

DATABAR COUPON BULLETIN UPDATE

UPCOMING CHANGE JANUARY 1, 2011

OVERVIEW

Last year, the GS1 Organization (formally known as the Uniform Code Council) recommended grocery retailers prepare for the introduction of the GS1 DataBar symbol on products and coupons. The introduction of the GS1 DataBar on products was implemented in 2009. The DataBar coupon introduction, however, was delayed one year. The purpose of this document is to inform retailers of an upcoming GS1 recommendation that will affect coupon processing at checkout as of January 1, 2011.

Figure 1 illustrates the upcoming DataBar coupon format changes. Currently, manufacturers who are issuing coupons with dual barcodes (UPC-A and DataBar) will have the option to print only the new GS1 DataBar symbol on January 1, 2011. Many retailers have made provisions to accommodate scanning the DataBar symbol for products such as produce; however, some changes to the point-of-sale (POS) software may be required to properly interpret the GS1 DataBar coupon information programmed within the barcode.

Figure 1



CONSEQUENCES OF NOT BEING PREPARED

In a recent survey, a question was asked regarding retailers' preparedness for the upcoming DataBar coupon January 1, 2011 change. Most indicated they would manually enter in the coupon if their system was not compliant. This solution may work for simple coupons; however, once manufacturers issue more complex coupons, e.g., purchase 64oz ketchup, get \$1.50 off hot dogs, this may complicate checkout resulting in delays and customer/cashier confusion. Scenarios similar to this, where cashiers are unable to scan a GS1 DataBar coupons, may increase the likelihood that cashiers may give product away in an attempt to please the customer and speed the checkout process.

It is expected as this new format gains acceptance, coupons will become more complex.

WILL THE CHANGE REALLY OCCUR ON JANUARY 1, 2011?

Unified Grocers has researched the possibility that the GS1 Organization and/or manufacturers could defer the GS1 DataBar change to a later date. While these organizations can impose changes, we feel (based on recent vendor feedback) that the January 1, 2011 change is likely to occur.

HOW TO GET READY FOR THE CHANGE

Unified Grocers recommends you contact your point of sale (POS) dealer and begin discussions on getting your system ready for the GS1 DataBar coupon change. Your discussion should take into consideration your scanner hardware and release level of your POS software. *Please note, just being able to scan the new barcode is not sufficient as the POS software needs to be updated to interpret the information within the coupon symbol.*

POS DEALERS IN THE UNIFIED PREFERRED POS PROGRAM

StoreNext ISS45 & ScanMaster Dealers

Dealer	Coverage	Contact Person	Systems Sold	Phone Number
Instore Technologies	WA, OR, CA border	John Pollastro	ISS45, ScanMaster	(206) 709-0125 Ext. 2124
RMS Retail Management Systems	S.CAL (including parts of Bay area)	Bill Tilson	ISS45, ScanMaster	(559) 266-5222
Team Business	S.CAL	Kirk Nelson	ScanMaster	(949) 252-8765
QBM Quality Business Machines	Bay Area	David Schreibman	ScanMaster	(916) 488-8888 Ext. 230
SW POS	San Diego	Jeff Sanders	ScanMaster/ISS45	(619) 286-2100

NCR ACS-IR Dealers

Dealer	Coverage	Contact Person	Systems Sold	Phone Number
AMPM Services POS	WA, OR	Lori Jurek	ACS-IR	(253) 351-8811
SNCR	N.CAL	John Creamer	ACS-IR	(916) 922-4400 Ext.15
Team Business	S.CAL	Kirk Nelson	ACS-IR	(949) 252-8765
SW POS	San Diego	Jeff Sanders	ACS-IR	(619) 286-2100