



**For Immediate Release**

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## **GS1 global extends GS1 DataBar deadline**

For the last four year retailers around the globe have been working to adapt their scanning systems to be able to scan GS1 DataBar, a next-generation bar code, by 2010.

The decision to introduce GS1 DataBar followed a business case review by a global industry task force which included retailers, fast-moving consumer goods manufacturers, pharmaceutical companies, and trade associations.

After feedback from retailers around the world GS1 has extended the deadline by which retailers must be able to scan GS1 DataBar to 2014. GS1 Australia CEO Maria Palazzolo said this decision has been made to reflect the pace globally of retailer readiness.

Retailers who have started GS1 DataBar programs, especially fresh food pilots, can continue with these programs with no interruption. Retailers who have established agreements in place or wish to set up new bilateral agreements with their trading partners using GS1 DataBar standards by 2010 can proceed as planned.

“While GS1 Australia has been working with major retail chains for the past few years to ensure that their scanning systems are ready for the new bar codes, at global level retailers in many countries are not yet ready” she said. At a recent GS1 General Assembly a decision was made to extend the deadline, allowing early adopter nations to move ahead but providing up to four more years for adoption in all other countries.

GS1 DataBar permits marking on small, hard-to-mark items like loose produce and can provide new bar code information like weight or date codes. It is already in wide-scale implementation in North American groceries, is being piloted in Europe and in Asia, and can be found on loose produce shipped all over the world.

By the target date of 2014 GS1 DataBar standards, including attribute information such as batch number and expiry date, can be used by all trading partners in an open environment. At a minimum, retailers should be able to scan a GS1 DataBar and process a Global Trade Item Number (GTIN) to the database by 2014.

While most scanners purchased in the past three years should be capable of reading GS1 DataBar, retailers are being urged to continue their program to update their scanning capabilities.

Free GS1 DataBar test cards are available from GS1 Australia and free information sessions are being held in Sydney (April 21 and September 10), Melbourne (May 5 and September 3) and Brisbane (October 13) for retailers who need to find out more about GS1 DataBar. For further information about GS1 DataBar, contact GS1 Australia on 1300 366 033.

*For further information, please contact Sue Schmid at GS1 Australia on **(03) 9550 3455** or **0407 880 271**.*



## **Background –**

GS1 Australia is a neutral, not-for-profit organisation that registers and issues bar code numbers or Global Trade Item Numbers (GTINs) in Australia so no duplication of numbers can occur. GS1 Australia is the local affiliate and Member Organisation of GS1, the global organisation dedicated to the design and implementation of global standards in supply chains. A total of 108 member organisations in 155 countries are authorised to administer the GS1 System of standards, the most widely used supply chain standards system in the world.