



# Beyond the Label



Providing Digital Information  
Consumers Can Trust





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# 1

## Introduction: Addressing the Consumer's Digital Data Dilemma



**While standing in the baby food aisle of her local grocery store, Anna, a 30-year-old mother of two, scans the barcode on a baby food jar with her smartphone to obtain additional information about the product that she is considering for purchase. When the mobile app fails to find the product information that matters to her, she tries another brand. This time Anna receives a photo of the product and detailed nutritional data and decides to buy the second brand.**

This hypothetical scenario is not far from the truth. In today's connected world consumers are increasingly using the Internet, tablets and smartphones to search for additional product data beyond what is on the label or packaging. What they are finding – or, in many cases, not finding – should concern manufacturers, retailers, application providers and consumers alike.

As stated in the recent “2020 Future Value Chain” report by The Consumer Goods Forum and Capgemini, the industry has a responsibility to help consumers make informed choices. Consumers' lives are changing due to the new technologies they are using at home, at work, in stores and on the go – and so is their shopping and consumption behavior. There is a clear need for retail and consumer goods companies to develop and nurture a new kind of relationship with consumers and shoppers using these new technologies. But this requires providing consumers with trustworthy information in the first place.

In today's digital marketplace, the data consumers receive is often inaccurate, incomplete or missing entirely. In consumer research recently conducted by GS1 UK and the Cranfield School of Management, 91% of mobile barcode scans returned incorrect product descriptions and 75% returned no data at all.<sup>1</sup>

<sup>1</sup> “Mobile-savvy shopper report,” GS1 UK and Cranfield School of Management, January 2011



The rapid rise in the use of smartphones, tablets and other mobile devices will only accentuate the problem. Smartphone penetration currently ranges from 29% in Canada to 42% in Spain. And industry forecasts predict that smartphone penetration in many EU markets and the U.S. will rise above 50% by the end of this year.<sup>2</sup>

At the same time, the use of mobile barcode scanning applications is also growing. According to one study, 30% to 40% of smartphone users have downloaded a barcode scanning application, with usage of these apps jumping 1,600% in 2010.<sup>3</sup> Grocery, health and beauty, and personal care were the top product categories scanned using mobile applications.

This confluence of trends – consumers’ desire for easy access to more information and their increasing ability to access it via technology – leaves shoppers facing a dilemma: To trust or not to trust the digital data they receive about products they are considering for purchase? The potential impact is significant, as global research conducted by GS1 found that nearly 40% of shoppers said they would not buy a product if they could not trust the accuracy of the digital information.

We believe a window of opportunity exists to improve consumer confidence in digital product information while also further addressing the growing focus among consumers and regulators on health and wellness. To address the topic of business-to-consumer (B2C) digital product information, GS1 proposes to provide guidance in the development of solutions that improve access to nutritional data for industry and consumers alike through a “Trusted Source of Data.”

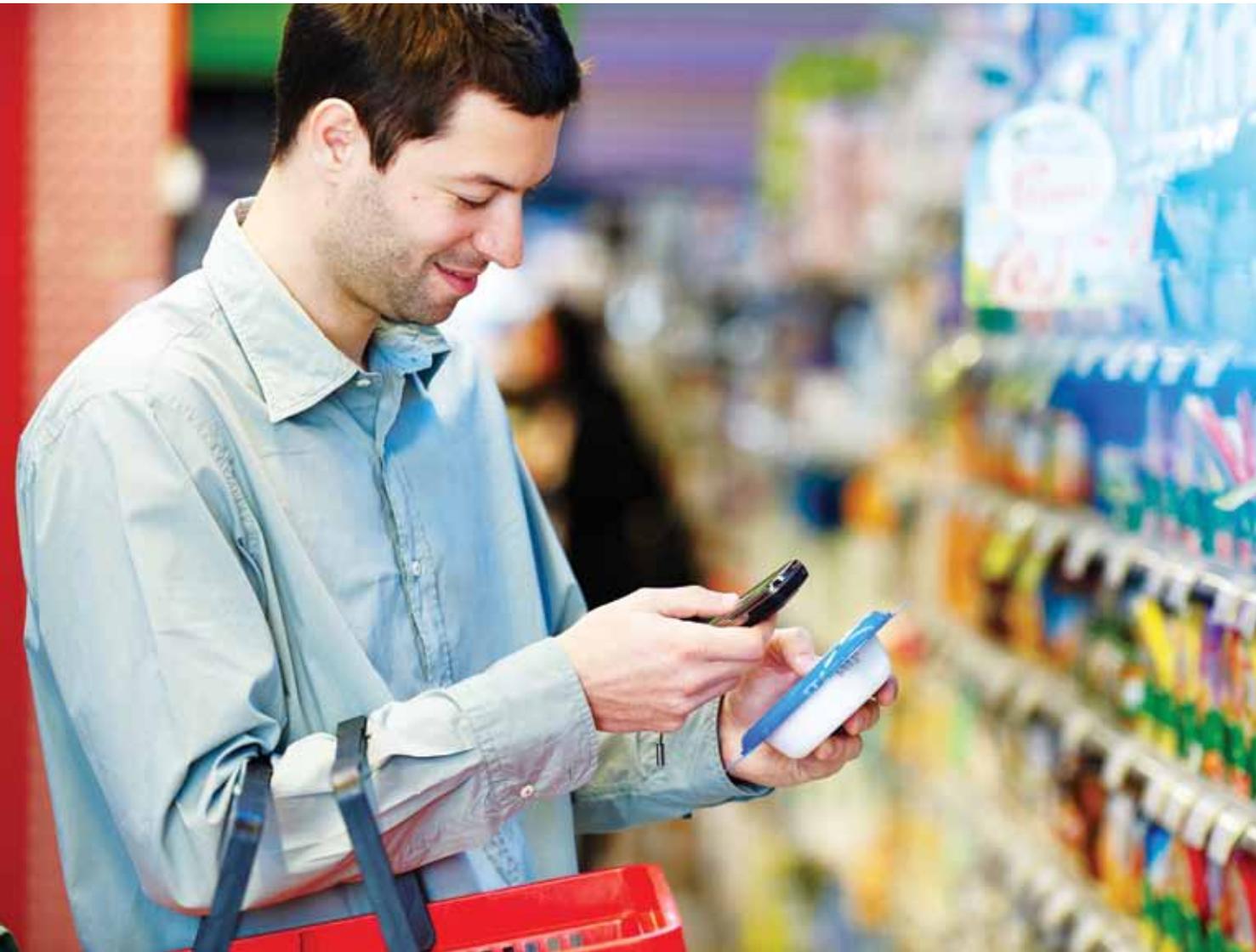
The objective is to support the communication of authentic product information provided by brand owners to retailers, application providers and government. The goals of this initiative support all key stakeholders by:

- Protecting the brand, as both the brand experience and the “moment of truth” when a consumer makes a purchase decision are increasingly moving online.
- Improving the shopping experience and helping shoppers make informed decisions.
- Raising consumer confidence that the product information they access is accurate and authentic, no matter how or where they shop – in store, online or with their smartphones.
- Increasing sales – simply stated, better product information means better sales.

This report provides a view of the current state of digital product information for consumers, a vision of how to improve the situation and the potential benefits to be gained, as well as recommendations on how you can get involved in helping to give consumers information they can trust.

<sup>2</sup> “B2C Consumer Survey,” GS1, March 2011

<sup>3</sup> “ScanLife: Mobile Barcode Trend Report,” Scanbuy, December 2010





# 2

## The Situation: Everybody Loses with Bad Digital Information



**New opportunities for B2C interaction are expanding rapidly. Consider that at the end of 2010, one in four mobile Americans had smartphones, 3G penetration had crossed the 50% threshold, and nearly 47% of mobile subscribers were connected media users. In fact, the very definition of mobile is changing, based on the introduction of tablet devices such as the iPad.<sup>4</sup>**

The 2020 Future Value Chain report signals the enormous impact that consumer technologies will have on the consumer goods and retail industry. Consumer needs are changing more rapidly than ever, and the marketplace is being transformed as consumers' determination of a brand's value shifts from products to experiences. Consumers expect services that add value to their lives by making things easier for them. They want seamless access to trusted content and services from the device of their choice and require solutions to be easy to understand, simple to use and fast. Increasingly consumers are looking beyond the label for information online when researching a product before purchasing. In fact, by some accounts, about half of all retail sales today are online or web-influenced.<sup>5</sup>

"The number of people searching for products and shopping with smartphones is growing in the triple digits with no signs of slowing," notes Sanjay Sarma, Co-Founder of the Auto-ID Lab at Massachusetts Institute of Technology. "At the same time, unauthenticated sources are proliferating – so it's essential that any shortcomings in this area are addressed today."

<sup>4</sup> "The 2010 U.S. Digital Year in Review," comScore, Inc., Feb. 7, 2011

<sup>5</sup> "Forrester Research Web-Influenced Retail Sales Forecast," Forrester Research Inc., December 2009

In this changing environment, consumers are increasingly basing their purchase decisions on digital information – from shopping sites, rating services, and through social networks accessed online via mobile devices. The information they want often extends beyond what is typically on a product label or packaging, including more detailed nutritional data, allergens and ethical accreditation.

Unfortunately, disappointing experiences are all too common when consumers attempt to access digital product data, with a significant percentage of queries returning either no result, incomplete or inaccurate information. The GS1 UK study highlights the severity of the situation. The research examined the quality of product descriptions and image data available in three third-party, generic applications. A total of 375 grocery products were selected at random and scanned using the three applications. GS1 UK and Cranfield School of Management were then able to rate the accuracy of data available to the applications by comparing it to data authorized by the brand owner.

From a total of 1,125 scans across all three applications, only 9% of scans returned the correct product description when compared with the brand owner's approved data. A staggering 87% of scans returned no image. And even when information was returned it was wrong in 20% of cases.

The result: growing frustration for consumers, who just want an easy way to access product information.

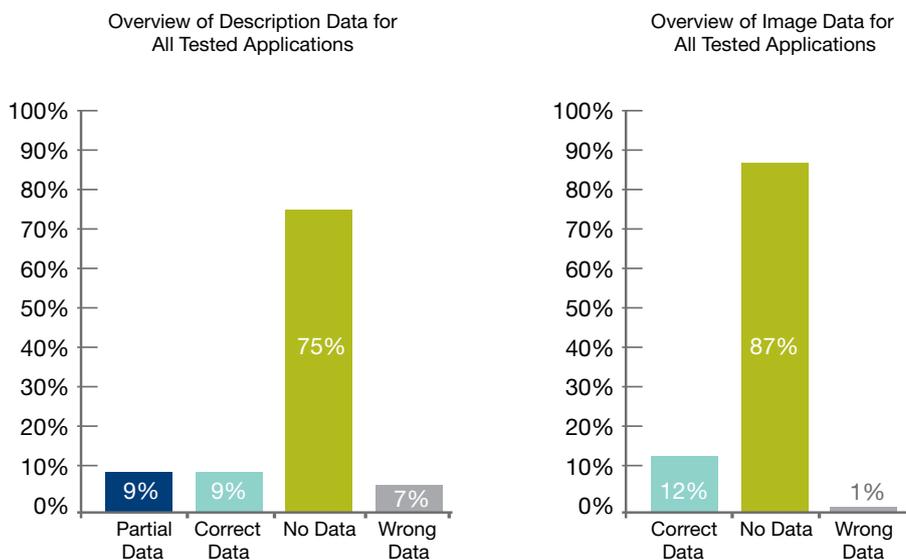
### Crowdsourcing, Uncoordinated B2C Activities Drive Bad Digital Information

Two key issues lie at the root of the problem: the use of crowdsourced and other unstructured “third-party” sources to collect data, and the wide array of uncoordinated B2C activities currently taking place across many fronts.

In today's rapidly changing digital landscape, brand owners no longer have full control of the information and messaging that consumers rely on, as much of the information available through the Internet is provided by third parties or crowdsourcing. Crowdsourcing refers to large groups of collaborating individuals all of whom may be contributing to a common pool of information. This approach can work well for opinions, reviews or other subjective, non-standardized information. However, it is ineffective and even potentially dangerous when the data being collected is coming from multiple, unverified, unaccredited sources rather than from the brand owners for critical consumer data such as nutrition and ingredient information. The GS1 UK study notes that these resulting inconsistencies often confuse consumers and undermine their confidence in the product data.

Crowdsourcing has evolved to fill a growing consumer need for product information. However, brand owners' efforts to provide this data in a digital format are significantly lagging consumer demand.

**Figure 1: The State of Digital Product Information for Consumers**



Source: “Mobile-savvy shopper report,” GS1 UK and Cranfield School of Management

At the same time, numerous uncoordinated initiatives and activities are taking place in the B2C arena, leading to increased complexity. For example, regulatory bodies are adding new requirements to provide consumers with information (such as nutritional and allergen data) and are discussing potential new infrastructures that will be duplicative to existing industry data frameworks.

Application providers are developing their own company-specific data-sourcing strategies to support mobile consumer applications, which adds cost, complexity and data integrity challenges. In many cases, application providers, such as Google, Microsoft and Amazon, and mobile providers, like AT&T, Verizon and Vodafone, are delivering information that is, by their own admission, not as accurate as consumers are looking for.

In fact, according to Mike Wehrs, CEO of Scanbuy, worldwide 40% of the requests generated by scanning a product's retail barcode and received by the company's ScanLife application can't be authoritatively connected to a product. This creates a negative experience for the consumer and doesn't add value for the brand or for the retailer.

To obtain more accurate product data, some GDSN (Global Data Synchronization Network) users are providing alternative sources to collect product data from trading partners, such as retailer/manufacturer portals. And some retailers have also developed their own applications to connect consumers to their product information.

Converging industry nutritional initiatives – such as the Healthy Weight Commitment Foundation, World Health Organization European Childhood Obesity Surveillance Initiative (COSI) and Nutrition Keys, a front-of-package nutrition labeling system – have driven local GS1 member organizations like Canada, the US and UK to work with brands to explore addressing these opportunities.

## Trust and Its Impact on Buying Behavior

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74%

of consumers consider it important that product information is trustworthy

38%

would not purchase the product if they did not trust the product information displayed about it on their smartphone

35%

would never use an app again if it contained incorrect product information

26%

would never use an app again if it contained no product information

Source: "B2C Consumer Survey," GS1, March 2011

While we are in “early days” of B2C, there are serious consequences that can result from incorrect product data for the entire community – consumers, brand owners and application providers. And the risk of poor product data accuracy will grow dramatically over time if not addressed.

**Consumers Need Information They Can Trust**

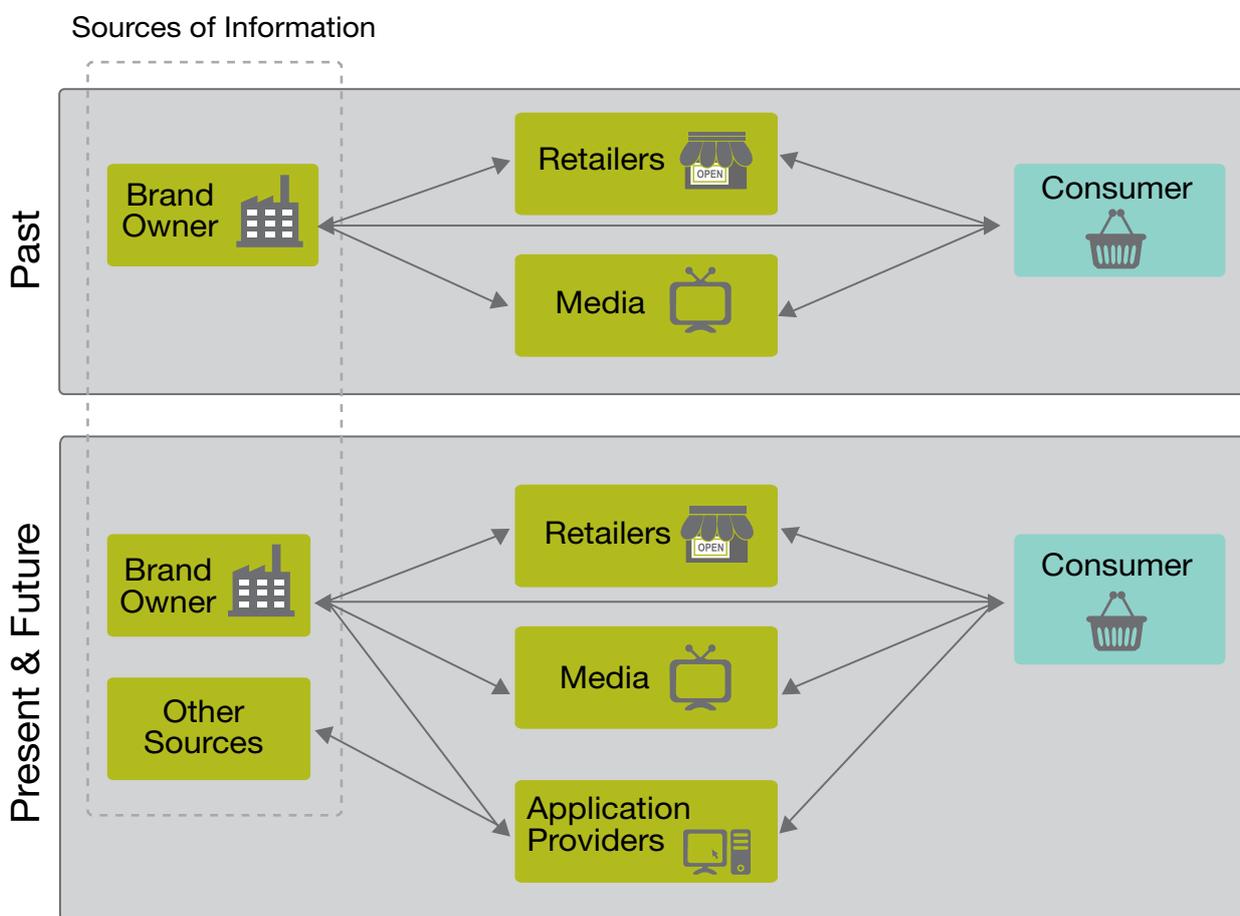
In a world of increasing transparency, inaccurate and incomplete product information erodes consumers’ trust in products, brands and the entire B2C experience. Trust lies at the core of the issue: 74% of consumers in GS1’s global study consider it important that product information is trustworthy. The UK study also reported that 50% of consumers said that when they use digital channels they need basic information such as an accurate product description and image to feel confident that the product they are considering for purchase is the right one.

Data quality is particularly important when it comes to health, nutrition and product safety issues, where the potential to negatively impact a consumer’s welfare is high. When critical information such as how to use a product, or nutritional and allergen data provided is inaccurate it can lead to serious repercussions and undermine the entire system. While product liability laws have also lagged the explosion in the use of digital product information, it is not inconceivable to think that in the not-so-distant future laws governing digital product information will mirror those that currently govern the accuracy of information on packaging.

**Brand Owners Risk Loss of Brand Equity and Sales**

The communication between brand owners – both manufacturers and retailers – and consumers has changed. Historically, manufacturers delivered their brand messages to consumers through leveraging advertising, media agencies and retailers. The main source of product information was always the brand owner.

**Figure 2: Changes in Brand Communication**



Source: GS1

But the landscape has changed and will change even more in the future, as brand owners no longer have full control of the information and messaging that consumers rely on. Today there are many other sources of data for consumers, particularly online social media, over which brand owners have limited or no control. When consumers receive bad data through these new sources, it represents, at best, a missed opportunity for brand owners to accurately inform consumers about products. At its worst, it is a direct assault on the integrity of their brands and damages consumer trust, which may be hard if not impossible to regain.

Bad digital information can also result in lost sales as there is a clear link between the quality and accuracy of data received and consumers' shopping behavior. In GS1's global consumer research, 38% of respondents said they would not purchase the product if they did not trust the product information displayed about it on their smartphone. Though consumers want data from many different sources they need to know and trust data that they believe is coming directly from brands. Accurate brand owner data will also ensure that peer-provided content is based on fact, and helps prevent false impressions from being propagated through consumer and social networking channels.

#### **Application Providers Face Rising Costs and Lost Usage**

While a great amount of information is accessible through the Internet, a substantial portion of it is third-party data, which is often supplied by unauthorized contributors, rather than direct from the manufacturer, retailer or other trusted sources of information.

For application providers that want to provide accurate product information to consumers, bad digital data can result in increased costs, as the first step in the process is for every application provider to build their own databases of product information from multiple sources. Additional, unnecessary costs are added as they then need to manually review, edit, validate and correct information, if they can.

These point-to-point solutions create inherent barriers to industry success that require a scalable solution based on a single source of accurate data.

Research shows that consumers will quickly stop using applications that provide bad or no data. More than one-third of consumers surveyed in GS1's global study said they would never use an application again if it contained incorrect product information, and 26% would never use an application again if it contained no product information.

While bad digital information poses dangers for individual stakeholders, it also imperils the whole B2C opportunity to connect with the consumer in new ways, impacting current sales as well as limiting potentially lucrative opportunities for growth in new channels.

## **How Bad Is the Data?**

**91%** of mobile barcode scans returned incorrect or incomplete product descriptions

**75%** of scans returned no product information at all

**87%** of scans returned no image

Source: "Mobile-savvy shopper report," GS1 UK and Cranfield School of Management



# 3

## The Benefits: Everybody Wins with Good Digital Information



**Delivering on the new consumer demands, providing trustworthy data and a consistent brand experience, while protecting against fraud creates new challenges for business. All stakeholders must ensure that “virtual” product information provided to consumers is, at minimum, just as good as what’s on the printed label and can even go beyond that in terms of providing individually relevant additional information that is not displayed on the label or packaging. Improving the digital consumer information situation can bring significant benefits to the key stakeholders.**

### **Consumers Can Make Better Buying Decisions**

With a trusted source of data, consumers will get accurate information to help them make informed product decisions and make the most of their purchases. For example, GS1 Australia and Victoria University conducted a trial to assess how smartphone technology and GS1 barcodes could be harnessed to fight obesity.

During the eight-week trial, overweight participants used smartphones to scan barcodes on breads, breakfast cereals and cookies and received information on the sodium and saturated fat content of each of the products, based on recommended serving values from the National Heart Foundation. To deliver the information, the smartphone application drew standardized data, extracted from GS1 Australia’s electronic product catalog, the GS1net data pool, and supplemented it with data gathered from products from four major supermarkets.

The study found that 40% of participants changed their purchase because of the information provided. While for the majority buying behavior was not altered, due in part to their continued purchase for household members, the application made all participants more aware of their diet. And 67% agreed that the application would be more useful if it covered more products.

Accurate and consistent digital data can also address the multi-channel challenge by helping consumers find, research and purchase products seamlessly across all channels, particularly as the use of mobile barcode scanning continues to rise. In addition, by having rich data, the applications of the future can run on consumer preferences for information, displaying only what the consumer wants to see. This enables better and more efficient information retrieval and usage and improves user experiences.

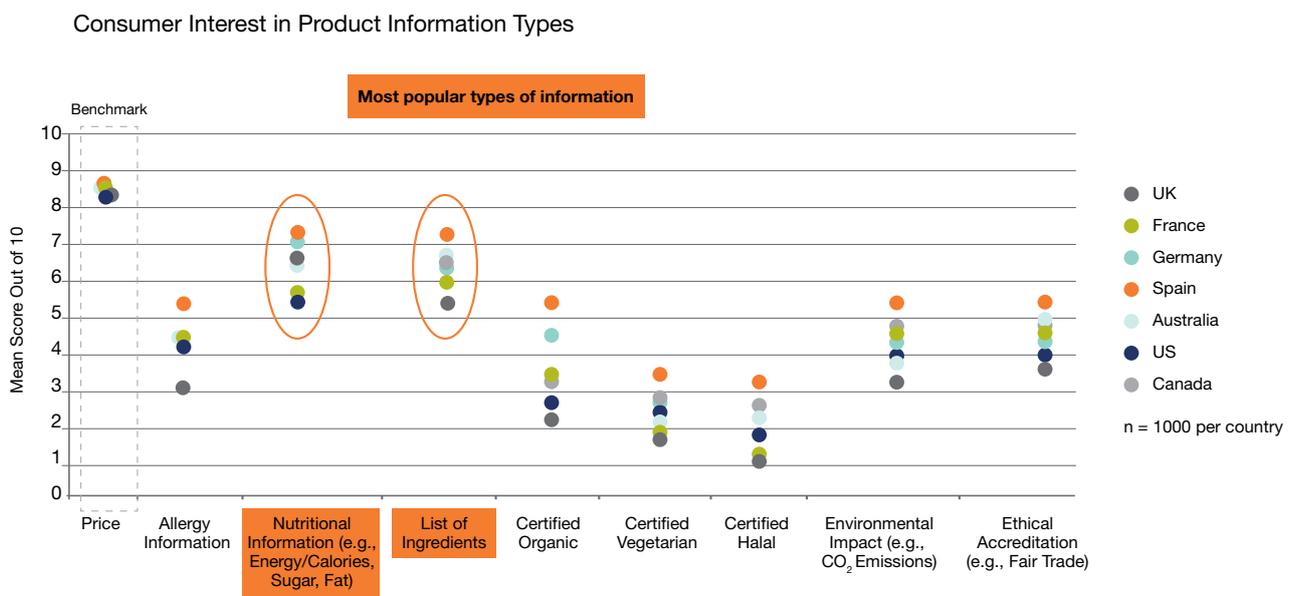
Key to ensuring consumer satisfaction is understanding what types of information consumers want. The GS1 UK report notes that initially scanning applications were used primarily for price comparison purposes. But with increasing usage of smartphones and mobile applications demand has grown for additional functionality such as nutritional and ingredient information and environmental data.

This was confirmed by GS1’s global research, which found that consumers were most interested in nutritional and ingredient information, followed by information about allergies, organic certification, environmental impact and ethical accreditation.

Further consumer research conducted by GS1 Sweden, ECR Sweden and Ericsson also highlighted a number of shopping experience needs that could be addressed by improved consumer information through mobile shopping applications.<sup>6</sup> The study involved the HotShopper mobile application. Participating consumers said they would like to see all information related to grocery shopping integrated – including refined product information, price comparisons, special offers, loyalty cards, mobile coupons and payments.

They also want to see better integration of grocery shopping into everyday life, such as scanning ads, shopping lists and recipes at home. Finally, consumers would like to extend the potential convenience and control that can come from mobile applications beyond grocery shopping to categories such as clothing and electronics. All of this, however, is based on receiving accurate and complete data from the phone application.

**Figure 3: Consumers Want Nutrition and Ingredient Information**



Source: “B2C Consumer Survey,” GS1

6 “Mobile Commerce Report 2011: Mobile in Retail,” GS1 Sweden, ECR Sweden and Ericsson, 2011

**Figure 4: Typical Functions Consumers Want to Integrate in a Mobile Shopping Application**



Source: "Mobile Commerce Report 2011: Mobile in Retail," GS1 Sweden, ECR Sweden and Ericsson

### **Brand Owners Can Build Trust with Consumers**

Manufacturers and retailers recognize the increased emphasis consumers are placing on topics such as health and wellness, food safety and sustainability. This fact is reflected, for example, in the strategic pillars of The Consumer Goods Forum. The Safety and Health pillar includes the Global Food Safety Initiative and Health and Wellness. And the Sustainability pillar encompasses key projects such as Deforestation, Refrigeration, Carbon Measurement, Consumer Engagement, the Global Social Compliance Program and the Global Packaging Project.<sup>7</sup> Improving the state of digital product information provides retailers and manufacturers an opportunity to further address these issues by becoming a trusted source of data for shoppers.

"Providing accurate information about our products is a critical part of building trust with our consumers," says Werner Geissler, Vice Chairman, Global Operations, Procter & Gamble.

The Swedish study noted that brand owners will also benefit from increased closeness to consumers based on the fact that a mobile application has the advantage of being available for shoppers at the moment of truth – when they are in the store, in front of the shelf with the product in their hands. A mobile application can add new value to the physical product and makes it possible for the brand owner to communicate aspects that are hard to convey on the packaging such as a more thorough explanation of what a certain additive really means. In addition, the application can move the store closer to the consumer by being present even if the consumer is not even physically in the store.

If manufacturers and retailers tailor their product information and offerings to the individual needs of the consumer, they unlock the potential to create deeper brand relationships, provide a better overall shopping experience, and, ultimately, earn consumer trust and loyalty. At the same time, they reduce the risk of wrong or malicious brand data reaching shoppers.

<sup>7</sup> For more information see [www.TheConsumerGoodsForum.com](http://www.TheConsumerGoodsForum.com), and "2020 Future Value Chain: Building Strategies for the New Decade," The Consumer Goods Forum, Capgemini, HP and Microsoft, 2010

### **Application Providers and Data Pools Will Also Benefit**

By providing trusted data to their customers, application providers can diminish or eliminate the issues and costs of delivering wrong or malicious information. An effective digital product information solution will also provide them with a single point of contact with the global community of suppliers to acquire accurate product data.

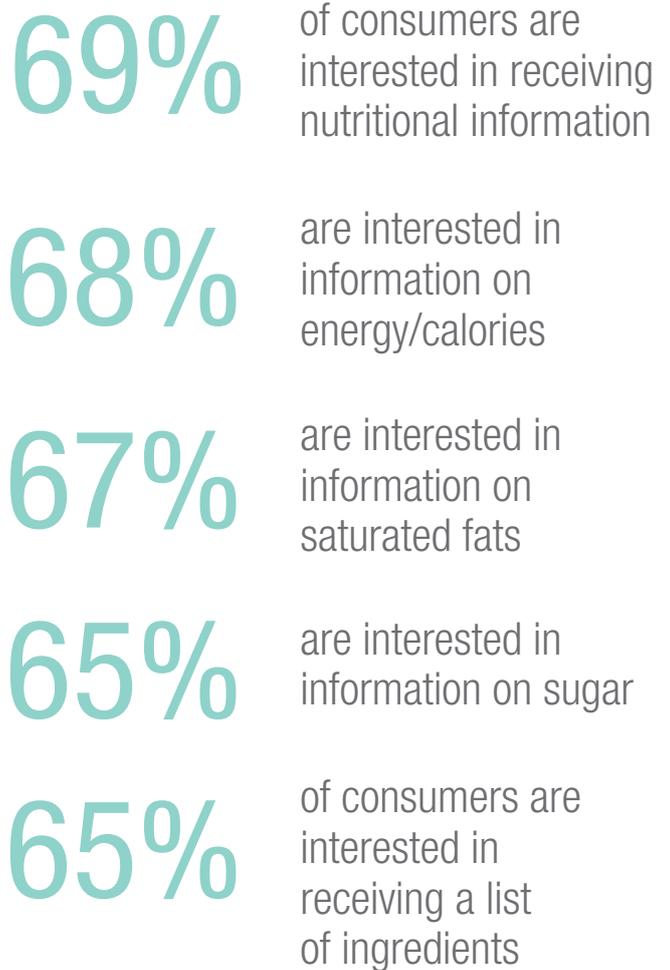
A solution may also benefit data pools, which can provide new functionality to their communities and attract new customers to leverage their existing investment.

### **The Big Picture: Helping to Achieve the Industry's Strategic Objectives**

Improving the state of digital product information is not just a short-term issue offering immediate benefits for the stakeholders involved. As the rate of technology adoption continues to increase rapidly, the industry must find ways to more effectively engage with technology-enabled consumers over the long term. This was among the strategic objectives identified for the next 10 years in the 2020 Future Value Chain program. Providing accurate, trusted digital data to consumers will be essential to helping achieve this objective as the use of smartphones, tablets and other mobile devices explodes in the coming decade.

Similarly, a trusted source of digital information for consumers will be a key factor in helping the industry address an additional objective identified in the 2020 Future Value Chain project: to serve the health and wellbeing of consumers. Critical trends such as the aging population and increase in regulatory pressure will continue to drive this objective, highlighting the need for a long-term solution to provide consumers with accurate health and nutrition information related to consumer disclosure and food safety.

## **Consumers Want Nutrition and Ingredient Information**



Source: "B2C Consumer Survey," GS1, March 2011

## Driving Consumer Value with Trusted Product Information

As part of the B2C initiative, GS1 US and GS1 Canada developed a number of scenarios that provide a picture of what the benefits of improved digital product information could look like in the real world in the near future. Following are a few examples.

### **Brand Owner:**

"I have improved my ability to reach and satisfy one of my target consumer groups, whom I call the 'misinformed target.' Because these shoppers are young, smart and wired, they frequently look online for additional information about our product but often received the wrong data. Since I began extending our own accurate data to serve this user, consumer complaints have gone down and the former 'misinformed target' segment has become a loyal group of shoppers who have now increased their positive comments to peer consumers."

### **Parent of Son with Severe Allergy:**

"My son has a life-threatening peanut allergy, so I have to be a careful shopper. I now feel more confident that I can pick a product off the shelf, scan the barcode with my mobile device, and get allergen information I know I can trust."

### **Consumer on a Diet:**

"I just started my diet and by scanning products during my grocery shopping, I was able to find low-calorie options and plan my meals accordingly."

### **Spouse with High Blood Pressure:**

"My husband has high blood pressure and has been instructed by his doctor to reduce his saturated fat intake. Shopping with my tablet helps me quickly choose products that are healthier options, without sacrificing the foods he likes."





# 4

## The Vision: Moving Towards Good Digital Information for Consumers



**A limited window of opportunity now exists for manufacturers, retailers, service providers and technology companies to work together to develop a solution to meet consumers' digital information needs. But where do we focus and how do we get there?**

It is important to distinguish between the two types of data that are communicated to consumers:

- **Authoritative data:** This is the core, master product data including product descriptions, ingredients and nutritional information. It is provided by the brand owners (manufacturers or retailers) or other brand-owner authorized sources. Additionally, some authoritative information can also be provided by independent, certified bodies, such as safety ratings from agencies like Underwriter Laboratories or Kosher certification.
- **Non-authoritative data:** This is additional product data such as that provided by entities other than the brand owners. Examples include retailer-specific data such as pricing, availability and recommendations or third-party data like product reviews, ratings and recipes.

Logically, the initial focus for a common industry approach would need to be on authoritative data. Four key factors must be addressed to improve authoritative digital information for consumers:

- **Data Integrity:** Data remains the same as provided by the source.
- **Data Authenticity:** Data is provided by a legitimate brand-authorized source.
- **Data Accuracy:** Data is correct.
- **Data Completeness:** All data attributes and all SKUs are available.



Just as industry recognized years ago in the B2B/supply chain space, improvements in data flow are critical elements to increased business efficiency. Much work has taken place to improve data integrity, authenticity, accuracy and completeness, which laid the foundation for the current B2B data infrastructure based on global data synchronization with GS1 standards. A similar business-driven approach is essential for digital consumer information recognizing that this is the beginning of a strategic journey to reach critical mass improvements on these factors.

There are four requirements for a solution to support sharing digital product information with consumers:

1. The solution must be **global** to ensure that consumers are provided the same user experience without regard to location or circumstances.
2. The solution must be **scalable** so it can be expanded quickly to deal with the anticipated rapid increase in usage.
3. The solution must be **real time**, to be able to react quickly to requests for information in order to meet consumer expectations for response times.
4. The solution must be based on a **multi-sourced** approach, using the wide variety of data sources required to support consumer needs for digital product data.

Ultimately, the solution must be standards-based; point-to-point solutions to share authoritative data between brand owners and application providers can only go part of the way and are not a sustainable, long-term option. GS1 standards support a proven framework to create, manage and share data about products efficiently and securely. Standards ensure effective exchanges between parties and provide interoperability to support global solutions.

The Consumer Goods Forum and GS1 need to play a pivotal role in establishing an effective solution by driving consensus among manufacturers, retailers and technology providers and thus satisfying consumers and shoppers. Together the focus should be on providing increased value for all stakeholders (both small and large) by leveraging standardized approaches to solve today's business challenges.

The right solution can help the industry realize the digital data vision: Brand owners can share relevant product information easily, thus building trust with consumers. Application providers can ensure they are delivering authentic data. And consumers can feel confident that the digital product information they access is accurate, no matter how or where they shop.





# 5

## Conclusion: How You Can Get Involved



**The B2C trusted source of information initiative provides the industry with a significant opportunity to influence consumer behavior, deliver desirable brand positioning in the marketplace and demonstrate good corporate responsibility. But in order to make the initiative a success, everyone must play a role.**

### **Accept Joint Responsibility**

Improving digital product information for consumers requires that all relevant players understand their responsibility to work together collaboratively and in a consistent manner. For example, brand owners need to maintain and share accurate and complete consumer information in a standardized way. Subsequently, application providers that communicate digital information should utilize this data in a consistent manner towards consumers all over the world.

GS1 and data-pool providers should ensure that an adequate, standardized information infrastructure is available to accurately communicate relevant and trustworthy information to technology-enabled consumers and shoppers. This solution should be based on consensus among all relevant stakeholders, and can only be achieved via a business-led approach.

### **Commit to Improving Digital Product Information Now!**

All stakeholders in the industry are called on to get involved in B2C initiatives in order to provide consumers with digital information they can trust.

As previously stated, this must be a business-driven approach. The Consumer Goods Forum and GS1 need to work side-by-side by bringing all relevant stakeholders together in pursuit of a common and effective way forward. This approach can benefit by leveraging the achievements from current initiatives led by several GS1 member organizations. These initiatives (see sidebar) have been launched to provide GS1 with learnings that will be used to develop a scalable global solution.

### **Taking the Next Steps to Improve Digital Information for Consumers**

GS1 is currently working with several member organizations and technology providers to develop a proof of concept that could be used as a model to supply product data access based on common data structures and GS1 standards. This work will be combined with a follow-up report that focuses on a more detailed solution and network architecture, along with recommendations that companies may utilize to begin the process of developing and sharing trusted digital product information with consumers.

## **Current Digital Product Information Initiatives**

### **GS1 US/GS1 Canada B2C Alliance**

The B2C Alliance was launched with a vision – a world where consumers’ experience with buying and owning products is enriched by authoritative data that the consumer can trust. GS1 US and GS1 Canada are bringing stakeholders together to find effective solutions for providing accurate and authentic product information – through the facilitation of workgroups, pilot project management, and standards and technology expertise. More information is available at [www.GS1US.org/B2CAlliance](http://www.GS1US.org/B2CAlliance) or by emailing [B2C.Alliance@GS1US.org](mailto:B2C.Alliance@GS1US.org).

### **GS1 Australia GoScan**

GS1 Australia has developed an iPhone application, GS1 GoScan, to help support the consumer need for trusted and detailed product information, including allergic consumers’ quest for allergen information on their favorite food products. Consumers can access this data by scanning the barcode on a product using the GoScan application. GoScan decodes the barcodes and uses the GTIN to access the available product information, including allergens, and displays it on the iPhone. For more information, contact GS1 Australia at [www.gs1au.org](http://www.gs1au.org).

### **GS1 UK TrueSource**

TrueSource from GS1 UK is a data management service that provides a toolset for retailers and brand owners to ensure their product data is accurate, up-to-date and standardized across supply chains, stores and online. Trusted and authenticated information from TrueSource is made available to marketing agencies, technology and mobile developers to enable brands to offer new services to consumers. More information is available at [www.gs1uk.org](http://www.gs1uk.org).

### **GS1 France CodeOnLine**

CodeOnLine from GS1 France is a technical platform to facilitate the implementation of mobile services based on GS1 standards. Using a smartphone, consumers can access information on any product or any service of their choice by photographing or scanning the barcode at home, in a store or at the office. This new approach creates a direct relationship among the brand, the retailer and the consumer, by offering the consumer information on nutritional content (the presence of allergens, gluten, etc.), discount offers and instructions for use. The information provided is supplied directly by the brand’s owner. More information is available at [www.codeonline.fr](http://www.codeonline.fr) or [www.gs1.fr](http://www.gs1.fr).

### **GS1 Spain B2C Initiative**

Following a number of pilot projects, GS1 Spain is now launching a major initiative to provide product information on smartphones. Key Spanish manufacturers and retailers have committed to providing digital product information. The information will be used in consumer-facing services provided by mobile operators and technology providers. More information is available at [www.aecoc.es](http://www.aecoc.es).

### **Other GS1 Activities**

In addition, there are over 20 countries where the local GS1 organizations have or are developing B2C applications. Information and contacts for other GS1 local initiatives can be found on the GS1 website at <http://www.gs1.org/mobile>.



## About GS1

GS1 is a neutral, not-for-profit organization dedicated to the design and implementation of global standards and solutions to improve efficiency and visibility in supply chains. GS1 is driven by 1.3 million companies, which execute more than six billion transactions a day in 150 countries with the GS1 System of Standards. GS1 is truly global, with local member organizations in 108 countries. Its global office is in Brussels, Belgium.

### For more information, please contact:

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Or visit the GS1 website at [www.gs1.org](http://www.gs1.org).

## About Capgemini

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, enables its clients to transform and perform through technologies. Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working, the Collaborative Business Experience™. The Group relies on its global delivery model called Rightshore®, which aims to get the right balance of the best talent from multiple locations, working as one team to create and deliver the optimum solution for clients. Present in 40 countries, Capgemini reported 2010 global revenues of EUR 8.7 billion and employs around 110,000 people worldwide.

Capgemini's global Consumer Products and Retail practice works with 27 of the world's 30 largest consumer products companies, 27 of the world's top 30 retailers and hundreds more. Our team of approximately 5,000 specialists throughout the world helps these clients reap the benefits of industry-specific solutions such as Global ERP Integration, Demand and Supply Chain Management, Multi-Channel Integration and Global Data Synchronization. More information is available at [www.capgemini.com/products](http://www.capgemini.com/products).

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