

# GS1 INTERACT

HYBRID EVENT, VIENNA, AUSTRIA  
17 OCT 2024, 10 - 16h CEST

**Next-Generation Barcodes  
for a Sustainable Tomorrow**



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# Agenda for the day

01

Next-generation barcodes: one barcode fits all!

02

Industry use cases

- Jake's Beverages
- Metro
- Lactalis
- Glowkitchen
- SWAPP!
- Argiano

03

Let's talk with European Associations: AIM and EuroCommerce

04

GS1 Sync Star Awards

05

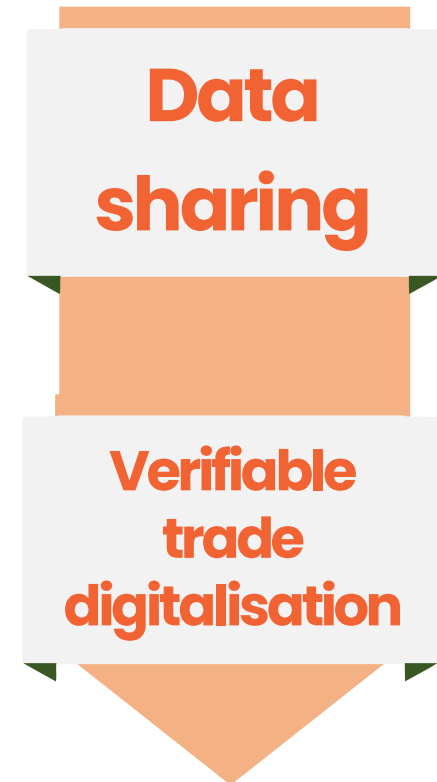
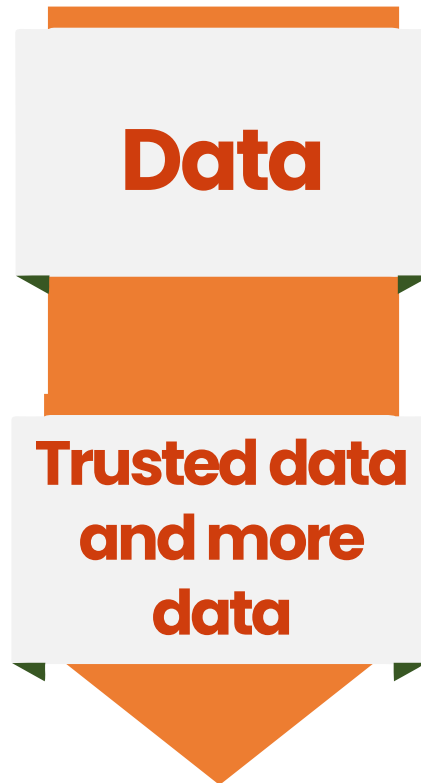
Industry use cases

- Berto
- Procter and Gamble
- Ocado Retail
- Jamael

05

Call-to-action and wrap-up

# The future of data



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## THANK YOU !!!

THE SLIDE DECK AND THE RECORDING OF  
THE SESSION WILL BE SHARED AFTERWARDS

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**Robert Beideman**  
Chief Product Officer  
GS1 Global Office



**1**

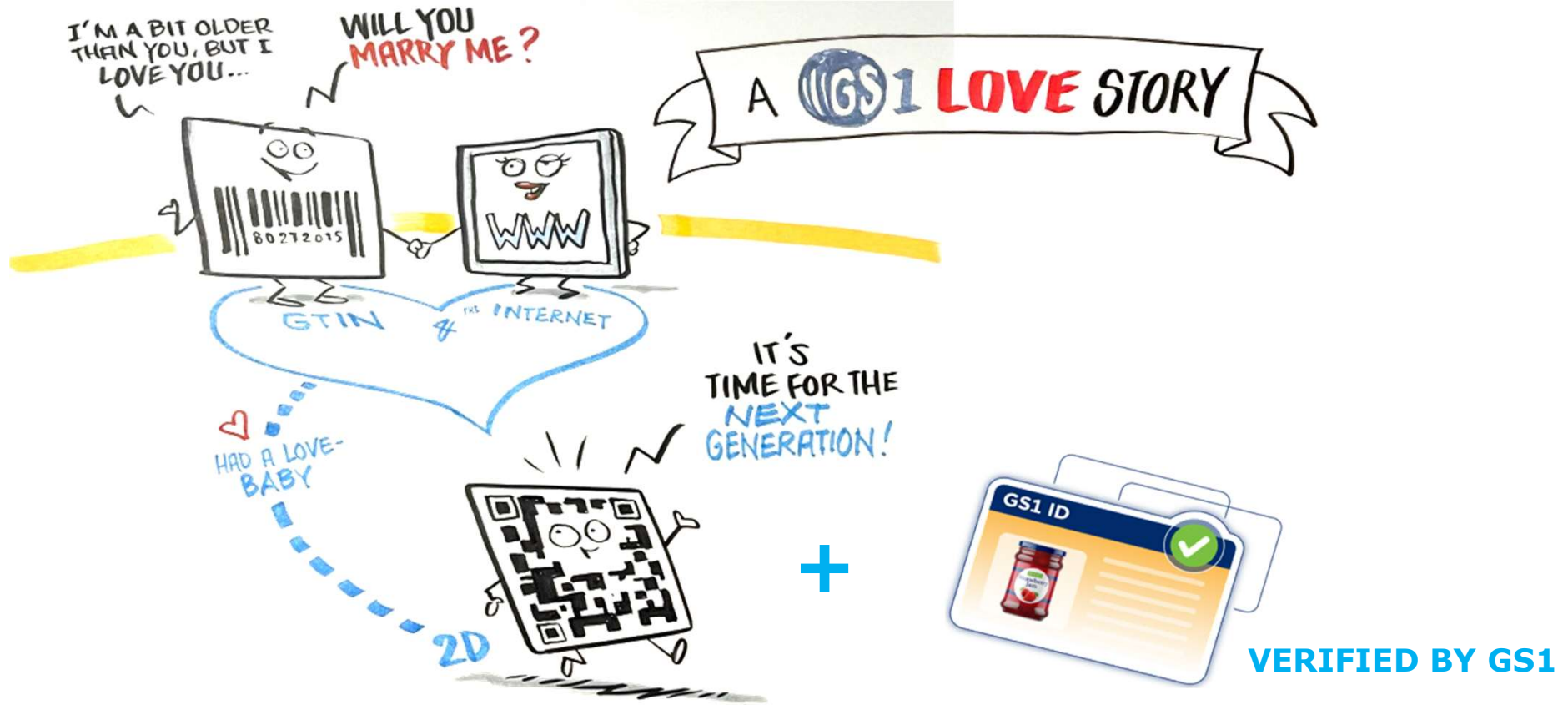
**A platform of  
connection and  
discovery.**

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# The beginning of a new revolution...



# Verified by GS1.



## Also... A platform of connection and discovery.



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## Verified by GS1

Verified by GS1 makes it easy to search, look up and verify information about any barcode number (GTIN, UPC, EAN), location (GLN), company or other GS1 key (SSCC).



### Verify Product

Search by Global Trade Item Number (GTIN)



### Verify Location/party

Search by Global Location Number (GLN)



### Verify other keys

Search by other keys



### Find company

Search by company name and country

🔍 Enter a barcode number/GTIN

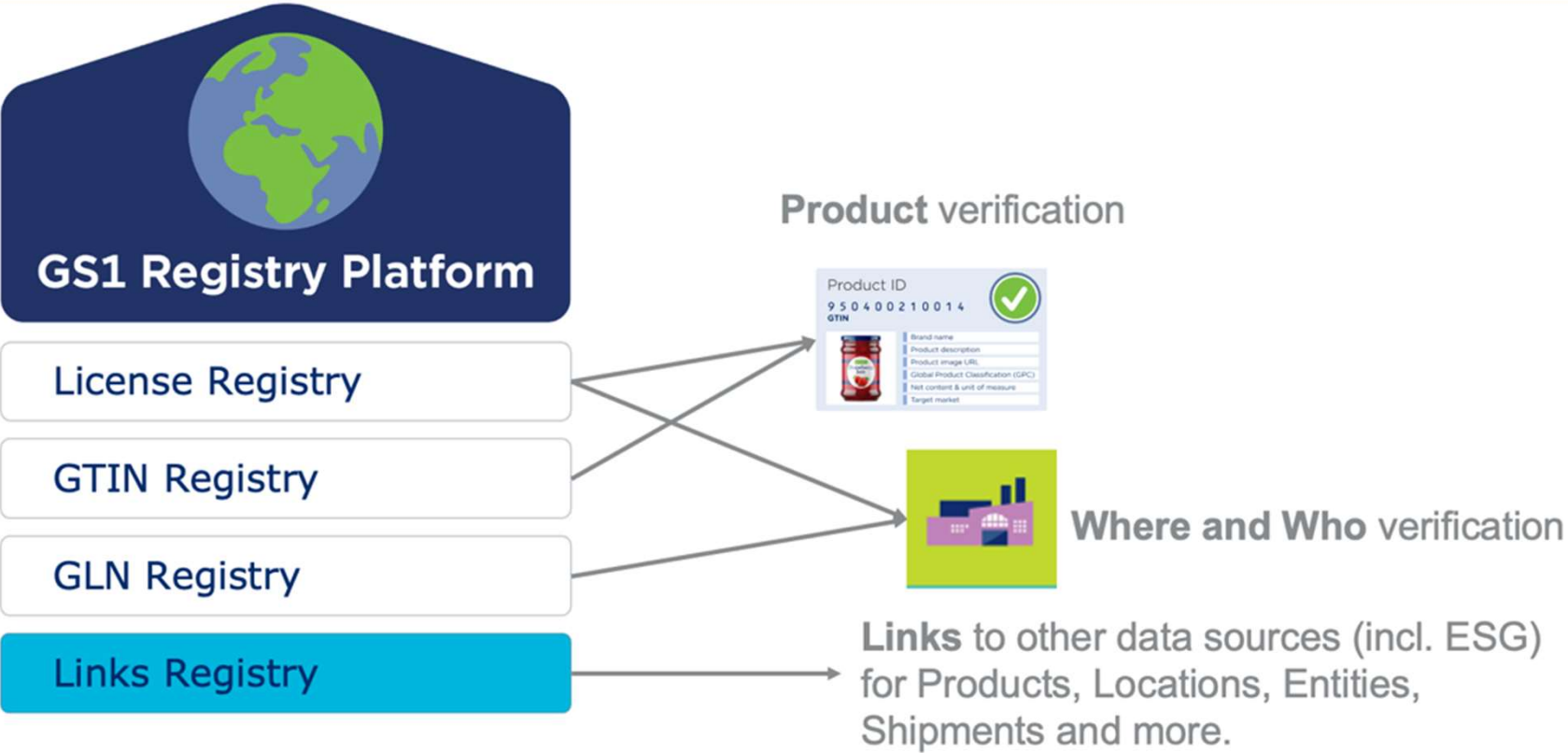
Search

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**INTERACT**

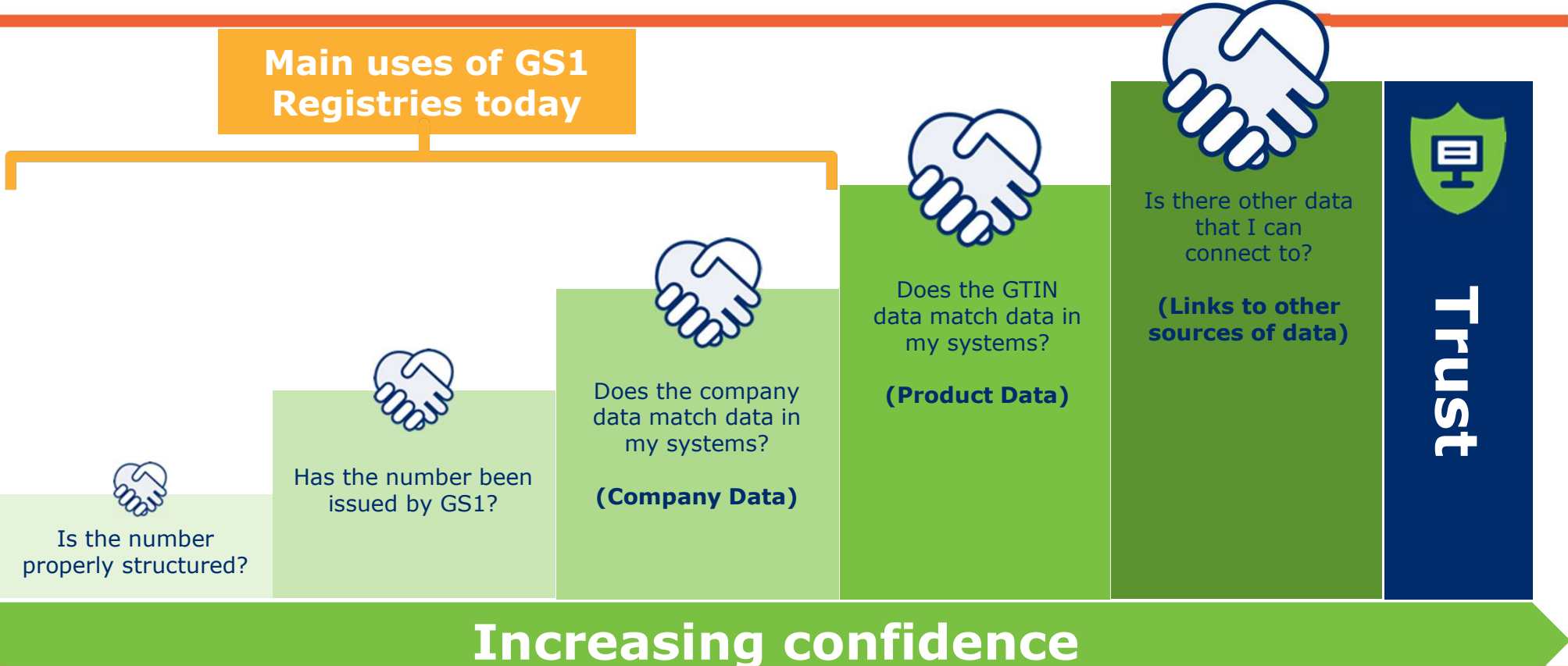
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# A Platform to Connect Identity to Data.



# Climb the ladder of trust and product quality with Verified by GS1



# GS1 Registries Use Cases Dashboard

update as of August 2024



## GS1 key verification

access to basic information about GS1 identifiers to ensure integrity of the GS1 system

Active pilots/  
implementations

32

Sector  
Relevance



## Access to enriched product master data

access extended, authoritative and trusted product master data to enable scale across markets and unlock overall efficiency gains.

Active pilots/  
implementations

5

Sector  
Relevance



## Customs & trade digitalisation

access data around GS1 identifiers to verify products and entities to increase efficiency and improve risk management at the border.

Active pilots/  
implementations

5

Sector  
Relevance



## Certifications, claims & traceability

access trusted certification details of suppliers to effectively ensure product compliance and build consumer trust.

Active pilots/  
implementations

8

Sector  
Relevance



GS1 is a global platform that helps you to:

1. Give things unique identity.
2. Connect that identity to trusted data.
3. Use that trusted data to power your business.
4. Connect that trusted data to the world.



Transparency.  
Speed.

Trust.

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Digital Product Passports

Scope 3 Emissions Reporting

Deforestation Due Diligence

Ecolabels and Certifications

Master Data Sharing

Deposit Return Schemes

**The entire (rE)conomy.**

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