

Product Launch

Give your product the best chance of success!



Need to get your product to market?

Then you will need:

- Reliable barcodes that scan correctly and meet retailers requirements
- Correct weight and measurement information
- Professional photographs, and most importantly;
- Product information to flow to retailers via Smart Media and the National Product Catalogue

Plan a flawless product launch

GS1 Australia's Product Launch Service has been designed to make the introduction of a new product onto retail shelves as easy and painless as possible, both for you and the retailer.

The product is tested, measured, photographed and then loaded onto Smart Media and the National Product Catalogue by the GS1 Australia team. Pallet configuration, non-retail weights/measures and pricing details are also included.

So if you have a product to get onto the retail shelves, to save time and improve your sales success - Phone **1300 BARCODE** (1300 227 263).

Take advantage of our Product Launch introductory package.

“GS1 Product Launch will be a valuable service because it will save on time, cut down on paperwork, manual labour and organising bottle shops.”

Janine Heinjus
Château Tanunda

“Product Launch is a convenient and comprehensive service that allows easy product and range launches, in a compatible form for major retailers and buyers.”

Jessica Thomas
Health Lab Pty. Ltd.

