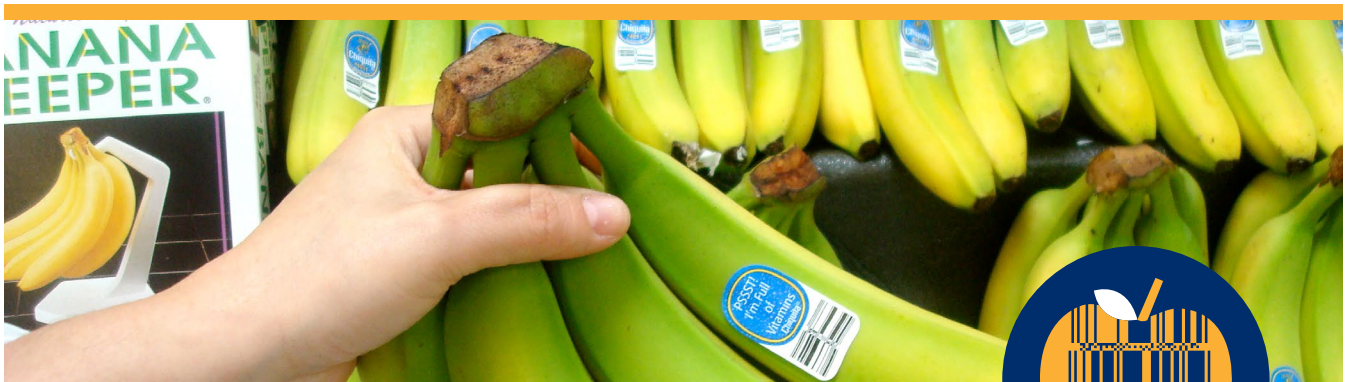


GS1 DataBar for loose fresh produce

Solutions for a smarter, fresher and safer supply chain



GS1 DataBar is a barcode which enables fresh produce to be identified, and quickly and accurately scanned at the Point-of-Sale (POS) in a retail environment.

These barcodes can be used on small, hard-to-mark products, enabling a piece of fruit to be scanned instead of manually found in the system.

Why implement DataBar?

The GS1 DataBar family of barcodes provides suppliers, packers and consumers, with specific product identification and in some applications (such as pre-packaged produce), dynamic data such as batch/lot, expiry date, and much more.

GS1 DataBar delivers new opportunities for increased efficiency in product authentication, traceability and check-out times. It also enables growers to differentiate their products at POS.

Other benefits include:

- Globally unique company and product identification for loose fresh produce, replacing today's generic Price-Look-Up (PLU) information
- Scanning of loose produce enables accurate, fast POS activities
- Faster replenishment leading to increased product availability
- Enhanced category management for a wider range of products
- Greater shrink/fraud control (differentiating between organic and conventional produce)
- Improved consumer shopping experience with faster check-out times
- Automatic markdown and expiration date management
- Increased pricing accuracy
- Better traceability and more targeted recalls



Stacked Omni-directional DataBar

The stacked omni-directional design condenses the Global Trade Item Number (GTIN) information into a more compact and square barcode.

These barcodes are linear codes containing 14 digits that can be read by most POS scanners.

They may be small, but GS1 DataBar labels hold a supplier assigned number encoded in a barcode for POS scanning.

With huge potential to transform the fresh food industry, DataBar provides a solution to pricing accuracy, POS data collection and management, and product identification and traceability, as part of a broader and more effective food safety system.

Getting Started

GTINs are used for unique identification of trade items worldwide. The GS1 Company Prefix is an integral part of the GS1 system, which is assigned to the brand owner (or the party responsible for delivering goods to market).

Step 1

Join GS1 Australia and obtain a GS1 Company Prefix. www.gs1au.org/how-to-get-started/

Step 2

Assign a unique GTIN for each produce variety, brand and growing method. For Australian retailers this GTIN also relates to the site where the produce was packed. If this is a commodity, then the GTIN is allocated by the packhouse; if this is a propriety product, then the GTIN is allocated by the brand owner.

Note: You should also retain the PLU code on the label, as some retailers may not yet have the capability to scan GS1 DataBar.

Step 3

Provide GTINs and corresponding PLU codes to your trading partner so that they can enter these in their POS system.

Step 4

Ideally, the GTIN should be printed below the barcode and must maintain legibility and minimum barcode height requirements. If packaging and printing constraints do not allow, the GTIN can be omitted.

Step 5

Other labelling requirements such as country of origin labelling and company logos will not be affected by the addition of GS1 DataBar on the label.

Step 6

Use the following GS1 DataBar specifications and measurements.

GS1 DataBar can encode a GTIN-13, GTIN-12 or GTIN-8 but as the GTIN data field is 14 digits long, one, two or five filler zeros respectively must be added before the GTIN to make up the 14 digits. Refer to Figure 1.

Step 7

Submit a sample of your product to GS1 Australia for barcode testing. This will ensure your product conforms to the correct specifications and that it scans correctly the first time.

Visit www.gs1au.org for more information on barcode verification information.



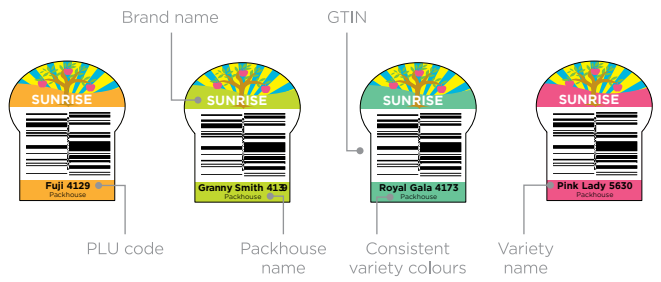
Figure 2 GS1 DataBar Stacked Omni-directional

GS1 DataBar Stacked Omnidirectional			
	X-Dimension (mm)	Width (mm)	Height (mm) Min ISO specs 69X
Minimum for PLU Stickers	0.203	10.15	14.01

Figure 3 GS1 DataBar Stacked Omni-directional minimum width and height for loose produce PLU code stickers

Other items to be incorporated into the stickers include:

- Product colour code alignment where applicable
- Variety name
- PLU code
- Packhouse name
- Country of origin where possible



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