

Dear GS1 Australia Member,

We have recently been made aware that some organisations are claiming to be "authorised" to provide GS1 Barcode Verification Reports. They also claim they can help vendors create their own GS1 Barcode Verification Reports.

Although these organisations may have a verifier and are able to produce an ISO verification report, GS1 Australia is the only organisation capable of performing the level of testing and producing a genuine GS1 Barcode Verification Report that we believe Australian industry needs.

To ensure the ongoing level of high performance that we all expect in our retail supply chains, the most critical factor in barcode verification is the accuracy of the GS1 barcode number.

Only GS1 Australia can ensure that the number used on your product is:

- Licensed to the brand owner of the product
- Unique to that product and not duplicated elsewhere

Without a genuine barcode check, your box of cornflakes may scan perfectly at the checkout, but register as a box of chocolates instead.

This has a number of negative impacts for retailers and brand owners including:

- Wrong product
- Wrong price
- No sale recorded against your product
- No re-order of your product due to poor sales
- Sales recorded against your competitor's product
- No shelf replenishment of your product
- Declining sales of your product due to reduced availability

All of these activities rely on the accuracy of product identification at each scan. Only GS1 Australia can ensure that accuracy by checking not only the barcode, but the numbers within.

Before you think about looking at alternatives, think what the costs of getting it wrong could be. GS1 Australia has over 30 years' experience testing barcodes which provides you with peace of mind that the quality of the barcode is at the same exceptional level as the quality of your product.

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