



Fresh Food Product Identification Solutions



GS1 DataBar™ (Formerly RSS)

GS1 DataBar (formerly Reduced Space Symbology or RSS) symbols can be used on small items and carry more information than the current EAN/UPC bar code. GS1 DataBar provides product identification for hard-to-mark items like fresh foods and can carry information such as supplier identification, lot

numbers, and expiration dates. This new technology also creates the opportunity for solutions supporting product authentication and traceability, product quality and effectiveness, variable measure product identification, and couponing.

GS1 DataBar (RSS) for Produce



GS1 DataBar on produce provides:

- Supplier / Brand Identification
- Shrink Control from Front-end accuracy (scan vs. key entry)
- Differentiates Conventional vs. Organic
- Category Management
- Product Replenishment

GS1 DataBar (RSS) for Variable Measure Products



(01)07614141000015 (3202)000105 (3922)001049 (15)030320 (10)7887300

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GTIN-13 in a Net Weight (lb) Extended Price Best Before Date Batch / Lot #
GTIN format

GS1 DataBar for variable weight products provides:

- Supplier / Brand Identification
- Traceability
- Opportunity to stop a transaction
- Category Management
- Product Replenishment

Solution for Coupons

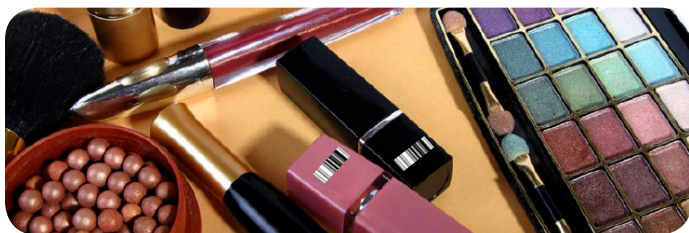


GS1 DataBar on Coupons arrived January 2008!

GS1 DataBar enhances couponing capabilities by supporting more complex coupon offers, allowing multiple brand offers to be system validated, expands discount price options, and enables expiration dates to be encoded.

Visit www.gs1us.org/coupons to learn more GS1 DataBar for coupons

Solution for Small Hard-to-Mark Products



- Cosmetics
- Jewelry
- Hardware
- Pharmaceutical

Manufacturers will have the ability to communicate additional attributes about the product. GS1 DataBar can improve scan performance, providing a better shopping experience for customers by moving them through the check-out more efficiently

Visit www.gs1.org/productsolutions/barcodes/databar/ to learn more about GS1 DataBar