

## PRESS RELEASE

### The Global Data Synchronisation Network continues to grow

#### GS1 Global Registry reaches two million items and 6 new certified data pools

Contact: Jan Denecker, Marketing Manager GDSN, [jan.denecker@gs1.org](mailto:jan.denecker@gs1.org)

**BRUSSELS, BELGIUM and PRINCETON, U.S.A, 28 January 2008** – GS1, the global standardization body, today announced that their Global Registry had grown significantly in 2007 with more than one million items being registered over the year. This brings the total number of **registered items** to more than **2 million**, with the increase in 2007 equal to the number of items registered in the previous three years. The growth of registered items can be attributed to the adoption of the Global Data Synchronisation Network (GDSN) globally.

“GS1 has delivered the system which users described in their business requirements, it is great to see the increase in item registration this past year” said Milan Turk of Procter & Gamble, Chairman of GS1 GDSN Inc’s Board of Directors. “Achieving this usage milestone indicates that data synchronization’s benefits are understood around the world and that the GDSN network is enabling business users.”

The GS1 Global Registry is a global directory operated by GS1 GDSN which allows companies to locate source/supplier or recipient/retailer data pools to exchange standardised data with trading partners.

The growth in adoption of GDSN worldwide will be further accelerated with the **certification of 6 new data pools**, including: GS1 Belgium & Luxembourg, GS1 China, GS1 Croatia, GS1 Greece, GS1 Hungary and GS1 Sweden. Their certification was facilitated by the Drummond Group Inc, a leading interoperability and conformance testing company. This brings the total number of GDSN certified data pools to 26, supporting data synchronisation in over 50 countries worldwide.

“Certified data pools offer an access point and related services for companies to leverage the benefits of the GDSN and the GS1 Global Registry. Together we operate



the GDSN enabling companies to increase efficiency and lower supply chain costs through data synchronisation" says Sally A. Herbert, President GS1 GDSN, Inc. "Data synchronisation also drives the need for trading partners to focus on creating and maintaining reliable data, as well as shifting their business relationships to be more collaborative", she added.

The GDSN and data synchronisation standards ensure that trade item information about a product – such as dimensions, descriptions, GTIN, - is accurate across trading partner systems at any given point in time. Over 10,000 of the world's leading retailers and suppliers have already made the Global Data Synchronisation Network a cornerstone of their successful electronic business practice saving costs through efficiencies in logistics, accounting and inventory.

-- END--

#### NOTES FOR EDITORS:

About GS1 and GS1 GDSN Inc.

GS1 is a leading global organisation dedicated to the design and implementation of global standards and solutions to improve the efficiency & visibility of the supply and demand chains globally and across sectors. The GS1 system of standards is the most widely used supply chain standards system in the world. For more information on GS1, please visit: [www.gs1.org](http://www.gs1.org).

GS1 GDSN, Inc. is a subsidiary of GS1 managing the Global Data Synchronisation Network™ (GDSN). The GDSN is an internet-based, interconnected network of interoperable data pools and a global registry (the GS1 Global Registry™) that enable companies around the globe to exchange standardised and synchronised supply chain data with their trading partners. For more information, please visit: <http://www.gs1.org/gdsn>

About Drummond Group Inc.

Drummond Group Inc. (DGI) is an independent, privately held company that works with software vendors, vertical industries and the standards community to drive adoption for standards by conducting interoperability and conformance testing, publishing related strategic research and developing vertical industry strategies. Founded in 1999, DGI represents best-of-breed in the industry on linking horizontal infrastructure technologies, standards and interoperability issues with the needs of vertical industries such as retail, grocery, health care, transportation, government and automotive. For more information, please visit [www.drummondgroup.com](http://www.drummondgroup.com) or email: [info@drummondgroup.com](mailto:info@drummondgroup.com).