

Preface

Learn about **who is GS1** and **what we do** in this DIY Self Learning Material.

GS1 is a global standards organisation

GS1 is a neutral, not-for-profit organisation that develops and maintains the most widely used global standards for efficient business communication.

- Local Member Organisations in 115 countries
- 6 billion GS1 barcodes scanned daily
- 100 million products carry GS1 barcodes
- More than 2 million companies use GS1 standards



Selling a product starts with a GS1 barcode number



The GS1 barcode launched a digital revolution—enabling a product to be identified and connected to accurate information from the start.

GS1 standards have been used to improve efficiency, safety and visibility of supply chains from source to consumer.



Better consumer experiences and patient safety



GS1 enables businesses to create a digital version of a product that is a true representation of the physical one.



Improving the availability of reliable product information



Making it easier to find and buy a product



Delivering better shopping experiences and improved patient safety

Enabling more efficient and safe business

Sharing trusted quality data everywhere removes friction between business partners and improves performance and safety across the entire supply chain.



Increasing the speed and automation of operations



Reducing cost and waste



Protecting consumers and patients

GS1 standards at-a-glance

GS1 standards create a common language to identify, capture and share product data, ensuring important information is accessible, accurate and easy to understand.



Identify

Uniquely identify products, places and assets



Capture

Capture identity and more in a barcode or RFID tag

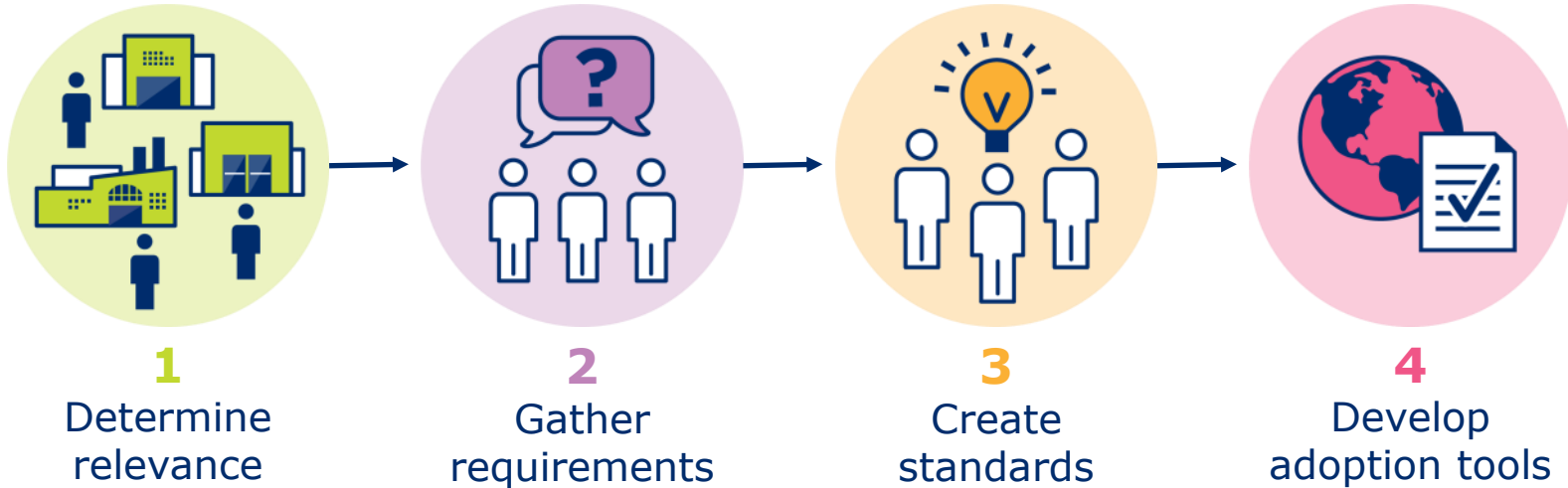


Share

Share data with trading partners, consumers and patients

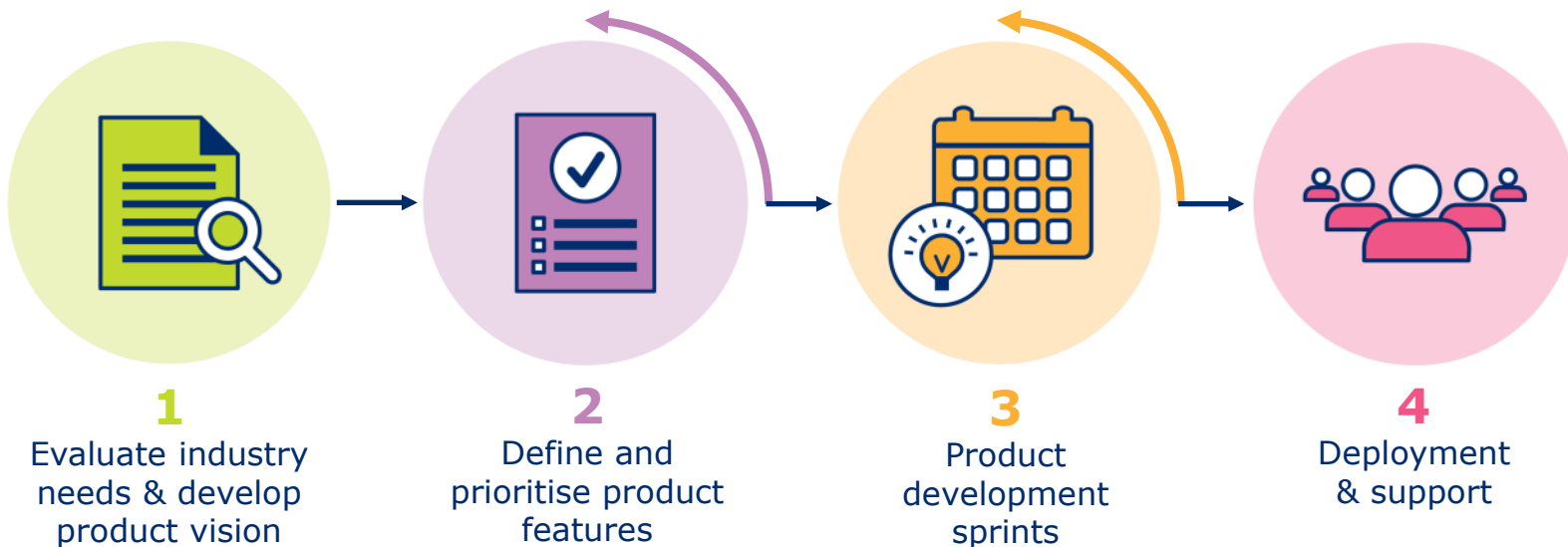
How we develop standards

Our Global Standards Management Process ensures our standards are truly global.



How we develop services

Our Global Service Development Process is the agile approach for collaborative, iterative creation of GS1 Data Services.



GS1 - The Global Language of Business

115 local Member Organisations



Neutral &
not-for-profit



User-driven
& governed



Global &
local



Inclusive &
collaborative



Retail



Marketplaces



Healthcare



Transport &
Logistics



Technical
Industries



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GS1 Malaysia

GS1 Malaysia is the **only official source** for GS1 barcode numbers and standards, enables its more than 7,500 members of all sizes from over 10 sectors across Malaysia to enhance their efficiency and cost effectiveness by adopting GS1 global supply chain best practices.



WHAT can we do for you

- Product Identification & Protection
- Brand Protection & Identity Governance

HOW does GS1 do this

- To fight against unauthorised barcode numbers
- Protect product identity integrity
- Defend against identity dispute and product governance

WHEN & WHERE GS1 will perform the above

- Provide our services and platforms:
 - Membership License, GLN License Service, Member Product License, Barcode Quality Control Program and Member Product Databank

GS1 Malaysia Services – More than just barcodes !

WHO does GS1 work with to fulfil regulatory guidelines and requirements:

1) Global Regulatory Agencies

- US Food Drug Administration (FDA)
- European Union (EU) Medical Device Regulation (MDR)
- General Administration for Customs of China (GAC)
- National Medical Products Administration of China (NMPA)
- South Korea Ministry of Food and Drug Safety (MFDS)
- Dubai Health Authority

2) Local Government Agencies

- Ministry of Domestic Trade & Consumer Affairs (KPDNHEP)
- Ministry of Health (MOH)
- National Pharmaceutical Regulatory Agency (NPRA)
- Ministry of International Trade (MITI)

WHO does GS1 work with to fulfil regulatory guidelines and requirements:

3) Embassies & Other Stakeholders

- Chinese Embassy to Malaysia, Economic & Commercial Counsellor's Office

4) Marketplaces & Retailers

- Amazon
- Google Shopping
- eBay
- AEON
- Guardian Health & Beauty
- Caring Pharmacy

Confusion Amongst Users

No Info! Can't Validate! Why? Is it Globally Recognised?
Cannot Verify? Why?



不是我的条形码号码!

不是我的产品信息!

信息错误, 如何更改?

Bukan GS1? Kenapa?

Tidak Didaftar! Kenapa?

Nombor Saya Disalahgunakan!

Unauthorised Barcode Numbers

What are UNAUTHORISED NUMBERS?



- GS1 barcode numbers that are **not purchased or assigned directly** from GS1.
- Authentic GS1 barcode numbers belonging to an active GS1 member subscriber **copied without permission**,
- Continued usage of GS1 barcode numbers that have been revoked / belong to a **terminated GS1 membership**,
- A GS1 member subscriber **gifts, transfers or sells** GS1 barcode numbers from their own allocated block of numbers to a third party, hereafter referred to as Resellers.

... and many more.

Important Announcement !

GS1 Does Not Authorise or Recognise 3rd Party Resellers!



About (Ringkasan) Barcodes Malaysia

Barcodes Malaysia adalah salah satu cawangan yang diiktiraf dan disahkan sebagai ahli International Network, dimana mereka telah ber operasi di lebih daripada 120 buah negara di seluruh dunia.

International Barcodes berpengalaman lebih daripada 10 tahun didalam industry ini dan mereka ad di dalam bidang pembelian dan penjualan barcode.

Mereka adalah salah satunya "reseller" Barcode GS1 yang di iktiraf di seluruh dunia.

Untrue!

This is untrue; GS1 has never authorized other companies to sell our barcode numbers!

GS1 NEVER Authorised other companies/any 3rd parties to sell GS1 Barcode License!

"OEM Group" – Hani - +6011-**8380
An Unauthorised Reseller**

Get your barcode numbers from GS1 directly or through a reputable reseller

Ensure your barcode numbers come from the GS1/UCC system. Our barcodes were first issued by the UCC, the organisation now known as GS1-US. These numbers do not incur annual GS1 fees and are free from GS1's control. All of our stock originates with the UCC, are globally unique numbers prefixed 060 - 089, and have never been assigned to any products before. Fundamentally our numbers work like any other barcode supplied by GS1 and are suitable for use in Malaysia and globally with very few exceptions.










The purchase authentic, valid and globally unique barcode numbers while avoiding GS1 Malaysia fees visit our buy barcodes page.

The Cost To Industry





- Increased Supply Chain Costs
- Reprinting or Relabeling Costs
- Increased Marketplace Costs
- Loss of Sales
- Loss of Market Share
- Unnecessary effort to resolve issues
- Negative perception by trading partners
- No Access to GS1 Services



Difference between GS1 Membership and 3rd Party Unauthorised Resellers

Special Features Under Barcode Membership	 SAY YES Globally Recognised GTINs Issued by GS1! 	SAY NO  Unauthorised Barcode Numbers 
Product barcode numbers & identifiers	GS1 Malaysia Membership (Consists of Features, Services, Platforms & Support)	Unauthorised 3rd Party Reseller
	<ul style="list-style-type: none"> ➢ GS1 Malaysia Standard GTIN Membership provides up to 1,000 unique barcode identifier numbers. ➢ 24/7 after sales services & support for the protection of brand and product identity, integrity, and governance ➢ Validation and authentication by the GS1 Community ➢ Support against misuse of barcode number (e.g., counterfeiting, fraud, duplication, etc.) ➢ For more information, click here. 	<ul style="list-style-type: none"> ➢ Only Single Number or One Number ➢ NO after sales services & support for brand or product identity and integrity. ➢ NO validation or authentication available ➢ NO support for misuse of barcode number
Globally Unique & Recognised Identifiers	<ul style="list-style-type: none"> ➢ GS1 Identifiers are recognised worldwide through over 116 GS1 local & global organisations and the following: <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>6 billion <small>GS1 barcodes scanned daily</small></p> </div> <div style="text-align: center;">  <p>100 million <small>products carry GS1 barcodes</small></p> </div> <div style="text-align: center;">  <p>More than 2 million <small>companies use GS1 standards</small></p> </div> </div>	
Recognised by Global & Local Retailers, Marketplaces & Regulatory Agencies	<ul style="list-style-type: none"> ➢ Ministries e.g., KPDN, MOH, MITI ➢ Regulatory Agencies e.g., US FDA, EU MDA, EFPIA, NPRA, MDA ➢ Retailers & Distributors e.g., AEON, Caring, Lotus's, MYDIN ➢ Marketplaces e.g., Google Shopping, Amazon, Panda Mart 	

Difference between GS1 Membership and 3rd Party Unauthorised Resellers

GS1 License Certificate: Verify barcode ownership	<ul style="list-style-type: none"> ➢ GS1 GTIN Membership License* ➢ GS1 GLN Membership License* 	
Barcode Ownership Transferable?	<ul style="list-style-type: none"> ➢ Yes (<i>terms and conditions apply</i>) 	
Share product information on trusted platforms for validation & authentication	<ul style="list-style-type: none"> ➢ GS1 Retailer Dashboard (powered by GS1 Malaysia Member Product Databank) ➢ Global Membership Directory (GEPiR) ➢ Global Registry Platform (GRP) / Verified by GS1 (VbG) ➢ GS1 2D Repository Platform 	
Services & Capacity Building	<ul style="list-style-type: none"> ➢ Barcode Quality Control Program (<i>terms and conditions apply</i>) ➢ Capacity Building & Implementation <ul style="list-style-type: none"> ○ Effective Implementation of GS1 Standards & Keys ○ Verified by GS1 – Product Databank Support & Services ○ Migration to “Data-Rich 2D” Initiative ○ Member Capacity Building Initiative (a joint training program with FMM Institute) ○ Industry Focus Forums Training Sessions ○ In-House Training Sessions 	

* Initial issuance for current financial year only, subsequent certificate issuance carries a charge

Our management board



Global partner organisations



Step by Step Implementation of GS1 Standards & Keys

Step 1: Assign your GS1 identification

- **GTIN – Products & Trade Items**
- **GLN – Locations, Assets & Entities**

Step 2: Prepare your product for launch

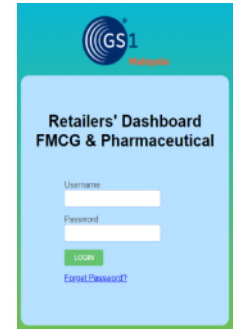
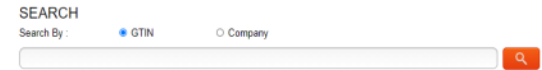
- Your internal Product Pre-Launch Activities (design, marketing, determine processes, storage & logistics considerations, target stakeholders, manufacture products)
- **Label products and trade items with GS1 barcode labels**
- **Verify barcode labels via the GS1 Barcode Quality Control Program**
- **Validate product & company information via the Member Product Databank & Global Membership Directory (GEPIR)**

Step 3: Launch your product

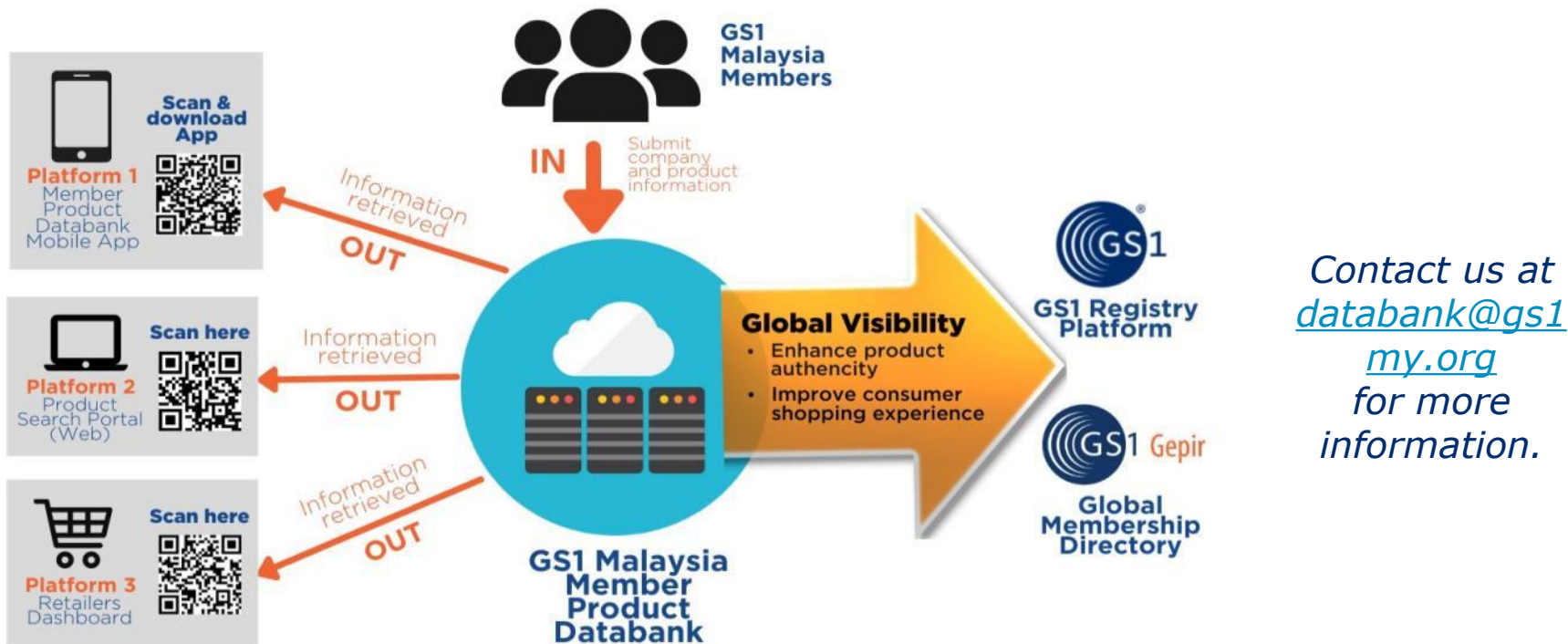
- **Submit product information to the Member Product Databank**

Why you should submit your product information to the GS1 Malaysia Member Product Databank

- The GS1 Malaysia Member Product Databank is an **online trusted product data repository**, it helps to:
 1. Provide a peace of mind to our members by allowing for:
 - The **validation** of trade items by **distributors & retailers** for **inventory management** and to **meet retail merchandising requirements**
 - The **authentication** of **online** products by **digital consumers** to speed up and improve **buying decisions**
 2. Enables GS1 Malaysia to serve as a **backup data repository** of product and barcode information
- Data can be accessed via the **Databank Mobile App**, the **Product Search Portal** and the **Retailer Dashboard**



Member Product Databank – How it Works



Want to learn more?

Attend GS1 Malaysia's
**Capacity Building & Implementation
Program**
to find out more!



Effective Implementation of GS1 Standards and Keys – FREE to attend!




Effective Implementation of GS1 Standards & Keys

Date	Time	Highlights
Monday to Friday <i>*Subject to change</i>	3.00 PM - 4.00 PM	<ul style="list-style-type: none">• <i>Learn how to assign GS1 barcode numbers.</i>• <i>Upload your product information to our online repository for visibility & authenticity.</i>• <i>Why an active GS1 Membership is important for your Business.</i>

**JOIN US NOW
ON ZOOM!**



Migration to "Data-Rich 2D" Initiative (FOC)

Date	  <p data-bbox="1051 303 1248 404">(01)09557046000170 (17)250630 (10)2107015 (21)2022040001</p>
Every WED 9.00AM - 10.00AM <i>*Subject to change</i>	<p data-bbox="446 506 662 532">Key Learnings:</p> <ul data-bbox="465 546 1257 746" style="list-style-type: none">• Learn about how GS1 supports the global migration towards the 2D Data matrix for greater product visibility, traceability and authentication• Case studies about successful 2D barcode usage & implementation in Healthcare and Retail around the world.

Migration to "Data-Rich 2D" Zoom Link:
<https://us06web.zoom.us/j/82513900764>

**JOIN US NOW
VIA ZOOM!**



Verified by GS1 – Product Databank Support & Services



Verified by GS1 – Product Databank Support & Services

Date	Time	Highlights
Every Thursday of the Month <i>*Subject to change</i>	11.00 AM - 11.30 AM	<ul style="list-style-type: none">• <i>WHAT is VbG-PDSS?</i>• <i>WHY is VbG-PDSS so Important?</i>• <i>The Services & Platforms Managed by VbG-PDSS</i>

VbG-PDSS Zoom Link:
<https://us06web.zoom.us/j/8977066545>
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**JOIN US NOW
ON ZOOM!**



GS1 Industry Focus Forums



GS1 Malaysia Industry Focus Forums

TOPIC 1	TOPIC 2	TOPIC 3
<p>Supply Chain Optimisation and Regulatory Fulfilment using Global Location Number (GLN) and GS1 Services</p> <p>Key Learnings:</p> <ul style="list-style-type: none">• Comply with Retail Merchandising Requirements• Fulfill Global Regulatory Compliance• Track & Trace using the GS1 2D Datamatrix	<p>Comply with Global Unique Device Identification (UDI) Regulation & Directive of Healthcare using GS1 Standards</p> <p>Key Learnings:</p> <ul style="list-style-type: none">• Achieve compliance with international directives and country-specific regulations on medical devices and pharmaceutical products• Fulfilling regulatory compliance required by US FDA GUDID, EU EUDAMED, China NMPA, UAE BrandSync, and many more.	<p>The Importance of GS1 Global Location Number (GLN)</p> <p>Key Learnings:</p> <ul style="list-style-type: none">• Comply with international directives and country-specific regulations on location and entity identification such as the Russian certificate of conformity for all products originating outside of EAEU and the use of GLN by NPRA-MOH for COVID-19 vaccine track and trace.

Write to databank@gs1my.org to book your session!

***Chargeable:**
1-5 people – RM 500
6-10 people – RM 1000



In-House Business Consultation

Need a special tailor-made **In-House Business Consultation** session? GS1 Malaysia can provide advisory support for you to meet your specific needs.

Each session can be **half-day** or **full day**.



Scan here for the
Fee Structure:



**GS1 believes in the power
of standards to transform
the way we work and live.**



Official GS1 Communications Channels

Official GS1 Malaysia WhatsApp

+6014-3933 228

(Membership, Services & Support)

+6011-1616 8228

(Membership, Services & Support)

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(Strictly for Payment Only)

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(Strictly for Payment Only)

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www.gs1my.org

