



GS1 DataBar –

GS1 DataBar

JMP (Jeronimo Martins Poland),
Biedronka

Biedronka . JMP,
1900 750

Biedronka

Biedronka

GTIN
GS1 DataBar.



Biedronka,

Biedronka
Expanded ()

GS1 DataBar

JMP 100
GS1 DataBar

10%



Biedronka

Biedronka
1000

GS1 DataBar

Biedronka, once fully and successfully deployed, will be one of the most significant deployments in the world. Rolling out GS1 DataBar on new products and engaging new suppliers will be the next step to meet their goal of having over 100 products marked with GS1 DataBar.



JMP

GS1

GS1 DataBar:

(GTIN)

- Better real-time inventory control, improved yield management, reduced product wastage, enhanced recall process, better quality of customers service
- GS1 DataBar plays the role of security guard at the point of sale by stopping a sale.

It is worth emphasizing that the continuous cooperation with GS1 Poland helped contribute to success, to ensure compliance with GS1 standards concerning data content and technical aspects.

GS1 was significant for the success of the project at each stage, especially during the preparation stage of the pilot, run in cooperation with selected private label suppliers, as well as during the stage of transforming the project into standard Process at Biedronka.

Marcin Dopierala
Supply Chain and
DC Development Director, Biedronka

GS1

GS1 Fresh Foods Standards and Solutions enable unique product identification for variable measure fresh products, enabling a smarter, safer, fresher point-of-sale. Fresh Foods Application Standards, GTIN Allocation Rules and an Implementation Guide for Fresh Food Products Sold at Point-of-Sale are available today. Together with GS1 DataBar symbols, GS1 members can enable traceability to the point-of-sale and create consumer safety solutions such as: Expiration Date Management and Automatic Markdowns at the point of sale.

Contact information:

Interested in learning more about this case? Contact
Piotr Frackowiak GS1 Poland:
piotr.frackowiak@gs1pl.org

Interested in learning more about GS1 Solutions for Fresh Foods ? Contact your local GS1 Member Organisation:
www.gs1.org/contact
or visit our website: www.gs1.org/barcodes/databar

With special thanks to:



© Copyright 2012 GS1 AISBL - GS1 is a registered trademark of GS1 AISBL