

# GS1 standards—making it possible for traceability systems to talk

## Traceability requires interoperability

Retailers and manufacturers across all sectors increasingly find that they must answer a wide range of questions from business partners upstream and downstream, as well as from consumers.



Behind these questions is the need for businesses to:

*Boost logistics efficiency*

*Meet consumer demand for transparency*

*Support sustainable practices*

*Help fight counterfeiting*

*Protect brand integrity*

*Manage certifications*

*Perform recalls and keep consumers safe*

*Comply with regulatory requirements*

### Answering these questions and meeting these challenges requires traceability

The ability to quickly and reliably access granular information about a product.

**Yet information is spread across all the stakeholders involved along the supply chain**

and they all have different systems that cannot talk to each other.



To have effective end-to-end traceability, systems must be able to understand and share information in a clear and automated way.

# GS1 provides the common language for traceability solutions to operate effectively together

GS1 standards have been powering business for more than 50 years. Used worldwide by more than 1.3 million member companies across 155 countries for identifying, capturing and sharing information automatically and accurately, so that anyone who receives that information can understand it, no matter who or where they are.

**The GS1 Global Traceability Standard provides a framework for the design of interoperable traceability systems, making it possible for:**

- Different traceability systems to talk to each other
- Organisations to access, combine and interpret data from a variety of sources
- Each trading partner to choose whichever GS1-enabled traceability solution best meets its specific needs



## The traceability ecosystem

Technology is often not the biggest issue in traceability. All stakeholders must be brought into the ecosystem for it to thrive.

### **GS1 Australia facilitates collaboration:**

- Collaboration that includes all traceability stakeholders—brand owners, food producers, restaurants and caterers, retailers, government authorities, solution providers, industry associations, academics and more
- Local implementation support such as guidelines, workshops, trainings, traceability system assessments and data services
- Local industry initiatives and partner programmes with GS1-enabled traceability solutions

### **Benefits for trading partners and solution providers**

*Scalability, speed, automation and data quality*

*Integration across internal processes and legacy systems*

*Decreased time and cost to develop interfaces with other systems*

*Access to new markets*

*Viability of solutions based on emerging technologies*

GS1 is a neutral, not-for-profit, global organisation that develops and maintains the most widely used supply chain standards system in the world.

For more than 50 years, GS1 standards have been improving efficiency, safety and visibility across multiple sectors, including retail, consumer goods, fresh foods, healthcare and transport & logistics. GS1 is funded and governed by its members, so everything we do is in their best interest.

Our standards are created by our users, for our users.

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### ***The most well-known brands sit on GS1 global and local boards.***

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With our work in traceability, we want to enable growth, transparency and allow our users to continue to earn the trust of business partners and consumers.

## **Request information**

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To find out more visit <https://www.gs1au.org/traceability>

### **About GS1 Australia**

GS1 is a neutral, not-for-profit organisation that develops and maintains the most widely used global standards for efficient business communication. We are best known for the barcode, named by the BBC as one of “the 50 things that made the world economy”. GS1 standards and services improve the efficiency, safety and visibility of supply chains across physical and digital channels in 25 sectors. With local Member Organisations in 114 countries, 2 million user companies (over 22,000 in Australia) and 6 billion transactions every day, GS1 standards create a common language that supports systems and processes across the globe.

For more information visit the GS1 Australia website [www.gs1au.org](http://www.gs1au.org)

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