

KNOWLEDGE BYTES | **AUGUST 2026** | WEEK 2**Theme: Protecting Your Brand Starts with Your GS1 Membership**

Why Keeping Your Product Information Updated Protects Your Business

Keep It **Accurate** & Trusted!

-  Protect Product Identity
-  Support Authentication
-  Improve Visibility
-  Prepare for Global Trade
-  Enable Future 2D Barcodes

Trusted Information. Stronger Business.

Dear GS1 Malaysia Member,

GS1 Malaysia appreciates your longstanding support of our standards, platforms, and services.

Did you know?

Every product carries more than just a barcode—it **carries your brand's identity and reputation.**



Your product information supports:

- **PRODUCT AUTHENTICATION**
Help consumers and trading partners verify genuine products.
- **MARKET VISIBILITY**
Improve product visibility across retailers and marketplaces.
- **GLOBAL TRADE READINESS**
Support local and international business expansion.
- **FUTURE DIGITAL COMMERCE**
Prepare for 2D barcodes and digital product experiences.

Accurate and trusted product information helps consumers, retailers and business partners identify genuine products, **improves visibility across marketplaces** and **prepares your business for future digital trade**

Why should you keep your product data updated?

As businesses expand into retail, marketplaces and international trade, accurate product information becomes increasingly important.

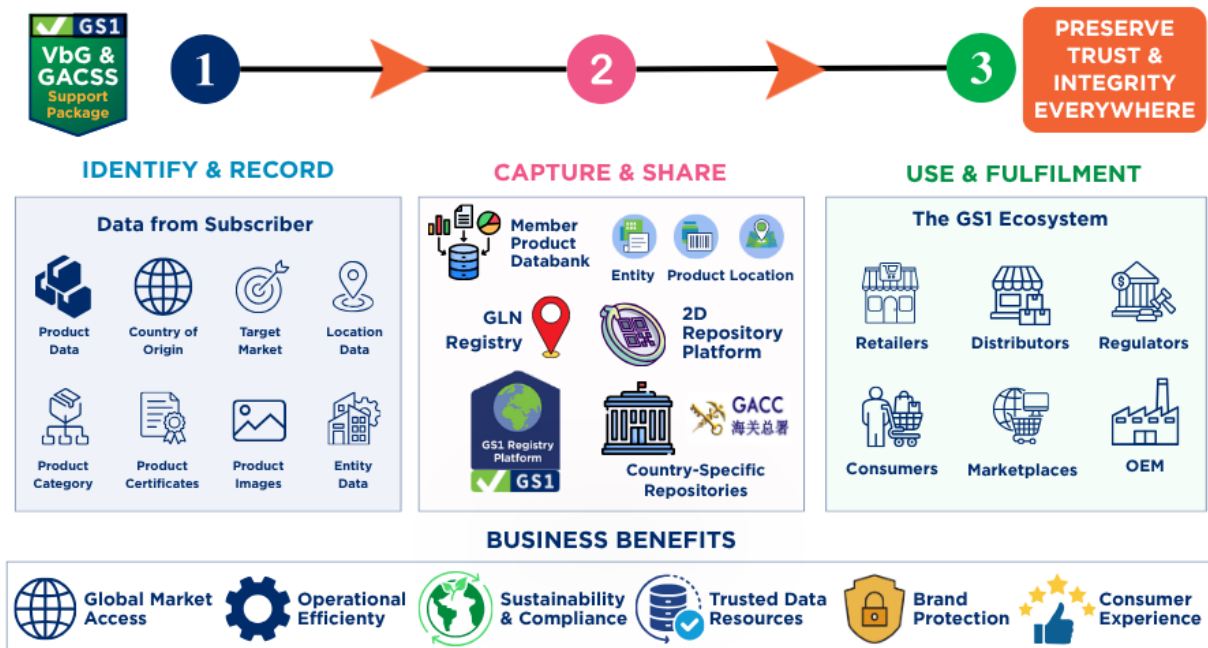
POTENTIAL BUSINESS RISKS

If your product information is inaccurate or outdated, companies may face:

Risk	Business impact
 Incorrect product information	Consumer confusion
 Product authenticity questioned	Loss of trust
 Product listing issues	Marketplace rejection
 Inconsistent records	Operational inefficiency
 Regulatory non-compliance	Delay and regional marketplace blockage

Why are Companies Need VbG-GACSS?

Companies subscribe to **Verified by GS1 & GAC Support Services (VbG & GACSS)** to **strengthen product visibility, improve operational efficiency and maintain trusted product information** across local and global supply chains.



VbG-GACSS enables GS1 Malaysia members to identify, capture and share trusted product information across GS1-managed repositories.

3 Simple Steps to Protect your Products

— • Keep your **product data accurate**. Keep your **business trusted**. • —



Industry Insight

Accurate product information supports product authentication, regulatory compliance and trusted business transactions across the global supply chain.

This Week's Business Check

Take **3 minutes** to review your **product data** records:

Question	Yes	No
Product information updated?	☐	☐
Product images and descriptions accurate?	☐	☐
Data accessible to key personnel?	☐	☐
Product records reviewed regularly?	☐	☐
Product information aligned across channels?	☐	☐

Your Score

● 5/5 – Product Data Ready

Your company has established accurate product information practices.

● 3–4/5 – Review & Improve

There may be gaps in your product data process that should be addressed.

● 0–2/5 – Action Required

Your company may face operational risks related to product identity and barcode management.

Continue Learning with GS1 Malaysia

Want to know whether your company's product data is ready for future trade and marketplace requirements? Join our complimentary sharing session to learn how businesses use trusted product information to protect their brands and improve market visibility.

Why GS1 Matters: Turning Compliance into Trust

 EVERY
WEDNESDAY

 3:00 PM – 4:00 PM
(1 HOUR)

 ONLINE
VIA ZOOM

WHAT YOU WILL LEARN

 MARKET
ACCESS

 REGULATORY
COMPLIANCE

 CONSUMER
TRUST & EXPERIENCE

 RETAILERS &
MARKETPLACE
ENGAGEMENT

 SUSTAINABILITY &
CIRCULARITY

 BRAND
PROTECTION

 GS1
COMMUNITY

 DIGITAL
TRANSFORMATION

 KNOWLEDGE BYTES LIVE | WEEK 4 OF THE AUGUST SERIES

Zoom Register Link: <https://us06web.zoom.us/j/89614519211>

Coming next week

How do Businesses Turn Product Data into Trust and Growth?

Discover how GS1 Malaysia members use trusted product information to strengthen brand protection, improve operational efficiency and unlock new business opportunities.

Contact GS1 Malaysia

For more information, please reach out to us through our official communication channels:

 **Email:** gs1malaysia@gs1my.org

 **WhatsApp:** +6014-3933 228 | +6011-1616 8228

 **Tel:** +603-6286 7200

 **Website:** <http://www.gs1my.org/>

 **LinkedIn:** [GS1 Malaysia](#)

 **Instagram:** [@gs1malaysia](#)

Thank you for being part of the GS1 Malaysia community.

Protecting your Products. Protecting your Brand. Strengthening your Business