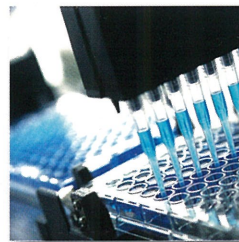




# THE GS1 SYSTEM

## A Global Trading Solution



Effective communication is the key to business success. The GS1 System of standardised item numbering, bar coding and electronic messaging provides businesses with a common language and communication tool that allows companies to transmit and collect information efficiently and effectively.

The **GS1 System** uniquely identifies products, shipping units, assets, locations and services, and facilitates communication between every trading partner in the supply chain. The unique standardised item numbering is represented in a bar code form for speedy and accurate input of data into a computerised system.

The **GS1 System** also provides for standardisation of supplementary information about products and shipments such as unique container identification, production date, best before date, batch number, serial number, delivery location, etc.



**P (3 digits)**  
**GS1 Prefix**  
E.g. 955

The first three digits identify the member organisation that allocates the number. This three digits is allocated by GS1 to the national member organisation in the country. For Malaysia, GS1 Malaysia has been allocated the digits 955.

**M (9 digits)**  
**Company and Item Number**  
E.g. 123432168

The next nine digits contain the company number and item number. The company number is allocated by the national member organisation to the individual companies. Each company in turn allocates the item number to each product. For better control and easier administration in the assignment of the number, a block of number is given to each company for its allocation to its products.

**C (1 digit)**  
**Check Digit**  
E.g. 9

The last digit is the check digit which serves as an accuracy check on the reading of the entire number by the scanning device.

### Benefits of the GS1 System

The GS1 System offers benefits to all parties by reducing costs, saving time, and increasing accuracy and efficiency through better management of the entire supply chain.

#### To the Manufacturer

- A standard product identification when dealing with trading partners worldwide.
- Able to track products through manufacturing and delivery.
- Obtain rapid and accurate figures on sales and promotions.
- Better control of sales resulting in reduction of out-of-stock situation.
- Able to computerise the whole process of receiving orders, sending invoices, and communicating with trading partners.

#### To the Distributor

- Accelerate the whole process of ordering, receiving, packing and despatching of goods.
- Almost instantaneous stock-taking and inventory control.

#### To the Retailer

- Avoid price inaccuracies.
- Simplify and speed up operations such as price changes.
- Ensure the shelves have the optimum amount of stock.
- Possible savings through reduction of labour for price-marking and price changes.
- Greater availability of management information particularly in terms of inventory levels.
- Better customer service.

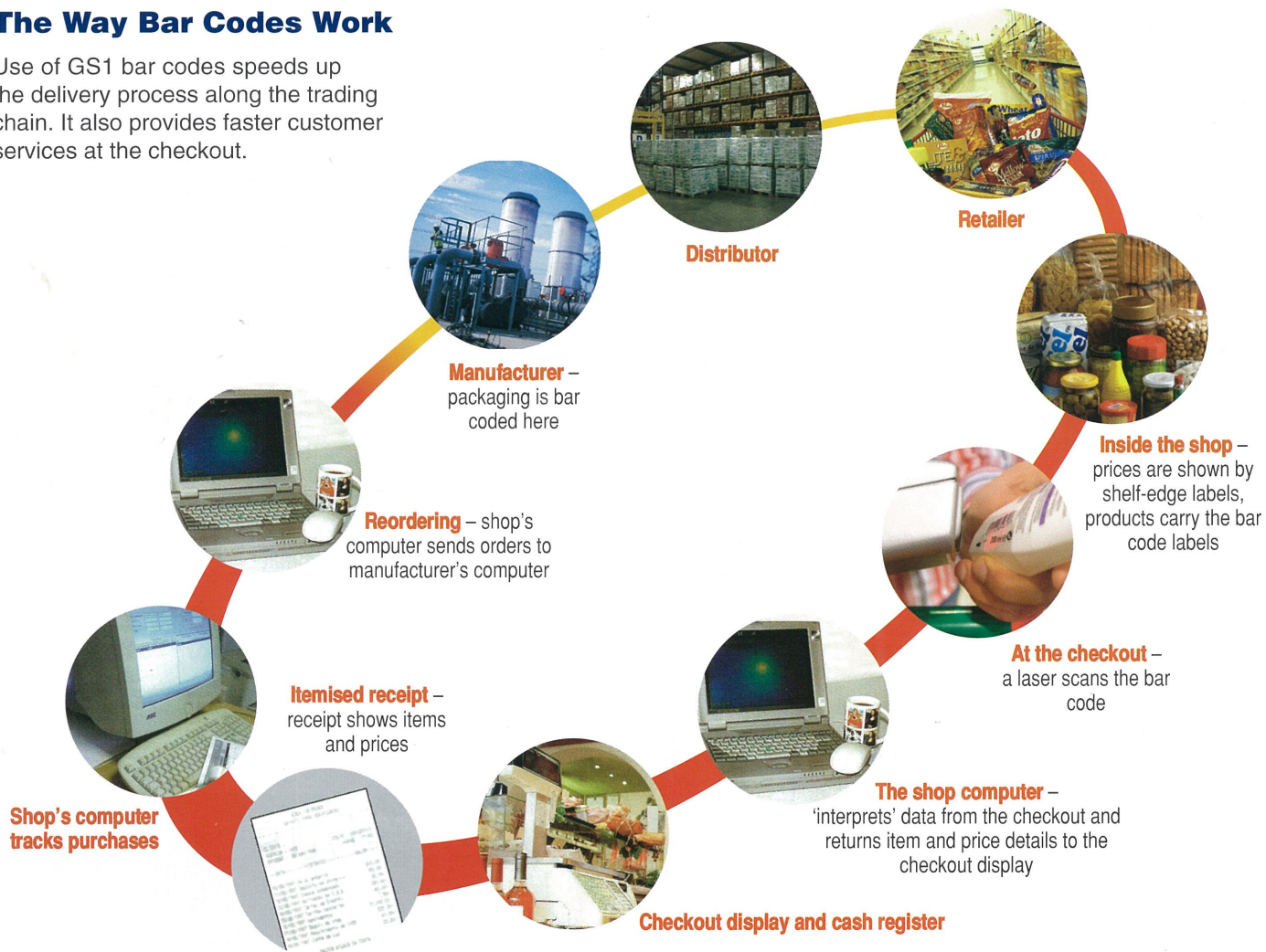
#### To the Consumer

- Elimination of price errors at point of sales.
- Quick and efficient checkout service.
- Cash register display description of each item and price.
- Itemised receipt.



## The Way Bar Codes Work

Use of GS1 bar codes speeds up the delivery process along the trading chain. It also provides faster customer services at the checkout.



## Services & Activities on the GS1 System

**The GS1 System** is a multi-sectorial system used in more than 100 countries worldwide, with the number growing each year. In Malaysia, it is managed by GS1 Malaysia under the aegis of Federation of Malaysian Manufacturers (FMM).

- Allocation of Global Trade Item Number (GTINs).
- Allocation of GS1 Global Location Numbers (GLNs).
- Allocation of GS1 Coupon Numbers.
- Technical advice on scanning and production of GS1 bar codes on products.
- Promotion of usage of GS1 System to all sectors of industries, such as healthcare, textile, publishing, transportation and etc.
- Advise companies on the application of GS1 System in their operations.
- Conduct workshops and briefings on the GS1 System.
- Bar code verification services.
- Publication and dissemination of information on the GS1 System, including information on new application sectors and supply chain management.
- Co-ordination of ECR (Efficient Consumer Response) activities.
- Close liaison with other organisations, suppliers and retailers on the development and usage of the GS1 System in their operations.

**For further queries and on how to subscribe to the GS1 System, please contact GS1 Malaysia.**

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