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GS1 in Europe Selective Distribution of Cosmetics Guideline

Issue 1.0

Document Summary

Document Item	Current Value
Document Title	GS1 in Europe Selective Distribution of Cosmetics Guideline
Date Last Modified	September 2014
Current Document Issue	Issue 1.0
Status	Initial issue
Document Description	This document serves as a guide to implementing GS1 Standards in the selective distribution of Cosmetics.

Log of Changes in Issue 1

Issue No.	Date of Change	Changed By	Summary of Change
0.1	September 2014	Alexandre Rieucau, GS1 France Sule Tarim, GS1 Turkey Jakub Cihlár, GS1 Czech Republic Xavier Pujol, GS1 Spain	Initial issue, first draft
0.2	November 2014	Whole working group and companies	Attending companies gave their inputs to make this guide as user-oriented as possible
0.3	November 2014	Whole working group	Last corrections according companies' comments and review by GS1 experts
0.4	December 2014	Graphic designer	

Consulted Literature

Version	Document	Release Date
Final	STILL	2008
15	GS1 Global User Manuel	May 2014
1.19	GS1 Datamatrix	May 2014

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GS1 in Europe
GS1 in Europe is a collaboration of 45 GS1 member organisations and leads the creation and implementation of harmonised, user-driven solutions for improving the supply and demand chain of European companies. Further information on GS1 in Europe and the activities in the selective distribution of cosmetics can be obtained from www.gs1.eu

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1. Introduction

1.1. Selective Distribution of Cosmetics

The European luxury cosmetics sector has specific characteristics which make it quite different from the fast moving consumer goods sector. Some relevant figures related to this sector in Europe are listed below:
- On average, only one instance per item (SKU) is sold per 2 months (=6 instances of any item per year), with an average stock of 2 instances per item.
- 2 pallets are delivered per store per week with products from 2000 brands.
- From 7.000 to 10.000 SKUs can be found in one store
- 1/3 of SKUs are changed every year
- The integrity of the brand is more important than all trade items you have in the market. In case of an issue with a product, causing it to be unsuitable to sell to consumers, everything will be done to protect the brand and the consumer, by demanding a full withdrawal from all stores, followed, if deemed useful, by a recall of those batches which contain improper items, followed by replenishment of trustworthy items.

Considering these characteristics, the use of GS1 Standards can all the more improve the efficiency and the competitiveness of the luxury cosmetics supply chain.
Moreover, the coming trends in Europe such as anti-counterfeiting issues, electronic and mobile commerce are priority topics for both the European cosmetics sector and GS1 Member Organizations.
Additionally, the new regulation EU 1223/2009 about cosmetic products came into force in July 11th 2013 and its main goal is to strengthen European consumers' safety. This regulation forces manufacturers and retailers to better identify and trace cosmetics products all along the supply chain. Consequently, withdrawal and recall procedures must also be implemented among the supply chain.

1.2. Scope

This document serves as a best practice guide to implementing product identification based on GS1 global standards for supply chain management. These standards were developed by industry to optimize business practices across supply chains world-wide.
The current edition of this implementation guideline is focusing on Product Identification and Barcodes & Labelling as this is crucial for all subsequent steps in the supply chain. The guideline will expand in the future according to the roadmap developed by the GS1 in Europe group for selective distribution of cosmetics in order to give guidance on the implementation of GS1 standards in this sector including processes, electronic communication and Tracking & Tracing.

1.3.   Glossary*

Term	Definition
Actor	An actor is a role that a user plays with respect to a system.
Application Identifier (AI)	The field of two or more digits at the beginning of an Element String that uniquely defines its format and meaning.
Batch/Lot Number	The batch or lot number associates a trade item with information the manufacturer considers relevant for traceability of the item. The data may refer to the trade item itself or to items contained in it.
Consumer Unit (see also Trade item)	The package size of a product or products agreed by trading partners as the size sold at the retail point of sale.
Data Carrier	A way to represent data in a machine readable form; used to enable automatic reading of the Element Strings.
External Traceability	External Traceability takes place when instances of a Traceable Item are physically handed over from one Traceability partner (Traceable Item source) to another Traceability partner (Traceable Item recipient).
GLN (Global Location Number)	The GS1 Identification Key used to identify physical locations or legal entities. The key comprises a GS1 Company Prefix, Location Reference, and Check Digit.
GTIN (Global Trade Item Number)	The GS1 Identification Key used to identify trade items. The key comprises a GS1 Company Prefix followed by an Item Reference Number and a Check Digit.
GTIN-8	This is a 8-digit GS1 Identification Key composed of an item reference, and a check digit. A GS1-8 Prefix is a one-, two-, or three-digit index number, administered by GS1, that is allocated to GS1 Member Organisations for the creation of GTIN-8s or for Restricted Circulation Numbers (RCN). GTIN-8 was formerly known as EAN-8.
GTIN-13	The GS1 system's international 13-digit item numbering code. It consists of the GS1 company prefix, the item reference number and the control character. It can be used to identify any trade unit, specifically consumer units/trade item, product-services or consignments. GTIN-13 was formerly known as EAN-13.
GTIN-14	The GS1 system's international 14-digit item numbering code. It is used to identify trade units that are not for retail sale. GTIN-14 was formerly known as EAN-14.
GS1-128	Structured sequence of alphanumeric characters constituting one or more items of information of fixed or variable length, with each item being preceded by its identifier. The application identifiers along with the structure and length of the data they introduce are defined by GS1. The term GS1-128 refers to the barcode into which this data is translated. Thus, any of the following can be translated into GS1-128 format: a sequential package number or SSCC, a UCC/EAN-13 code or GTIN-14 code, a lot number, a date, a weight, etc.
Grouping units/Trade item grouping	A unit that contains consumer units for logistical purposes
GS1 System	The specifications, standards, and guidelines administered by GS1.
Identification	Refer to GLN, GTIN or SSCC
Internal Process	A series of actions, changes or function(s) within an organisation or an organisation that brings about a result.

*Most definitions in this glossary come from the Global Data Dictionnary apps.gs1.org/gdd

Term	Definition
Internal Traceability	Internal Traceability takes place when a Traceability partner receives one or several instances of traceable items as inputs that are subjected to internal processes, before one or several instances of traceable items are output.
Location	A place where a traceable item is or could be located [ISO/CD 22519]. A place of production, handling, storage and/or sale.
Logistic Unit	An item of any composition established for transport and/or storage that needs to be managed through the supply chain. It is identified with an SSCC.
Master Data	Within the context of Data Synchronisation, any data that is applicable across multiple business transactions. Master Data describes each Item or Party involved in Supply Chain Processes. A Global Trade Item Number (GTIN) or a Global Location Number (GLN) uniquely identifies each data set. Master Data can be divided into neutral and relationship dependent data.
Party	A Party (or) Location is any legal or physical entity involved at any point in any supply chain and upon which there is a need to retrieve pre-defined information. A Party is uniquely identified by a Global Location Number (GLN).
Process	In a GS1 context this refers to a business process. This is a series of actions, or functions that transform an input into an output to assist in meeting an organisation's objectives. Inputs and outputs may be data, physical entities or a mixture of both, examples being order to cash, collaborative planning, warehouse management and cross-docking.
Product Description	GS1 Global definition: A piece of information reflecting a characteristic related to an identification number (e.g., an expiration date or a product description related to a GTIN).
Serial Shipping Container Code (SSCC)	The GS1 Identification Key used to identify logistics units. The key comprises an Extension digit, GS1 Company Prefix, Serial Reference, and Check Digit.
Share	Act of exchanging information about an entity or traceable item with another Trading Partner.
Shipment	A grouping of logistics and transport units assembled and identified by the seller (sender) of the goods travelling under one despatch advice and/or Bill of Lading to one customer (recipient).
Shipment Reference Number	The reference number assigned to a shipment.
Traceability	[ISO 9001: 2000] Traceability is the ability to trace the history, application or location of that which is under consideration.
Traceability Data	Any information about the history, application or location of a traceable item, either Master Data or Transactional Data.
Traceable Item	A physical object that may or may not be a trade item, where there may be a need to retrieve information about its history, application, or location. The level at which the traceable item is defined is dependent on the industry and degree of control required (for example within a product packaging or logistical hierarchy). It could be tracked, traced, recalled or withdrawn. It could exist in multiple locations at the same time (for example, if identified at the trade item and batch level). A traceable item may be related to another traceable item. It is the choice of the Traceability Partner which identification level (e.g. GTIN or Lot/Batch or serial level) to use for the traceable item. See also definition for process.

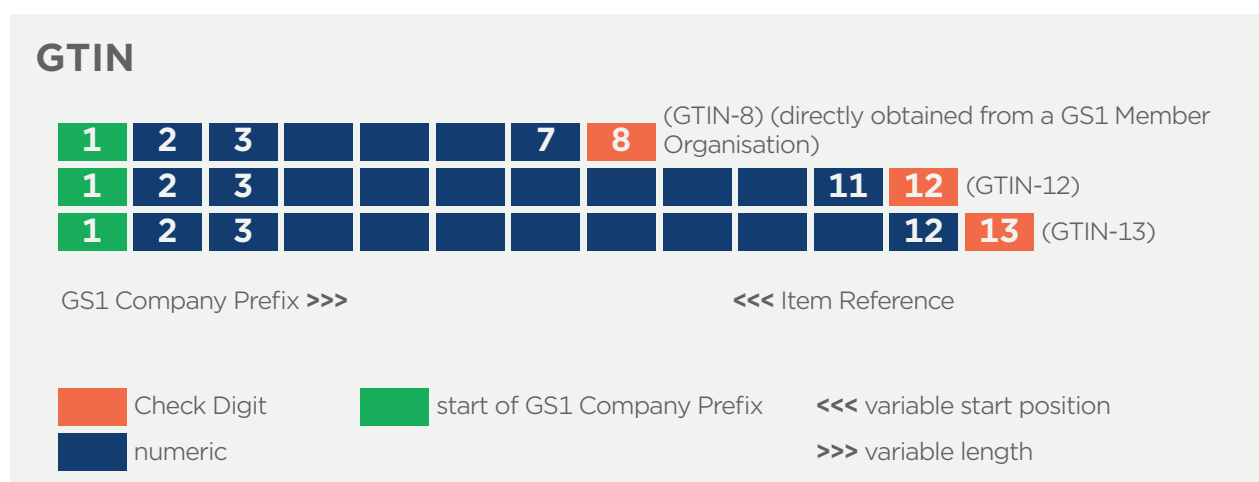| Term	Definition
Trade Item	Any item (product or service) upon which there is a need to retrieve pre-defined information and that may be priced, or ordered, ior invoiced at any point in any supply chain.
Trading Partner	Any Supply Chain Partner that has a direct impact on the flow of goods through the supply chain. Examples include Third Party Logistics Provider, Manufacturer, Retailer, and Grower.
Transporter	The Traceability Partner that receives, carries, and delivers one or more traceable items from one point to another without transforming the traceable item(s). Typically only has possession, custody, or control of a traceable item, but may have ownership.

2. Trade items

2.1. Product identification

Each product ordered and intended for sale must be codified (GTIN) and marked with a barcode (EAN-8, EAN-13 or UPC), so that it can be read using the standard (short-range) terminals at a warehouse or at points of sale, and can be visually read through the human readable interpretation underneath the barcode.
To get your own GTIN, you need a Global Company Prefix ("GCP"), allocated by a GS1 Member Organisation depending on the country your company is located in. Find your nearest GS1 office. Please use this link:
http://www.gs1.org/contact

There are 3 GTIN formats potentially accepted by the selective distribution of cosmetics (may vary from one retailer to another). For applications that require a uniform 14-digit format, leading zeroes need to be added:
  - GTIN-8: 000000nnnnnnnn (where "n" is a figure)
  - GTIN-12: 00nnnnnnnnnnnn
  - GTIN-13: 0nnnnnnnnnnnnn

GTIN

1	2	3				7	8	(GTIN-8) (directly obtained from a GS1 Member Organisation)
1	2	3						11	12	(GTIN-12)
1	2	3							12	13	(GTIN-13)

GS1 Company Prefix **>>>**   **<<<** Item Reference

| Check Digit | | start of GS1 Company Prefix | **<<<** variable start position |
| numeric | | | **>>>** variable length |

According to the GS1 standards, a product (consumer unit or trade item) may be identified by a GTIN-8, GTIN-12 or GTIN-13. Retailers and manufacturers recommend the use of the GTIN-13.
The reuse of a GTIN for a new product is prohibited due to sector specific rules and specific products. International rules have been adopted to identify in which case it is recommended to change a GTIN for one trade item. These recommendations are available in 20 languages at this address:
http://www.gs1.org/1/gtinrules/.

Information related to the product:
When a manufacturer indicates a use-by date on its products, the date must be easily legible on the product by the platform, warehouse, etc., for picking control purposes, as well as by the customer. It is essential that this date be clearly visible on the logistic units upon their delivery to the distributor.
At the time of delivery, the product expiry date must be consistent with the shelf life negotiated between the parties as part of the General Purchasing Conditions; otherwise the delivery will be rejected.

2.2. Product updates

The supplier must notify the retail chain in advance of any change in the product characteristics during its life-cycle, and ideally at least two months prior to delivery of the modified product.

This prior notice will include (but is not limited to) information regarding:

- the packing (complete package and grouping, formerly known as the outer and inner packaging) that the distributor will be using, insofar as this is known, for the purpose of placing orders;
- the supplier's product reference number;
- the various methods (GTIN/UPC) to identify the product (at the level of each trade item: http://www.gs1.org/1/gtinrules/).

Given the significant consequences for warehouse operations, this prior notification regarding changes in the complete package concept must be accompanied by a projected date for delivery of the products in their new packing.

The supplier will do its utmost (by means of alert procedures – Resolution of pending order):

- to prevent any delivery that includes both the old and new complete package for a given consumer unit;
- upon the first delivery with the new complete package, to identify the new complete package by means of a label or provide a notification prior to the delivery via specific correspondence or e-mail.

2.3. Assigning barcodes to products

To get compliant barcodes, follow the 10 steps from this link: http://www.gs1.org/barcodes/implementation
Any product that proves to be difficult to read or lacks a barcode may be relabelled with the supplier's approval or withdrawn and replaced by the supplier. The barcode must be integrated in accordance with the rules in the GS1 standard, which are reviewed on this website and available in 20 languages: http://www.gs1.org/1/gtinrules/
For consumer units in the selective distribution of cosmetics, only the following barcodes are accepted (may vary from one retailer to another):

EXAMPLES:

9 501101 530003

1. EAN-13 barcodes for GTIN-13 codes. Its components include:
- *Twelve digits containing a GS1 Company Prefix and the Item Reference assigned by your company.*
- *One digit representing the Check Digit*

9505 0003

2. EAN-8 barcodes for GTIN-8 codes. Its components include:
- *Seven digits containing the Item Reference assigned by GS1*
- *One digit representing the Check Digit*

3. UPC-A barcodes for GTIN-12[1] (strictly for manufacturers located in the USA). Its components include:
- *Eleven digits containing a U.P.C. Company Prefix and the Item Reference assigned by your company*
- *One digit representing the Check Digit*

4. UPC-E barcodes for GTIN-12[1] (strictly for manufacturers located in the USA). Its components include:
- *12 Numeric, zeros suppress according to rules, only 8 digits are visible*
- *GTIN-12 with lead "0" and Select Applications*

[1] For UPC types barcodes, please see specifically GS1 US website: https://www.gs1us.org/contact-us

3. Trade item grouping

3.1. Trade item grouping identification

Trade item grouping may be present in a wide variety of physical forms, such as a fibreboard case, a covered or banded pallet, a film wrapped tray, etc.

Trade item grouping of identical or different units can be identified with a GTIN.

N.B.: Identifying trade item grouping with a GTIN is not a common practice in the selective distribution of cosmetics. If a manufacturer of this sector would like to identify its trade item grouping with a GTIN, GS1 recommends that they should be identified with a GTIN-12, GTIN-13 or GTIN-14. For this purpose, you can download the GS1 Global User Manual for logistical applications from this link: http://tinyurl.com/GS1-Global-User-Manual

Depending on the above conditions and internal needs, the manufacturer can use following barcode symbols:

GS1-128
This type of symbology is the most used in the selective distribution of cosmetics. It can encode additional information such as "best before dates", as well as the GTIN.

EAN/UPC
Used if the manufacturer is printing on a separate label that is then being placed on a case or if the company is printing straight onto high quality case material. This barcode only contains a GTIN.

ITF-14
Used if the manufacturer is printing straight onto poor quality case material such as fibreboard and certain types of cardboard. This barcode only contains a GTIN.

GTIN-14 is the 14-digit GS1 Identification Key composed of an Indicator digit (1, 2, 3, 4, 5, 6, 7 or 8) and it can be used to identify the grouping units. These grouping units consist of identical units with the same composition. They are not sold at the retail POS.

Figure 2.1.2.6.2 – 1. GTIN–14 Data Structures

	Format of the Element String													
	Global Trade Item Number (GTIN)													
	Indicator	GTIN of Contained Trade Items (Without Check Digit)												Check Digit
GTIN–8 based	N_1	0	0	0	0	0	N_7	N_8	N_9	N_{10}	N_{11}	N_{12}	N_{13}	N_{14}
GTIN–12 based	N_1	0	N_3	N_4	N_5	N_6	N_7	N_8	N_9	N_{10}	N_{11}	N_{12}	N_{13}	N_{14}
GTIN–13 based	$N1$	N_2	N_3	N_4	N_5	N_6	N_7	N_8	N_9	N_{10}	N_{11}	N_{12}	N_{13}	N_{14}

These 14-digit GTINs incorporate an indicator and the GTIN of the consumer unit contained in each grouping. The indicators at the front have no meaning. The digits do not have to be used in sequential order, and some

may not be used at all. The indicator in the GTIN-14 structure creates extra numbering capacity. Indicators can be re-used. The Check Digit for each GTIN-14 is recalculated on the basis of the GTIN and the indicator.

The Indicator is a digit with a value of 1 to 8. It is assigned as required by the company that constructs the identification number. It can provide up to eight separate GTIN-14s to identify cosmetics groupings.

When a trade item GTIN changes for retail purposes, it will have consequences on the item trade grouping identification. Please refer to the international GTIN allocation rules: http://www.gs1.org/1/gtinrules/

Please find more information in the GS1 General Specifications:
http://www.gs1.org/docs/gsmp/barcodes/GS1_General_Specifications.pdf

For this purpose, you can download the GS1 Global User Manual for logistical applications from this link:
http://tinyurl.com/GS1-Global-User-Manual

Data Carriers for grouping units in the selective distribution of cosmetics:
The sector gives priority to the GS1-128 barcode symbology. GS1-128 is a barcode used on cases and pallets that can contain identification codes and additional information such as dates, weights and batch numbers. The GS1-128 Symbology with Application Identifier (01) may be used to encode a GTIN-12, GTIN-13, or GTIN-14 that identifies the trade items. The choice of this symbology is particularly relevant if there is a need to en-code attribute information in addition to the identification number.
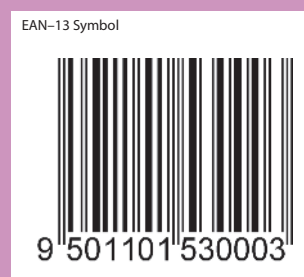**N.B.: within the GS1-128 barcode, the GTIN is always 14 digits with a leading "0" if necessary.**

Other kinds of symbologies can also apply:
- EAN/UPC Symbology family (UPC-A, UPC-E, and EAN-13) may be used to encode the GTIN-12 or GTIN-13 of the trade item grouping. If used, the GTIN-8 is encoded in an EAN-8 barcode. GTIN-8 can only be used when all other pack size constraints are met.
- ITF-14 Symbols may be used on cosmetic trade item grouping where printing conditions require the application of a less demanding symbology. ITF-14 Symbols can encode the GTIN-12, GTIN-13, or GTIN-14 of the trade item.

N.B.: within the ITF-14 barcode, the GTIN is always 14 digits with a leading "0" if necessary.

EXAMPLES of symbology:

GS1–128 Symbol
(01) 0 9501101 53000 3 (17) 140704 (10) AB-123

ITF–14 Symbol
09501101530003

EAN–13 Symbol
9 501101 530003

The supplier must notify the retail chain in advance of any change in the product characteristics during its life-cycle, and ideally at least two months prior to delivery of the modified product.

This prior notice will include (but is not limited to) information regarding:

- the packing (complete package and grouping, formerly known as the outer and inner packaging) that the distributor will be using, insofar as this is known, for the purpose of placing orders;
- the supplier product reference number;
- the various methods (GTIN/UPC) to identify the product (at the level of each trade item: http://www.gs1.org/1/gtinrules/).

Given the significant consequences for warehouse operations, this prior notification regarding changes in the complete package concept must be accompanied by a projected date for delivery of the products in their new packing.

The supplier will do its utmost (by means of alert procedures – Resolution of pending order):

- to prevent any delivery that includes both the old and new complete package for a given consumer unit;
- upon the first delivery with the new complete package, to identify the new complete package by means of a label or insert or provide notification prior to the delivery via specific correspondence or e-mail.

References:

You can download the GS1 Global User Manual for logistical applications from this link:
http://tinyurl.com/GS1-Global-User-Manual

4. Logistic units

4.1. Carton-type logistic unit identification

The most commonly used logistic unit in the selective distribution of cosmetics today is a carton-type unit.

Whenever possible, logistic units should be identified with an SSCC (Serial Shipping Container Code – serial package number). Identification is required for all packages.

Only one order/shipping label should be affixed to each package. For a standard, uniform logistic unit (a complete package), the order/shipping label should be affixed next to barcoding recommendations defined in the previous section, on the visible portion of the package.

In accordance with GS1 standards, this "order/shipping" label corresponds to the "customer" and "transport" sections of the GS1 logistics label. These two sections are used to route the merchandise properly to the recipient. These sections may be created, printed and affixed at different times. They may be affixed to one or two labels.

The "customer" and "transport" sections are generally attached as the order is being prepared or shipped. Ideally, they should be affixed above the "product" section (rather than below it).

The "order/shipping" label **must** include the following information based on sector recommendations:

	Human readable	Barcode
The supplier's name and address	X*	
The name and address of the delivery platform	X**	
For cross-docking or delivery direct to the retail outlet:		
the name, number and address of the destination retail outlet	X	optional
The order number of the distributor serviced with the package.	X	
The package's SSCC code	X	X
The package's sequential number within the shipment	X	
The package's gross weight	X	
The shipping date (if no picking is involved)	X	
The number of the supplier's delivery note	X	
An area for comments (operations, launch, campaign, etc.)	X	

*optional (for security reasons)   **optional for cross-docking

The logistics label contains three types of information: the product, the customer and the product transport. For more standard label options please see the Standard International Logistics Label ("STILL") brochure http://tinyurl.com/GS1-Logistics-Label.

Information related to the product:

When a manufacturer indicates a use-by date on its products, the date must be easily legible on the product by the platform, warehouse, etc., for picking control purposes, as well as by the customer. It is essential that this date be clearly visible on the logistic units upon their delivery to the distributor.

At the time of delivery, the product expiry date must be consistent with the shelf life negotiated between the parties as part of the General Purchasing Conditions; otherwise the delivery could lead to rejections.

Zip Code or Routing Code

Services

Carrier name

Shipper

Recipient

Pick-up date

Requested delivery date

Routing code, in letters and numbers (white on black background)

Shipment number

Routing code in barcode format
GS1-128   (AI 403)

Order number

The comments section can be used to write out information in text such as the brand name, a description of the product, the internal code, etc.

Translation in text of the data recorded in the barcodes, with the keywords in English

The barcode(s) in GS1-128

Carrier (transporteur) : Transport DUVAL St-Brieuc	Services: FRAIS	FR59
FROM (Exp.) GS1 France 2 rue Maurice Hartmann 92137 Issy-les-Moulineaux	TO (Dest) : Sté SUPEROUEST Z.I. de la Grange 50 rue Nationale 59000 LILLE FRANCE	
Depart. date : 21/05/2003	Delivery date : 22/05/2003	
Observations : Shipping unit gross weight	Route :	621

Shipment (N° expédition) : 9123451234567891012

(403)621

CUSTOMER SECTION

Order Number (N° de commande) :

COMMENTS

Example: logo, product description, internal product code

SSCC : 034531200000002527

GTIN (EAN) : 03453120001209   LOT : 1234

USE BY (D.L.C.) : 2025–12–31

(01)03453120001209(17)051231(10)1234

(00)034531200000002527

TRANSPORT SECTION

CUSTOMER SECTION

PRODUCT SECTION

4.2. Identification for a pallet-type logistic unit

For the selective distribution of cosmetics, it is not common to identify the pallet as the logistic unit (by affixing an SSCC code), since the most common logistic unit is a case. It belongs to each company's decision to apply GS1 recommendations to pallet identification.

4.3. Pallet enclosure

For the selective distribution of cosmetics, attributing a SSCC to pallets is not common. When pallets are used for logistical purposes, the following best practices are recommended:
- The adhesive or film should offer guaranteed protection against tampering.
- The pallet should be properly film-wrapped to include the base so as to prevent the load from sliding on the base and ensure hazard-free racking.
- **BLACK FILM IS PROHIBITED, TO ENSURE THAT THE PACKAGES CAN BE COUNTED DURING THE ACCEPTANCE INSPECTION.**
- The film should be stretched appropriately tight and must not damage the product retail packaging or the product itself.
- Carriers are prohibited from removing the film wrap from the pallets. We recommend that the following instructions be visible: "Do not de-palletize, film-wrapped pallet to be delivered as is".
- L-shaped corner protectors made of recyclable laminated cardboard may be used to protect the corners and ensure the stability of the products if deemed necessary by the supplier.
- The pallet should be wrapped in a customized guarantee band or strap to prevent any disputes.

4.4. Other logistic unit identification

New products / Promotions and promotional items
In case of needs, the label for a carton-type logistic unit should ideally include an indication in the comments area that the merchandise contained in the unit is a new product or a promotional item. Any packages for which the supplier has requested priority processing (new products, product shortages, etc.) must be clearly visible.
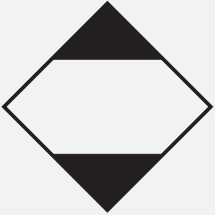
4.5. Pictograms

On the outer cases, the below symbols must be placed where they can be seen.

4.5.1. Pictograms required by the sector relevant regulations

Manufacturers are required to comply with existing standards regarding the mandatory display of pictograms on original cartons (complete packages) or reconditioned cartons (order picking). These include, but are not limited to, information on the recycling of packaging or the transport of hazardous goods.
It is the responsibility of the manufacturers to adapt to regulatory changes within the legal time period for doing so.

For products governed by UN 1266 or UN 1250 (the transport regulations on hazardous products):

	Hazard logo – Minimum dimensions of 141 x 141 mm (100 mm square, must be attached in lozenge form). – If the packaging dimensions make it impossible to position the logo, a 70 x 70 m label (50 x 50 square) may be used as an exception. – Black on contrasting background. – Visible on the entire pallet (whenever possible).
	"Flammable" logo – **Only if the gross weight of the packaging exceeds 30 kg or there is an inner package that exceeds 500 ml.** – Where the hazard logo is placed. – Minimum dimensions of 141 x 141 mm (100 mm square, must be attached in lozenge form). – Printed in black on a red background.
"UN 1266 Perfumery products" **or** **"UN 1950 Aerosols"** **"Net quantity: x L"**	**Regulatory texts** – **Only if the gross weight of the packaging exceeds 30 kg or there is an inner package that exceeds 500 ml.** – "UN 1266 Perfumery products" or "UN 1950 Aerosols" depending on the packaging's content. – "Net quantity: x L" (x = net quantity of alcohol per carton).

4.5.2.   Pictograms on the handling of goods - general

To facilitate handling and storage operations, manufacturers must comply with the international standard NF EN ISO 780 on pictorial markings for the handling of goods.

1: Fragile	2: This end up	3: Keep away from misture	6: Max. number of stacked pallets	7: Max. and/or min. temperature limit
8: Box cutter prohibited	9: Box cutter allowed	10: Tear strip	11: Recyclable	12: Green dot

4.5.3. Pictograms on the handling of goods – special cases

- Heavy weight:

25 kg

Packages that exceed 15 kg in weight must be identified by a special, clearly visible label. An example is given at right.

- Packaging stacking capacity:

8

If the packaging stacking capacity is not explicitly indicated, it is set by default at a maximum of two layers.
The numeral 8 indicates the maximum number of layers in which the cartons may be stacked in static conditions.

5. References

5.1. GS1 Global User Manual

GS1 Global User Manuel gathers all the relevant information to apply GS1 standards for logistics according to the international best practices.
Download this document from this link: http://tinyurl.com/GS1-Global-User-Manual

5.2. GS1 Logistics Label

The GS1 "STILL" document gathers all relevant information to use the GS1 logistics label according to the international best practices.
Download this document from this link: http://tinyurl.com/GS1-Logistics-Label.

5.3. GS1 overview for Datamatrix symbology

While automatic identification is almost a mature technology, it is nevertheless true that the overall system effectiveness assumes a perfect match with the user needs. Yet user needs evolve and in response to these GS1 has incorporated GS1 DataMatrix as a standard data carrier alongside the existing GS1 endorsed linear bar codes.
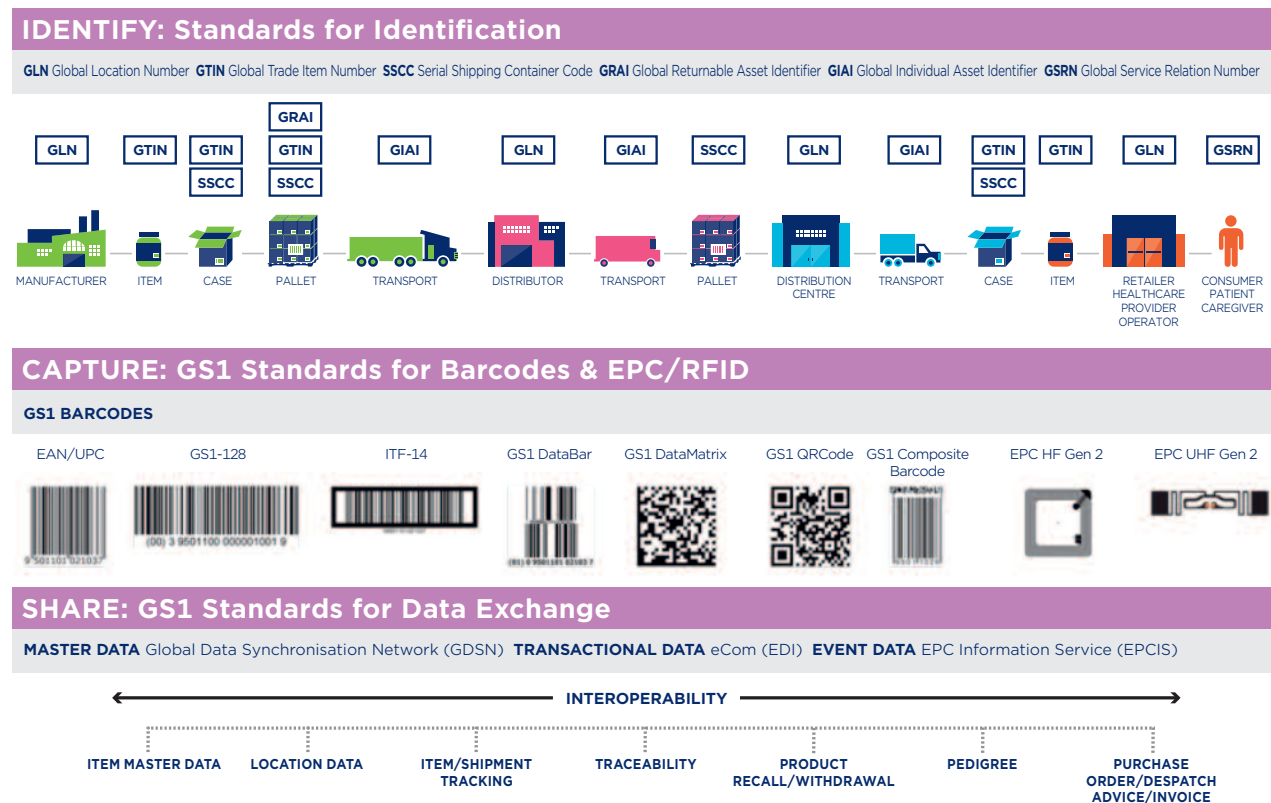Download this document from this link: http://tinyurl.com/GS1-Datamatrix

5.4. GS1 Global Data Dictionnary

The GS1 Global Data Dictionary (GDD) is a repository of the data elements defined across all GS1 Standards.
Use this link to access the GDD: http://apps.gs1.org/gdd

6. Annex

The GS1 system of standards is organized as follow:

IDENTIFY: Standards for Identification

GLN Global Location Number **GTIN** Global Trade Item Number **SSCC** Serial Shipping Container Code **GRAI** Global Returnable Asset Identifier **GIAI** Global Individual Asset Identifier **GSRN** Global Service Relation Number

| GLN | GTIN | GTIN / SSCC | GRAI / GTIN / SSCC | GIAI | GLN | GIAI | SSCC | GLN | GIAI | GTIN / SSCC | GTIN | GLN | GSRN |

MANUFACTURER | ITEM | CASE | PALLET | TRANSPORT | DISTRIBUTOR | TRANSPORT | PALLET | DISTRIBUTION CENTRE | TRANSPORT | CASE | ITEM | RETAILER HEALTHCARE PROVIDER OPERATOR | CONSUMER PATIENT CAREGIVER

CAPTURE: GS1 Standards for Barcodes & EPC/RFID

GS1 BARCODES

EAN/UPC | GS1-128 | ITF-14 | GS1 DataBar | GS1 DataMatrix | GS1 QRCode | GS1 Composite Barcode | EPC HF Gen 2 | EPC UHF Gen 2

SHARE: GS1 Standards for Data Exchange

MASTER DATA Global Data Synchronisation Network (GDSN) **TRANSACTIONAL DATA** eCom (EDI) **EVENT DATA** EPC Information Service (EPCIS)

◄─────────────────── INTEROPERABILITY ───────────────────►

ITEM MASTER DATA LOCATION DATA ITEM/SHIPMENT TRACKING TRACEABILITY PRODUCT RECALL/WITHDRAWAL PEDIGREE PURCHASE ORDER/DESPATCH ADVICE/INVOICE

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GS1 in Europe is a collaboration of 45 GS1 member organisations. We lead the creation and implementation of harmonised, user-driven solutions for improving the supply and demand chain of European companies.

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