

# DataBar Bulletin

## Overview: GTIN, EAN, 2005 Sunrise and now GS1 DataBar™ (2010 DataBar Sunrise)

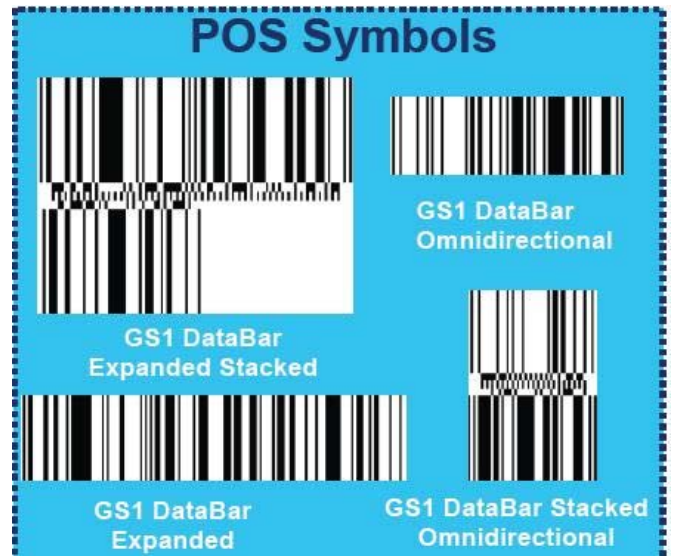
In 2005, the Uniform Code Council — now known as GS1 — mandated that grocery retailers must be able to scan and process EAN 8 and 13 type barcodes.

The following year, this organization announced that grocery retailers should begin preparations for the 2010 introduction of a new barcode called GS1 DataBar. (GS1 DataBar was previously named RSS.) Beginning in 2010, food vendors/distributors may begin shipping products to your stores with the new GS1 DataBar code printed on them. To ensure your system can scan these items, it is recommended that you contact your point-of-sale dealer to determine if your current POS system is capable of scanning and processing the GS1 DataBar bar code. In addition, some vendors have already requested this new barcode be included in coupon books. (For the time being, both the new symbol and old will be included in coupon books from Unified Grocers.)

### What is DataBar or RSS?

The GS1 DataBar symbol is designed to be placed on small products that cannot accommodate a regular full-size EAN/UPC barcode. Examples include produce/fresh foods, pharmaceutical products and small hardware items. In addition, a variant called GS1 DataBar Expanded can carry additional data about a product, such as an expiration date on perishable products, like meat. There are different variations of this barcode depending on the type of product.

*Note: The GS1.org recently renamed this barcode from RSS to GS1 DataBar in order to minimize confusion with a popular web-based technology called RSS XML. The name does not change the barcode standards; therefore, any documentation referring to RSS Symbolology is the same as GS1 DataBar.*



### When will you see products or coupons with DataBar symbols on them?

The GS1 organization has published a date of January 2010 for retail point-of-sale systems to be fully compliant with reading and processing the GS1 DataBar symbol; however, the council also states that retailers can begin using the new symbology now (if supported by their POS system) on in-store printed products.

For manufacturer coupons, printing GS1 DataBar alongside the UPC-A has been allowed since January 2008. All manufacturers should have been creating coupons using this new symbol since June 2008. The UPC-A on manufacturer coupons can be completely removed by January 2010 and must be removed by June 2010. The primary benefit to food vendors/distributors is that the GS1 DataBar coupon can contain additional information such as the coupon expiration date and 10-digit company identifiers. The additional information will help reduce coupon redemption errors.

### **Is your system capable of reading the GS1 DataBar Symbol?**

If you purchased the ISS45, ScanMaster or ACS-IR within the last five years, your system should be able to read and process these barcode symbols. In some cases, your point-of-sale dealer may have to reconfigure or upgrade your in-store system in order to read these barcodes. If your system is more than five years old, chances are you could encounter issues reading and processing this type of barcode. This may impact the customer checkout experience. It is recommended that you contact your POS dealer to investigate if your system is capable of handling the GS1 DataBar symbol.

*Note: On page three of this document is a chart of commonly used scanner/scales many retailers have today. Please review this chart to determine if your scanner/scale can support the GS1 DataBar (or is upgradeable.)*



#### **Questions to consider...**

- 1) Is my POS system capable of scanning the new Databar barcode come January 2010?
  - a. Yes - no action needed.
  - b. No - Please contact your POS dealer.
  - c. Not sure - Please contact your POS dealer to research.
- 2) If I scan coupons today, is my system capable of scanning the new Databar coupons in 2010?
  - a. Yes - no action needed.
  - b. No - Please contact your POS dealer.
  - c. Not sure- Please contact your POS dealer to research.

### **Where can I get additional information on the GS1 DataBar Symbol?**

It is recommended that you contact your POS dealer to determine if your system is capable of reading and processing the GS1 DataBar symbols. Additional information can be obtained at the following links provided by the GS1 organization:

Information on GS1:

<http://www.gs1.org/>

Information on GS1 DataBar:

[http://barcodes.gs1us.org/dnn\\_bcec/Standards/BarCodes/GS1DataBarRSS/tabid/95/Default.aspx](http://barcodes.gs1us.org/dnn_bcec/Standards/BarCodes/GS1DataBarRSS/tabid/95/Default.aspx)

## Scanner/Scales Chart

### NCR Scanner/Scales

Product Model	EAN -8 Support	EAN- 13 Support	GTIN-14 Support	DataBar Support
<b>NCR - Scanner/Scales</b>				
7872	Yes	Yes	Yes	Yes or upgradeable
7875	Yes	Yes	Yes	Yes or many upgradeable
7876	Yes	Yes	Yes	Yes
7820	Yes	Yes	Never will	Never will
7824	Yes	Yes	Never will	Never will
7852	Yes	Yes	Yes	Never will
7870	Yes	Yes	Yes	Never will
7878	Yes	Yes	Yes	Yes

### FUJITSU Scanner/Scales

Product Model	EAN -8 Support	EAN- 13 Support	GTIN-14 Support	DataBar Support
<b>Fujitsu Scanner Scales</b>				
9900	Yes	Yes	Yes	Yes
9950	Yes	Yes	Yes	Yes

### PSC Scanner/Scales

Product Model	EAN -8 Support	EAN- 13 Support	GTIN-14 Support	DataBar Support
<b>PSC Scanner/Scales</b>				
Magellan 8100	Yes	Yes	Yes	Yes
Magellan 8200	Yes	Yes	Yes	Yes
Magellan 8500	Yes	Yes	Yes	Yes
Magellan SL	Yes	Yes	Upgradeable	Upgradeable

Please contact your POS dealer to ensure your system is capable of processing the new GS1 DataBar symbol.