficiently, diversify your options, and reduce costs.



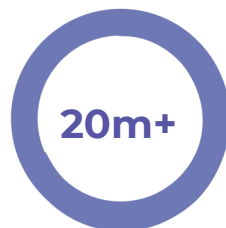
are the countries and regions represented by suppliers on Alibaba.com, making it a truly global platform for efficient, diverse, and cost-effective sourcing.



are the categories available on Alibaba.com, offering unmatched variety to help businesses source exactly what they need efficiently and cost-effectively



of companies on Alibaba.com are using our AI tools to sell and source more efficiently, streamlining their operations and driving success



transactions were safeguarded last year by Alibaba.com's Trade Assurance, ensuring secure and reliable business deals for buyers and suppliers worldwide.

Verified Suppliers

The Verified Supplier program on Alibaba.com ensures buyers connect with trustworthy and credible suppliers. Suppliers with the "Verified Supplier" badge have undergone a detailed verification process by independent third-party agencies. This process includes verifying their company profile, production capabilities, certifications, and key business qualifications, providing buyers with confidence when sourcing globally.

For businesses, this means working with suppliers who meet rigorous standards for transparency and reliability. Verified Suppliers are often experienced in exporting to international markets, which means they understand global trade requirements, such as packaging, compliance standards, and certifications. This reduces risks and ensures smoother transactions for your business.

Choosing a Verified Supplier also streamlines your sourcing process. Alibaba.com offers tools to easily identify these suppliers through filters and badges, helping you save time while finding the right partner. Whether you need to source electronics, fashion, or food products, Verified Suppliers offer reliability and a proven track record in delivering quality goods. By selecting Verified Suppliers, you're not just ensuring product quality but also building a secure and dependable supply chain, which is essential for scaling your business. This program is one of Alibaba.com's key solutions to making global trade secure, efficient, and successful.

Verified Supplier

Make trust happen





| Trade Assurance

Trade Assurance is a key service offered by Alibaba.com that protects buyers and suppliers during transactions, ensuring secure payments and product quality. With Trade Assurance, buyers can confidently place orders knowing that their payment is safeguarded until they receive the products as agreed upon.

When you make a purchase from a supplier with Trade Assurance, Alibaba.com guarantees that the supplier will meet the terms of the contract, including delivery time, product quality, and payment terms. If the supplier fails to fulfill these conditions, Alibaba.com steps in to offer a resolution. This helps mitigate risks, especially when dealing with international suppliers.

Trade Assurance is designed to build trust in global trade by creating a safety net for buyers. It ensures that suppliers meet their commitments, and if there's a dispute regarding quality or delivery, Alibaba.com can intervene to help resolve the issue. This eliminates the fear of fraud and ensures that both parties are protected throughout the process.

Additionally, Trade Assurance helps streamline communication and negotiation, allowing buyers to focus on growing their business instead of worrying about transaction security. By using Trade Assurance, you can make sourcing from Alibaba.com safe and efficient, empowering your business to thrive in the global marketplace.



Trade Assurance

Accio

THE WORLD'S FIRST AI-POWERED B2B SEARCH ENGINE

accio.com



Accio is the world's first AI-powered sourcing agent designed to streamline how businesses find, evaluate, and collaborate with global suppliers. In a trade landscape where compliance, speed, and trust are critical, Accio.com gives buyers the edge by turning data into action for sourcing mission.

Powered by Alibaba.com, Accio uses machine learning to surface verified solutions from a network of over 1.5 million suppliers and 400 million products from the web and multiple marketplaces, flag inconsistencies in compliance documentation, and recommend sourcing options aligned with global standards like GS1 GTINs, barcodes, and labeling protocols.

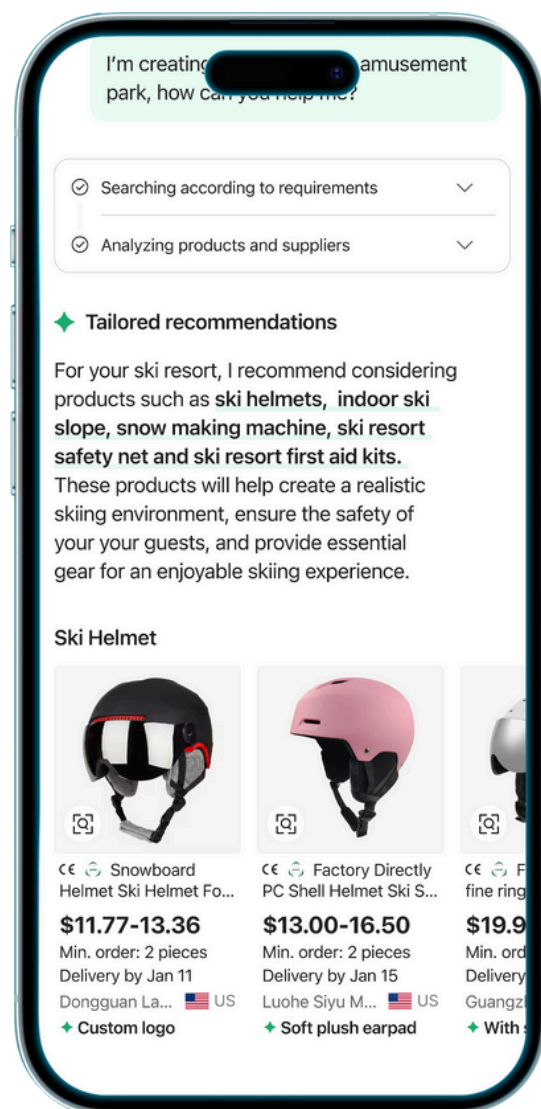
Accio's newest Agent mode in July, 2025 is designed to automate multi-step workflows like product development, multi-category sourcing, and supplier engagement, perfect for buyers with complex needs who want to save time and get results through a single, conversational input.

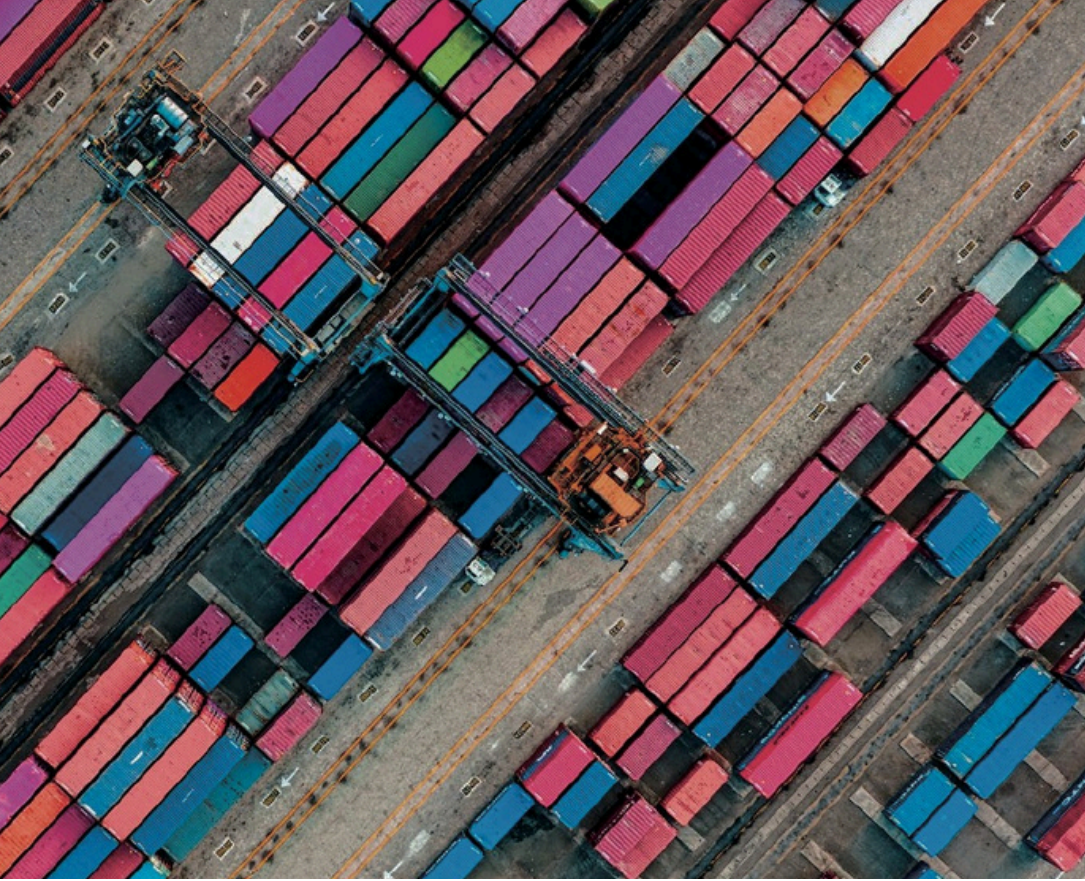
From the moment you start your sourcing journey, Accio provides:

- Multi-modal search: Accio's multimodal engine reasons over texts and images to provide the most relevant match that meets buyer's requirements.
- AI-powered supplier analysis: Quickly compare suppliers across cost, quality, production capabilities, and certifications.
- End-to-end workflow: Manage everything from simple sourcing to complex multi-step tasks at one request. Accio's AI capability enables tasks like multi-category planning, bestseller redesigning, or new product conception with supplier matching, etc.

By integrating seamlessly with platforms like Alibaba.com, Accio.com helps businesses not only source smarter but scale faster—with greater confidence in every step. It's sourcing, reimagined for the AI era.

Visit [ACCIO](https://accio.com) to start sourcing with precision, intelligence, and global standard compliance.





7 Easy Steps to Adopting Standards: From Sourcing to E-commerce to Retail

01 Define Your Product and Market Needs

The first step to adopting standards is understanding your product and target market. Start by identifying key product specifications, including size, materials, packaging, and certifications (e.g., FDA for food or CE for electronics).

Next, consider where you plan to sell—online, in retail stores, or both.

This helps determine the standards required for compliance, like barcodes or labeling. Define your Minimum Order Quantity (MOQ), expected lead times, and any regional regulations your product must meet. With a clear picture of your needs, you can source confidently and ensure your products are ready for seamless integration into global trade and retail markets.

02

Source Products from Trusted Suppliers

Alibaba.com and Accio.com make finding the right suppliers simple and efficient. Begin by exploring Alibaba.com's vast network of suppliers, filtering them by country, logistics capabilities, and verified supplier status to ensure trust and quality. Verified suppliers are evaluated for reliability, giving you peace of mind when sourcing globally.

Start communication with suppliers directly on Alibaba.com in up to 19 languages, using built-in translation tools to break down language barriers. Use the Request for Quotation (RFQ) tool to send detailed product requirements and receive multiple quotes from suppliers quickly.

Accio.com takes your sourcing process to the next level by providing data-driven insights and comparison tools. It helps you analyze supplier performance, pricing, and compliance, offering detailed reports to make informed decisions. With Accio, you can streamline the comparison process, ensuring you choose the supplier that aligns perfectly with your product and business goals.

Alibaba's Smart Assistant is also available to guide you through every step of the process, making sourcing smarter, faster, and easier. By combining these tools, you'll efficiently find and connect with suppliers, ensuring your business is ready for success in global and domestic markets



03

Register with GS1 for Product Identification

Once you've found your supplier, the next step is to ensure your products meet global standards for identification and tracking. Register your business with GS1 US to obtain a unique company prefix, which is the foundation for creating globally recognized barcodes and identifiers like Global Trade Item Numbers (GTINs). Each product variation—such as size, color, or packaging—needs its own GTIN. These identifiers make your products ready for e-commerce and retail, helping to ensure they are recognized and accepted across platforms like Amazon, Walmart, and major retail stores.

GS1 provides easy-to-use tools to create barcodes and assign them to your products. If your supplier handles packaging, clearly communicate your barcode requirements to ensure they are applied accurately. Alternatively, your graphic designer can help integrate the barcodes into your product packaging.

By adopting GS1 standards, your products gain credibility and compliance, making them retail- and e-commerce-ready while simplifying inventory management, sales, and shipping processes. These standards are a must for seamless scaling in the global market.

04

Integrate Standards into Your Packaging

Once your GS1 barcodes and identifiers are ready, the next step is incorporating them into your product packaging. It's important to know who to ask for this. Start by consulting your packaging supplier—they may already have experience applying barcodes and can integrate them during production. If your supplier doesn't handle packaging design, work with a graphic designer to include the barcodes in your packaging layout.

For practical solutions:

- **Communicate Clearly:** Provide your supplier or designer with GS1 guidelines and exact placement requirements for barcodes to ensure they meet scanning standards.
- **Test Before Production:** Use GS1 tools or mobile apps to test your barcode's readability before mass production.
- **Use Pre-Printed Labels:** If packaging changes aren't feasible, pre-printed barcode labels can be a quick and effective alternative.

05

Test and Verify Compliance

Before launching your products into the market, it's essential to test and verify that they meet global standards for compliance. This step ensures smooth entry into e-commerce platforms and retail stores, reducing the risk of costly errors.

Start by verifying your barcodes using GS1 tools to ensure they are properly formatted, scannable, and meet retail requirements. Test the barcodes on actual packaging to confirm they work seamlessly with inventory systems and retail scanners.

Collaborate with your supplier to conduct quality checks on product specifications, packaging, and labeling. If possible, engage a third-party quality control service to inspect the goods and verify they align with regulatory standards for your target market, especially if you're selling food, electronics, or cosmetics.

06

List and Sell Your Products Online

This phase is where your products transition from sourcing to the marketplace, whether on retail shelves or online platforms. Barcodes play a vital role in this step, ensuring your products are ready for seamless operations.

In retail, barcodes are scanned at checkout to register sales, update inventory systems, and speed up customer transactions. They're also used by staff for inventory tracking and restocking, ensuring products are always available on shelves.

For e-commerce, barcodes streamline warehouse operations. They're scanned during receiving, stocking, order picking, and shipping, ensuring accurate delivery to your customers. Barcodes also connect your inventory system to online listings, so your stock levels stay updated in real time.

This stage is about integrating your products into a system that ensures efficiency and accuracy. By using globally recognized barcodes, your products are compatible with retailer and logistics systems worldwide, allowing for smooth scaling and professional operations. This step ensures your business is prepared for high demand and broader reach

07

Expand to Retail Stores and export

Now that your products are compliant and ready for the market, it's time to scale up. Alibaba.com provides the perfect platform to help you expand your business globally and domestically. Use Alibaba.com to connect with distributors, retailers, and importers worldwide. By leveraging the platform's extensive reach across 200 countries and regions, you can open new markets and grow your customer base.

Participate in online trade shows hosted on Alibaba.com to showcase your products to a global audience without the need for costly travel. These events allow you to connect directly with potential buyers, build relationships, and increase your visibility in key markets. Additionally, you can use Alibaba.com's livestreaming tools to engage with buyers in real-time, providing demonstrations, answering questions, and driving sales.

Barcodes are a significant advantage during this phase. Distributors and retailers expect products to meet global standards, and having GS1 barcodes shows that your business is professional and ready for large-scale operations. Barcodes simplify inventory tracking, ensure compatibility with retailer systems, and help you gain credibility with potential partners.

With Alibaba.com's tools and the right standards in place, you can confidently expand your business and seize new opportunities in the global market.

Legal Disclaimers:

Proprietary Statement – This document contains proprietary information of GS1 US. Such proprietary information may not be changed for use with any other parties for any other purpose without the expressed written permission of GS1 US. Improvements - Improvements and changes are periodically made to publications by GS1 US. All material is subject to change without notice.

Disclaimer - Except as may be otherwise indicated in specific documents within this publication, you are authorized to view documents within this publication, subject to the following: You agree to retain all copyright and other proprietary notices on every copy you make. Some documents may contain other proprietary notices and copyright information relating to that document. You agree that GS1 US has not conferred by implication, estoppels, or otherwise any license or right under any patent, trademark, or copyright (except as expressly provided above) of GS1 US or of any third party.

This publication is provided “as is” without warranty of any kind, either express or implied, including, but not limited to, the implied warranties of merchantability, fitness for a particular purpose, or non-infringement. Any GS1 US publication may include technical inaccuracies or typographical errors. GS1 US assumes no responsibility for and disclaims all liability for any errors or omissions in this publication or in other documents which are referred to within or linked to this publication. Some jurisdictions do not allow the exclusion of implied warranties, so the above exclusion may not apply to you.

Several products and company names mentioned herein may be trademarks and/or registered trademarks of their respective companies. GS1 US does not, by promulgating this document on behalf of the parties involved in the creation of this document, represent that any methods, products, and/or systems discussed or recommended in the document do not violate the intellectual property rights of any third party. GS1 US has not performed a search to determine what intellectual property may be infringed by an implementation of any strategies or suggestions included in this document. GS1 US hereby disclaims any liability for any party's infringement of intellectual property rights that arise as a result of any implementation of strategies or suggestions included in this document. The views and opinions expressed in this document by GS1 US do not constitute or imply an endorsement, recommendation, or favoring by GS1 US of any of the identified companies, products, or services. GS1 US does not warrant or guarantee any of the products or services identified here, nor does it assume any legal liability or responsibility with respect to them.

This publication may be distributed internationally and may contain references to GS1 US products, programs, and services that have not been announced in your country. These references do not imply that GS1 US intends to announce such products, programs, or services in your country.

No Liability for Consequential Damage - In no event shall GS1 US or anyone else involved in the creation, production, or delivery of the accompanying documentation be liable for any damages whatsoever (including, without limitation, damages for loss of business profits, business interruption, loss of business information, or other loss) under any theory of liability arising out of the use of or the results of use of or inability to use this publication or any content herein, even if GS1 US has been advised of the possibility of such damages or if such loss or damage could have been reasonably foreseen.

GS1 US HEREBY DISCLAIMS, AND YOU HEREBY EXPRESSLY RELEASE GS1 US FROM, ANY AND ALL LIABILITY RELATING TO YOUR COMPLIANCE WITH REGULATORY STANDARDS AND LAWS, INCLUDING ALL RULES AND REGULATIONS PROMULGATED THEREUNDER. GS1 US MAKES NO WARRANTIES OF ANY KIND RELATING TO THE SUITABILITY OF THE GS1 STANDARDS AND THE SPECIFIC DOCUMENTS WITHIN THIS PUBLICATION TO COMPLY WITH ANY REGULATORY STANDARDS, LAWS, RULES AND REGULATIONS. ALL INFORMATION AND SERVICES ARE PROVIDED “AS IS.”

GS1 US recommends that any organization developing an implementation designed to be in conformance with any GS1 Specification, Guideline or Recommendation, should consult with their own counsel to determine the compliance of such an implementation with any relevant intellectual property or other rights of third parties.

Portions of the following publication may have been generated using AI. GS1 US does not provide any warranty or guarantee regarding the reliability or accuracy of its content, nor does it assume legal liability or responsibility regarding the same. Instead, we encourage you to independently verify and cross-reference the content provided with other reliable sources before making any decisions or taking any actions based on the information.

Trademark Notices - DataBar®, EPC®, EPCglobal®, GDSN®, GS1 Global Registry®, GTIN®, and Global Trade Item Number® are registered trademarks of GS1 AISBL. GS1 US® and design is a registered trademark of GS1 US, Inc. Trademarks appearing in this presentation are owned by GS1 US, Inc. unless otherwise noted, and may not be used without the permission of GS1 US, Inc. 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 a Uniform Plumbing Code as authorized by IAPMO.

