GS1 DATABAR (RSS):
Preparing for Item-Level Barcodes
Are You Ready?

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Canadian Produce Marketing Association

Association canadienne de la distribution de fruits et légumes

Speakers

Paul Osland

VP, Business Development

GS1 Canada

Larry Kieswetter

Senior Dir, Produce Procurement

Loblaw Companies Limited Inc.

Today's Agenda

1. **Why GS1 DataBar (formerly RSS)?**

2. **What is GS1 DataBar?**

3. **Retail Implementation**
  - ➤ Why are we implementing?
  - ➤ POS Scanners
  - ➤ Moving forward in 2007

4. **Supplier perspective**

5. **Q&A**

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Why GS1 DataBar?

Why GS1 DataBar (RSS)?

- **Limited ability to trace products from shipment to point of sale for product recall**

- **No ability to encode weight**

- **Major space constraints for small items**

- **Shrink & Category Management**

- **Global identification migration**

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Why GS1 DataBar (RSS)?

Improved accuracy at checkout
GS1 DataBar directly on produce increases data entry accuracy, instead of depending on cashiers to manually enter codes – sometimes inaccurately entering standard codes from memory instead of correct codes (i.e. "tomato" instead of "organic hothouse tomato")

Improved accuracy at self-checkout and POS
Intentional or unintentional PLU-entry errors at are made by consumers at self-checkouts or when the item is weighed in the produce department.

Increased speed at checkout
Scanning a bar code is quicker than manually entering a PLU.

Identification of vendor
By identifying the specific supplier of a multi-vendor produce product through an RSS bar code, better control of sales versus receiving is possible. Trend reporting, forecasting and replenishment strategies are also enhanced. Enables traceability.

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What is GS1 DataBar?

What is GS1 DataBar?

❖ **DataBar was developed as a family of seven linear symbologies to provide users with features that address specific space-constrained applications.**

❖ **Can identify small items and carry more information than the current EAN/UPC bar code**

❖ **U.P.C. Company Prefix + Item Number**

❖ **Human readable PLU number remains on sticker**

The same information that's in a U.P.C.

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GS1 DataBar at a Glance

GTIN, in less space

DataBar-14 Stacked Omnidirectional
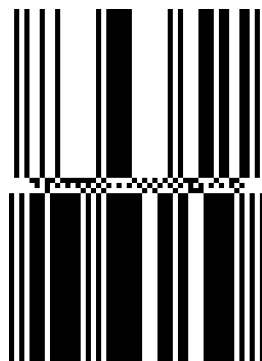*Contains: GTIN-14 (Global Trade Item Number)*

Same space, more information

DataBar Expanded Stacked
Contains: GTIN + Price + Weight + Expiration Date + Country of Origin + Batch/Lot Number + Serial Number, etc.

GS1 DataBar
Stacked Omnidirectional

GTIN

00 614141 19999 6

Leading zero's Company Prefix Item Reference Check Digit
(6-10 digits)

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Tomorrow's PLU Sticker?

❖ **New standard PLU include the GS1 DataBar (RSS) & human readable PLU#**

Example of Banacol Banana Code

Retail Implementation

Why are we Implementing?

❖ **Taking advantage of new technology**

❖ **Expanding business functionalities of center store to the perimeter**

❖ **Recognize the benefits**
- ➢ Shrink control via front end accuracy (Conventional vs. Organic)
- ➢ Traceability
- ➢ Category management
- ➢ Out of stock anticipation / inventory control
- ➢ Product replenishment
- ➢ Increased customer satisfaction at self checkouts

GS1 DataBar (RSS) Benefits

- **Full implementation of Category Management**
  - Reporting of item level sales with company & item numbers
  - Syndicated data
  - Store accounting scan data vs. cases received
  - Sku rationalization
  - Evaluate shelf / case merchandizing

- **Store specific replenishment process**

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POS Scanners

- Scanners from 2002 & greater are equipped

- Scanners won't pick up bar code unless activated

- GS1 DataBar (RSS) codes can be scanned through all bags tested

- Bar code must be printed to specifications in the GS1 DataBar (RSS) guideline for produce

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Moving Forward in 2007

- **National rollout of bananas & apples**
  - Facilitate more retailers involvement

- **Having more suppliers involved in labeling will:**
  - Facilitate more retailers involvement
  - Increase POS activity
  - Cashiers become accustomed to scanning

- **Both retailers committed to provide key findings to industry**

Categories With GS1 DataBar Codes Completed Or In Progress

❖ **Bananas**

❖ **Apples**

❖ **Pears**

❖ **Avocadoes**

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Existing Vendors

Algoma Orchards	0607360	Apples, Pears, Stone Fruit
Rainier	804305	Apples, Pears
Mission	761010	Avocadoes
Dole	643126	Bananas
Dole (PC)	060383	Bananas
Banacol	833614	Bananas
Corporate Label	060383	various Commodities
Martin's Family Fruit	058084	Apples
Mercadeo / Banacol	83361400	Bananas
Washington Fruit		Apples
Stemilt	741839	Apples, Pears, Stone Fruit
Domex	8833910	Apples

Future Categories To Label with GS1 DataBar Codes

Tomatoes	Peppers	Melons
Soft Fruit	Citrus	Mangoes
Kiwi	Papaya	Persimmons
Pomegranates	Asparagus	Cauliflower
Broccoli	Onions	Eggplant
Squash		

Guidelines & Steps in Process

❖ **Obtain company prefix on line**   *www.gs1us.org*
                                             www.gs1ca.org

❖ **Create Global Trade Item Number**
   Check digit calculator can be accessed
   http://www.uc-council.org/ean_system/education_support/cdc.html.

❖ **Assign GTIN for each PLU & forward to Loblaw's**

❖ **Provide your GTIN to your label supplier**

❖ **Ensure your equipment is configured to apply labels**

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Supplier Perspective

Rainier Fruit Company

RSS Impacted Areas of Business

- Production

- Inventory Management

- Sales / Marketing

Rainier Fruit Company Production

- ❖ Approximately 30% increase in materials cost

- ❖ Purchase of larger cassettes
  - ➢ Recalibration of heads to accommodate GS1 labels.

- ❖ Slight decrease in coverage on smaller fruit
  - ➢ Less flat surface - This creates flagging which allows for PLU's to be pulled from the surface easily

Rainier Fruit Company Production continued…

❖ Commit to pack issues
  ➢ Most retailers have a size range they accept
    • This could mean:
      – Adding labeling head banks
      – Running product twice
      – Hand labeling

Rainier Fruit Company Inventory Management

❖ Duality of Inventory

  ➢ Rotation Issues

    • Planning/Packing accuracies become even more critical

  ➢ Slotting Issues

    • Increase racking space to accommodate two PLU's

Rainier Fruit Company Sales/Marketing

❖ **Initial Supplier GS1 EPC Global Membership**

❖ **Outside Fruit Sourcing**

➢ Non GS1 suppliers

➢ Updating retailers supplier list

➢ Short's to cover product for promotions

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Closing

- Industry standardization to simplify reporting

- 100% Industry compliance?

For Additional Information

GS1 US

Greg Rowe

609-620-4566

growe@gs1us.org

GS1 Canada

Lina Della Mora

416-380-2508

lina.dellamora@gs1ca.org

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Questions?

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