



ANNUAL REPORT 2021



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WHO WE ARE

For those who don't know us - those who aren't in the industry or have never heard our story - we at GS1 Italy don't exist. Simply put, few know that our work is needed, that someone needs to maintain that constant and functional rhythm that makes everything run smoothly. We are invisible but present, essential elements of the orchestra of business and mass consumption, professional facilitators, pioneers of innovation in new and apparently distant fields. More simply, we say that we're the barcode people... and more.

And, if we are (almost) invisible, it means that we're working well.

This is where we reveal a bit of our rhythm, talk about ourselves and, above all, deal with the year 2021 that has just passed. We do it with the figures to hand, beep by beep.



IN THE MEANTIME, LET'S START HERE



40

THOUSAND COMPANIES



44

YEARS IN BUSINESS



6

BILLION GS1 BARCODES ARE
SCANNED EVERY DAY



2

MILLION COMPANIES USE
GS1 STANDARDS



1

1 SINGLE STANDARD LANGUAGE
- THE GS1 SYSTEM - ABLE TO REVEAL
A WORLD OF INFORMATION.



LETTER FROM THE PRESIDENT

I am writing to you from Milan, in the middle of 2022.

It is not yet time to take stock, but what we can say with reasonable certainty is that the world of 'recovery' is nothing like the pre-pandemic one. In every corner of the Earth, for the first time in a long time, humanity is coming to terms with a collective and universal awareness, dictated by circumstances that are increasingly complex and sometimes hard to accept. Whether we're talking about the health of people, the planet, political or economic systems, the question is always the same:

WHAT KIND OF FUTURE DO WE WANT? AND HOW CAN WE BUILD IT?

The data we collected at GS1 Italy during 2021 tell us that consumers and companies have already started to answer this question. Purchases are becoming more and more aware, attentive to sustainability and guided by a scrupulous search for information to base choices on.

IN SHORT: PEOPLE ARE DEMANDING TRANSPARENCY, INCLUDING IN CONSUMPTION.

And the only way to offer true transparency is to ensure a flow of information that is always up-to-date, correct and interoperable. We do this with a tool that, almost 50 years after it was invented, doesn't just adapt to our changing world, but also helps us take an active central role in this change.

THE BARCODE CONTINUES TO DRIVE PROGRESS, ONE BEEP AT A TIME.

Our standard, however, is not only a system for tattooing information on individual products, but also a portal for a parallel and **multi-channel** world. For some time, in fact, GS1 Italy has been working to help create a digital twin for each product.

TO ENSURE THAT PHYSICAL AND E-SHOP SHELVES MATCH PERFECTLY.

Interesting, isn't it? And to think that the "digital twin" is only the beginning of this revolution in beeps! Looking a little further, we came to imagine an idea with an even wider scope and enormous application:

THE DIGITAL PASSPORT OF EUROPEAN UNION PRODUCTS.

Making sure that all the information required accompanies products around the world. Because having **global standards**, clarifying the rules of the game, will allow us in the future to know when these rules will be broken, to follow products more carefully and see them closely, to retrace their history and their journey. So that we can make the best choices, whether it's each of us in a supermarket or e-commerce; or a company that wants to choose well, with intelligence and foresight.

A NEW WAY OF BUILDING THE FUTURE.

At GS1 Italy, 40,000 companies have joined this revolution. They belong to different sectors and fields - production, distribution, logistics, consumer goods, healthcare and more - and are brought together under the common objective of contributing to the country's growth and to a simpler, more sustainable and people-friendly future.

A FUTURE OF VALUE AND EFFICIENCY, FOR ALL.

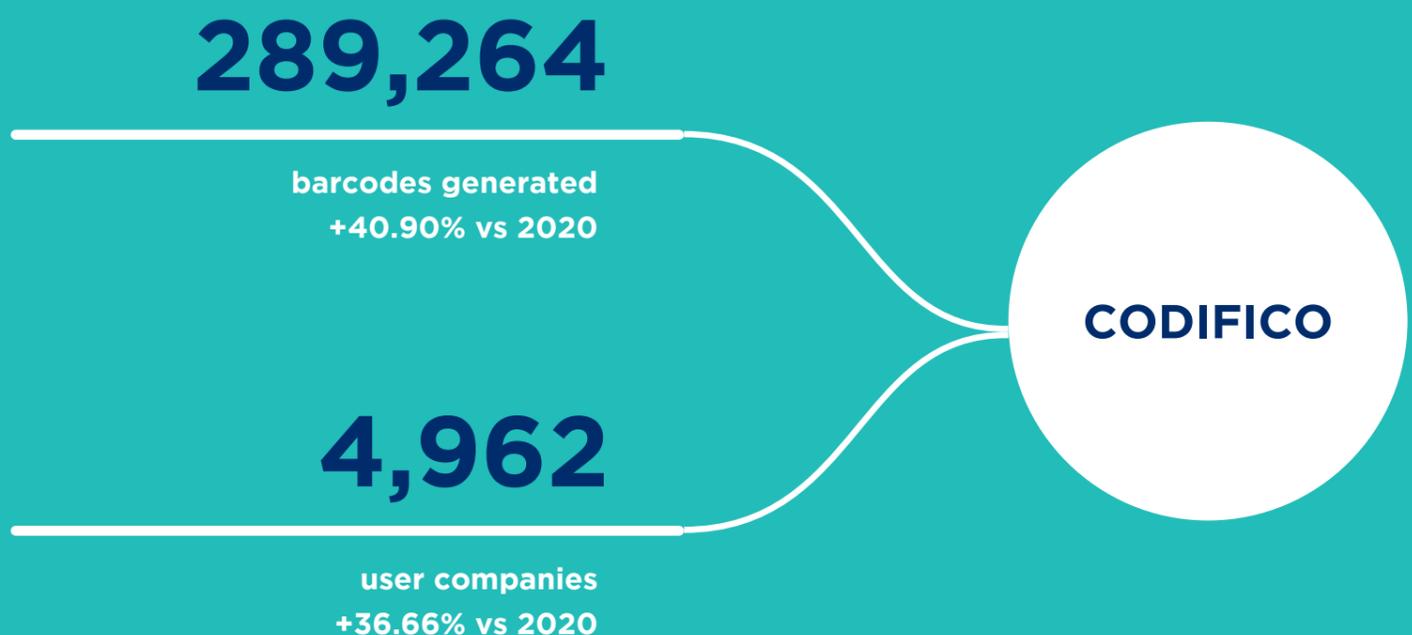
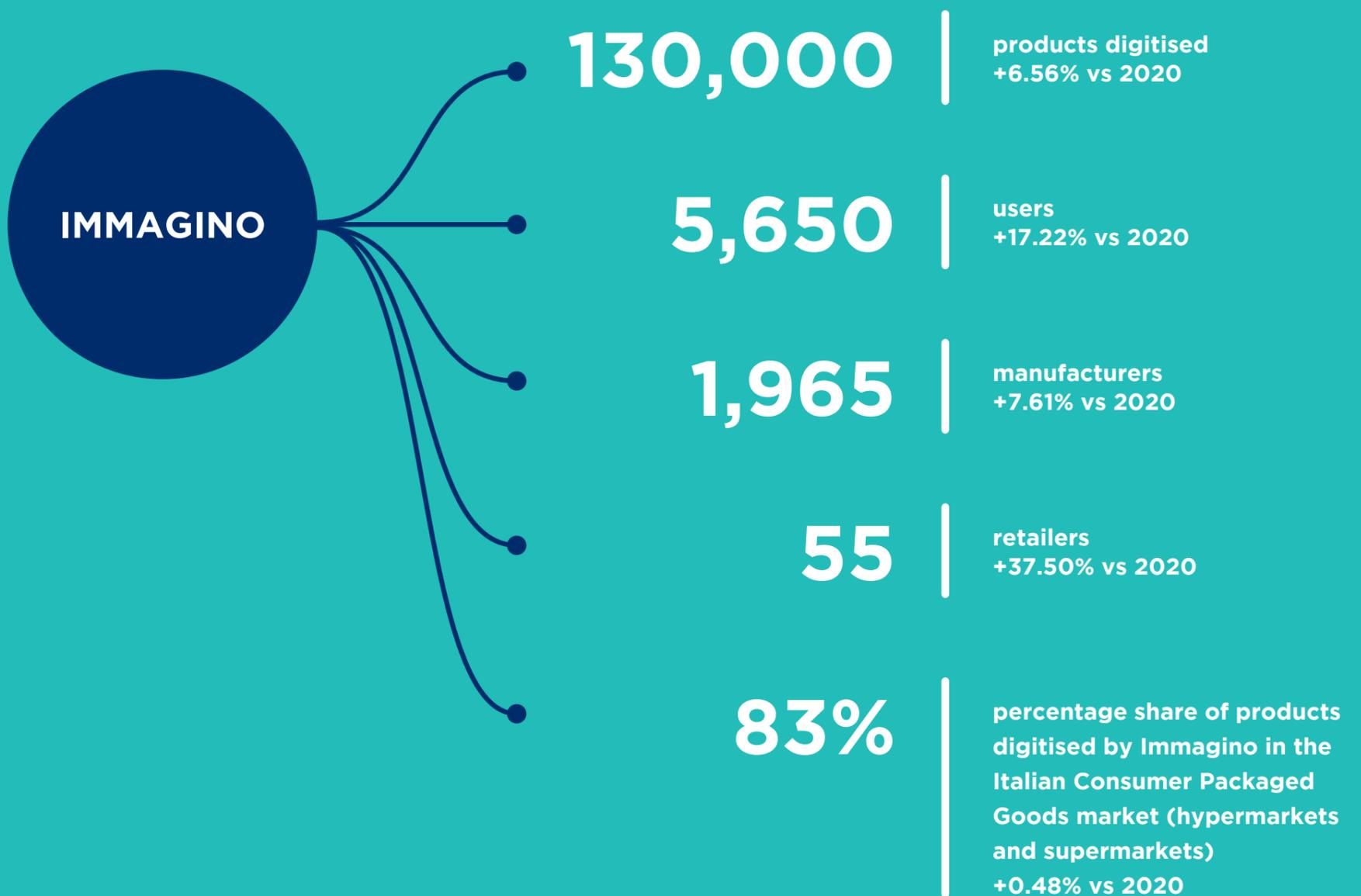
Francesco Pugliese, president of GS1 Italy

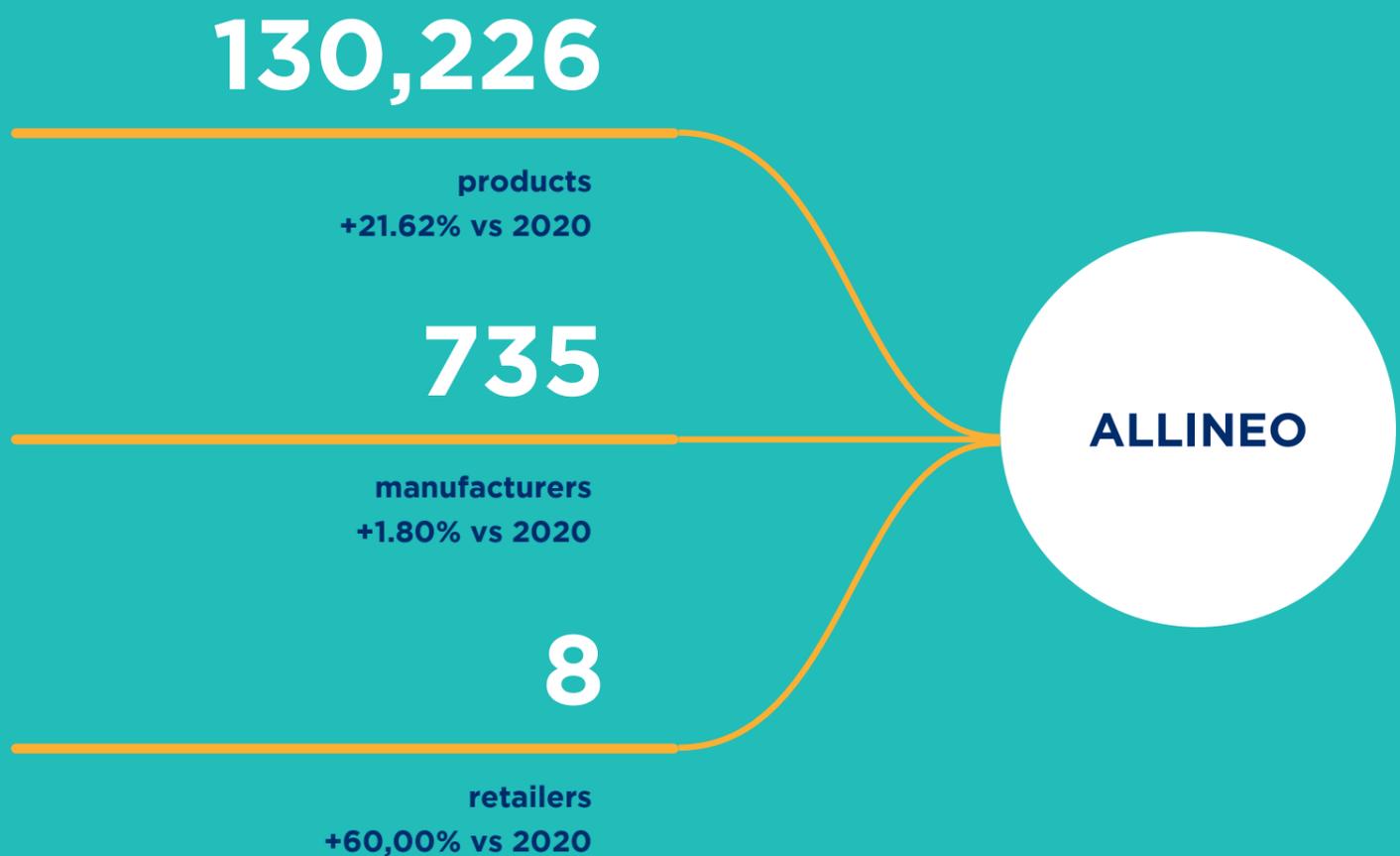
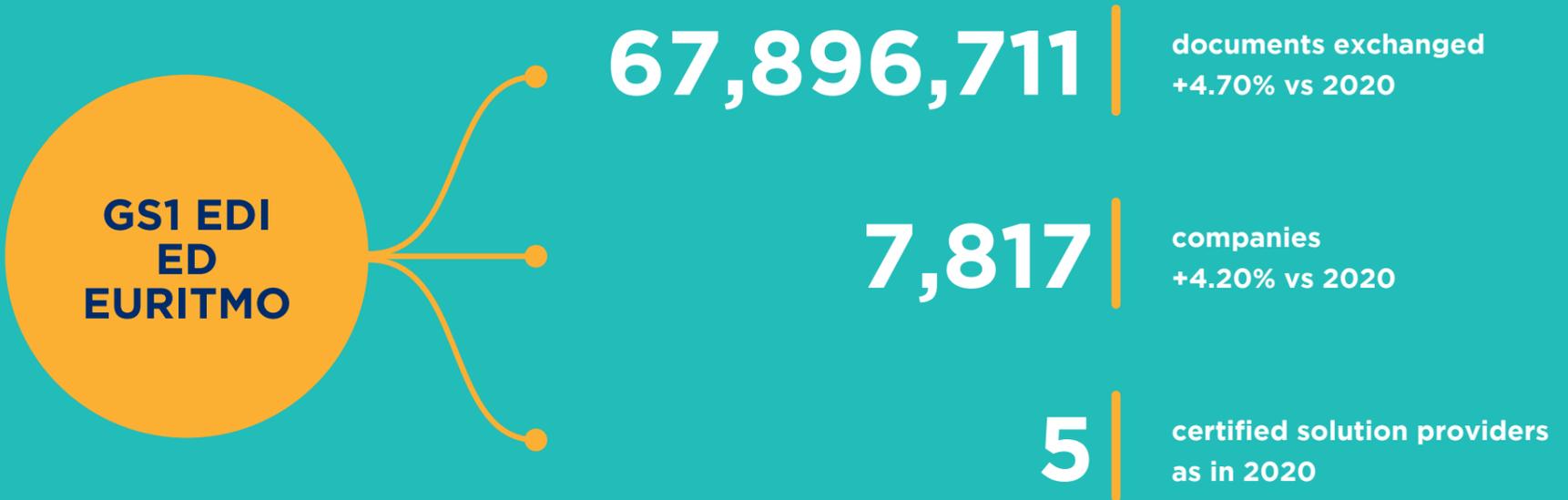
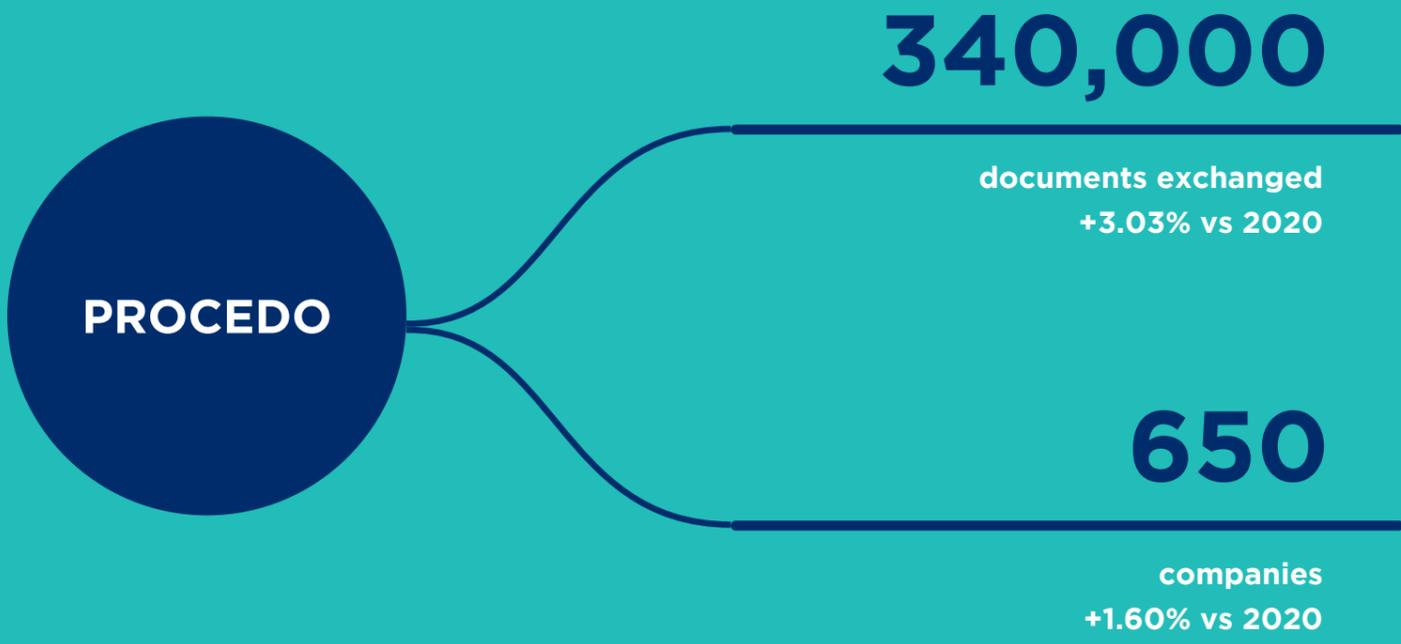


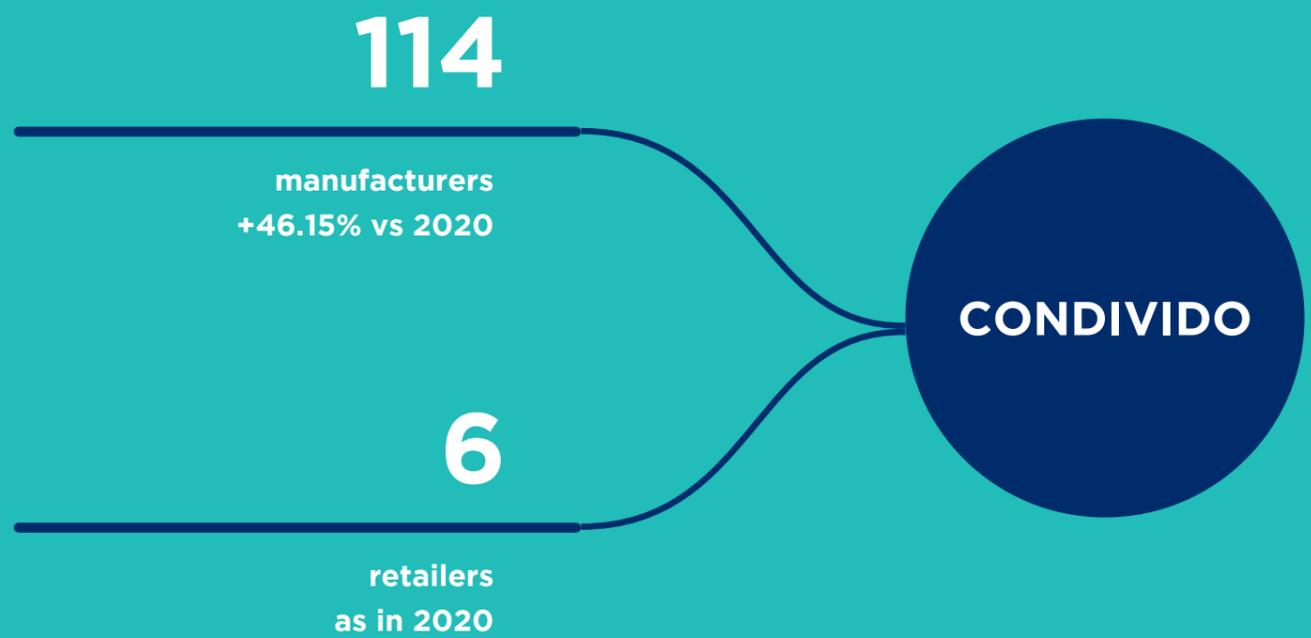
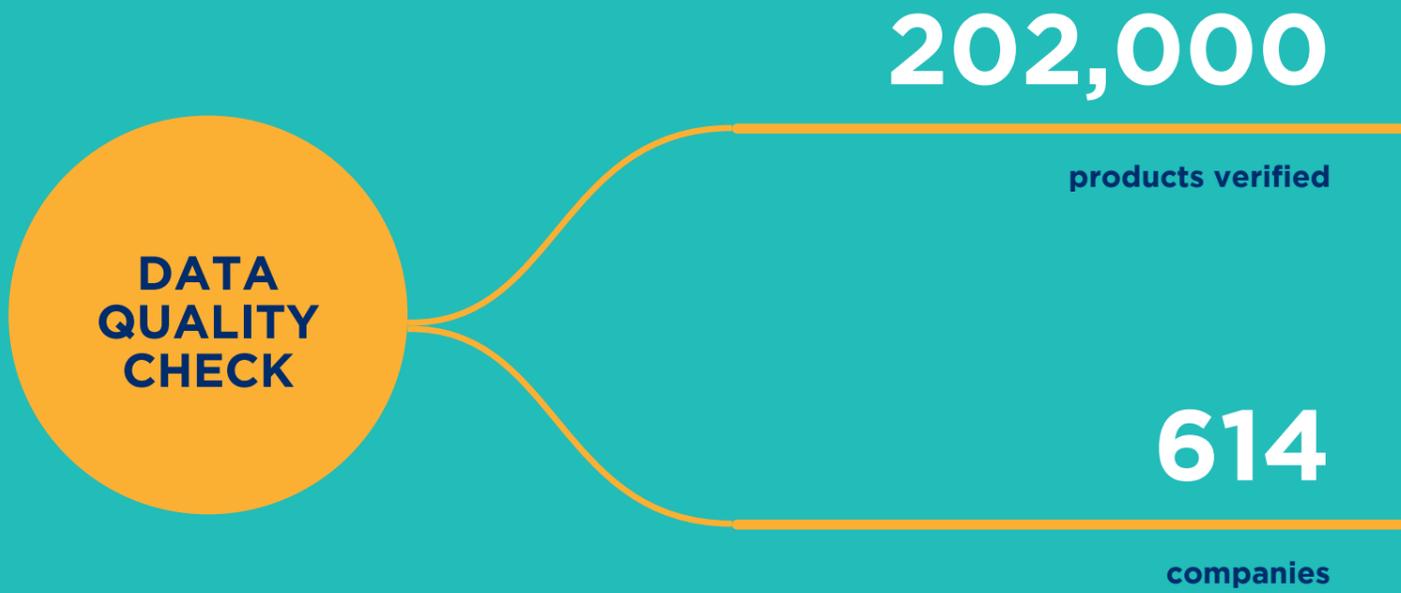
2021 IN FIGURES



What can we say? 2021 was a full year. Full of projects, events and new ambitions. If we were to sum it up in numbers, we'd say something like this:









more than

12,000

companies turned to GS1 Italy's
customer service

over

26,000

interventions resolved by GS1 Italy
customer service



2,645,450,548

impressions* produced by the
activities of the press office
+42.30% vs 2020

10,712

copies conveyed and
downloaded of GS1 Italy
publications
+24% vs 2020



2,204,096

views of gs1it.org, tendenzeonline.info
and interno1.org
+30% vs 2020

5,824,536

impressions

+440% vs 2020

WHAT WE DO

We said it: we're the barcode people... and more. But what's within that "more"? Between beeps, we have always created and innovated services and solutions to facilitate the market and help companies in their activities.

Here we tell you about some of them, in just a few words.



IMMAGINO

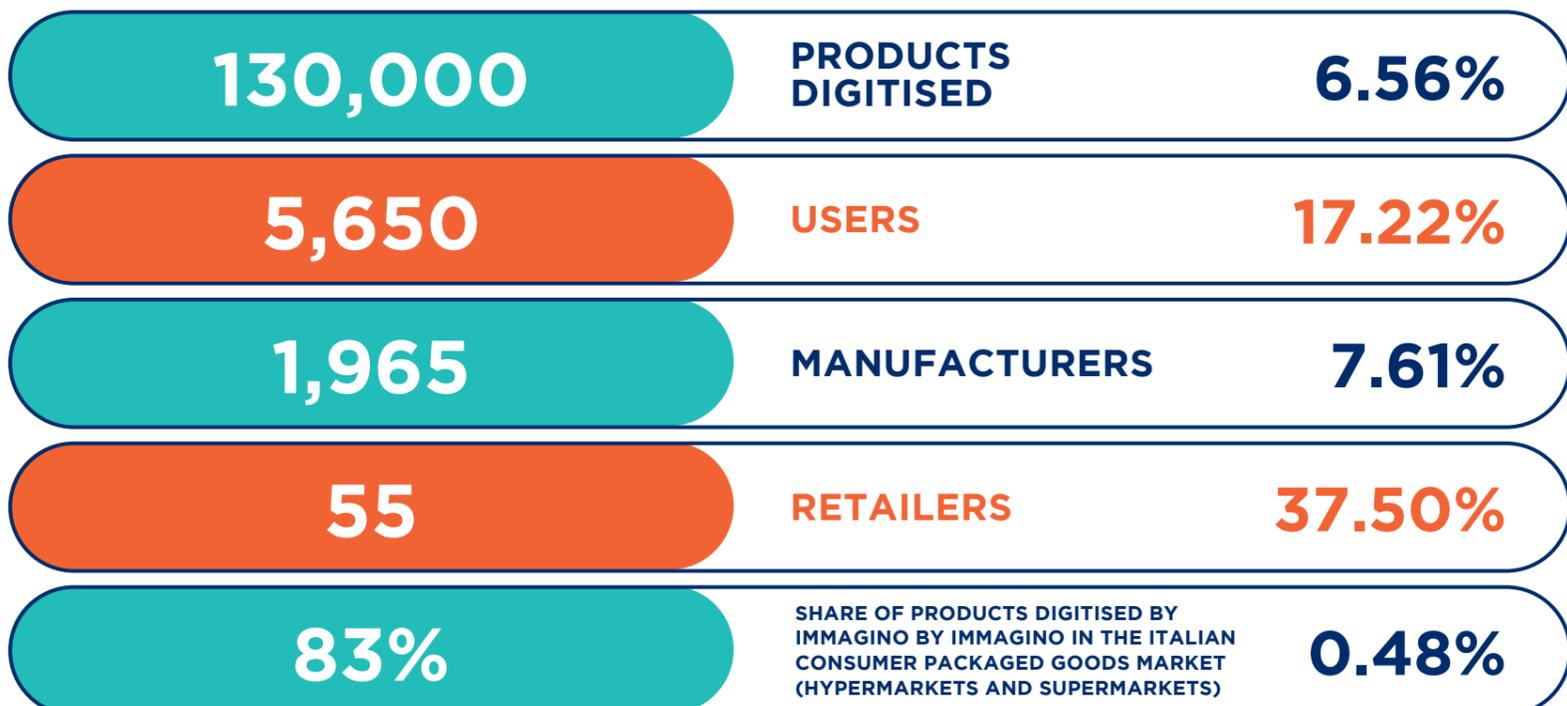
Immagineo's goal is very simple: to create a digital twin of the products sent to us by manufacturers.

We do this by measuring, weighing and photographing each pack, collecting all the data on the labels and producing the photographs. The twin, then, will be able to travel on flyers, catalogues and e-commerce, and will give online consumers all the transparency guaranteed by visiting the physical store.

Looking at the numbers below, something seems wrong. There are many more users than manufacturers and retailers! It's actually all correct. In fact, in companies there are many people who use Immagineo.

IMMAGINO IS A PERVASIVE SERVICE, USEFUL IN MANY DIFFERENT PROCESSES.

% CHANGE 2021 VS 2020





CODIFICO

A **single tool** for creating and managing GS1 barcodes, downloading barcode images and creating labels, inserting, ordering and exporting product information.

Online, quickly and autonomously. Free for those who are already users of the GS1 system and with guaranteed assistance.

EASIER. TIDIER. THIS IS **CODIFICO**.

% CHANGE 2021 VS 2020

289,264

**BARCODES
GENERATED**

40.90%

4,962

USER COMPANIES

36.66%



PROCEDO

Procedo is the EDI service to transfer and digitise commercial and administrative documents. Orders, order confirmations, shipping notices, receipts, invoices... Everything moves safely and in compliance with GS1 EDI standards thanks to a tailor-made service able to follow the different stages of the exchange step by step.

PROCEDO MAKES EXCHANGING DOCUMENTS SIMPLE, INEXPENSIVE, FAST AND ERROR-FREE.

% CHANGE 2021 VS 2020

340,000

**DOCUMENTS
EXCHANGED**

3.03%

650

USER COMPANIES

1.60%





GS1 EDI AND EURITMO

When it comes to exchanging electronic documents such as invoices, the **EDI standard** format is indispensable. And, you know, where there's standard there's GS1. That's why we've come up with a solution of our own. It's called **Euritmo** and is the web-EDI system of GS1 Italy available to all companies, large and small, because it does not require technological investments: all you need is a computer, Internet access and a browser.

IT IS SAFE, ACCESSIBLE AND COMPATIBLE WITH TRADITIONAL EDI. IN A WORD: IT WORKS.

% CHANGE 2021 VS 2020

5	CERTIFIED SOLUTION PROVIDERS	AS IN 2020
7,817	COMPANIES	4.20%
67,896,711	DOCUMENTS EXCHANGED	4.70%



ALLINEO

Allineo is based on the **GS1 GDSN®** global standard to manage product master data. The idea is to facilitate communication between business partners, offering a service that helps manufacturers keep data up to date and retailers to receive them in electronic and standard formats. The result is a service that eliminates errors and anomalies, makes exchanges faster, more accurate and reliable, and minimises the risk of disputes over orders, shipments, deliveries and invoices.

ALLINEO IS A DATA MANAGEMENT AND DATA QUALITY TOOL FOR ALL COMPANIES, SMALL, MEDIUM AND LARGE.

% CHANGE 2021 VS 2020

130,226	PRODUCTS FEATURED	21.62%
735	MANUFACTURERS	1.80%
8	RETAILERS	60.00%

DATA QUALITY CHECK

Data Quality Check is a platform created to improve the quality of product data published by Alineo's Italian users. In practice, it is a system for highlighting errors and suggesting how to correct them.

THE CHALLENGE, WHICH WE HAVE ACCEPTED, IS TO FACILITATE THE EXCHANGE OF CORRECT INFORMATION. ALWAYS.

202,000

PRODUCTS
VERIFIED

614

COMPANIES



CONDIVIDO

Condivido is a platform for digital asset management. That is, it is used to manage, catalogue and share the brand's digital resources with customers, colleagues and partners. The goal is to offer a single place to store images, videos, documents and any other files concerning the brand or products, to speed up and facilitate exchanges and make storage more immediate.

WE HAVE CREATED A PLACE OF SHARING, STORAGE AND EXCHANGE FOR CONSUMER GOODS COMPANIES AND THEIR PRODUCTS.



% CHANGE 2021 VS 2020

114

PRODUCERS

46.15%

6

RETAILERS

AS IN 2020



HOW WE DO IT

We do all this, and much more, without losing sight of some of the great goals we set ourselves some time ago. The keywords are:

- SUSTAINABILITY.
- DIGITISATION AND PREVALENCE OF DATA.
- TRACEABILITY.
- COLLABORATIVE LOGISTICS.

We wrote it in black and white, in our Strategic Plan.

[Download the Strategic Plan](#)



WHO WE DO IT WITH

Our users - the people we work with - are typically consumer goods companies, but not exclusively.

AT GS1 ITALY, THE PANORAMA IS IN PROGRESSIVE EVOLUTION.

GS1 SYSTEM USERS

40,000

COMPANIES
+7.0% VS 2020



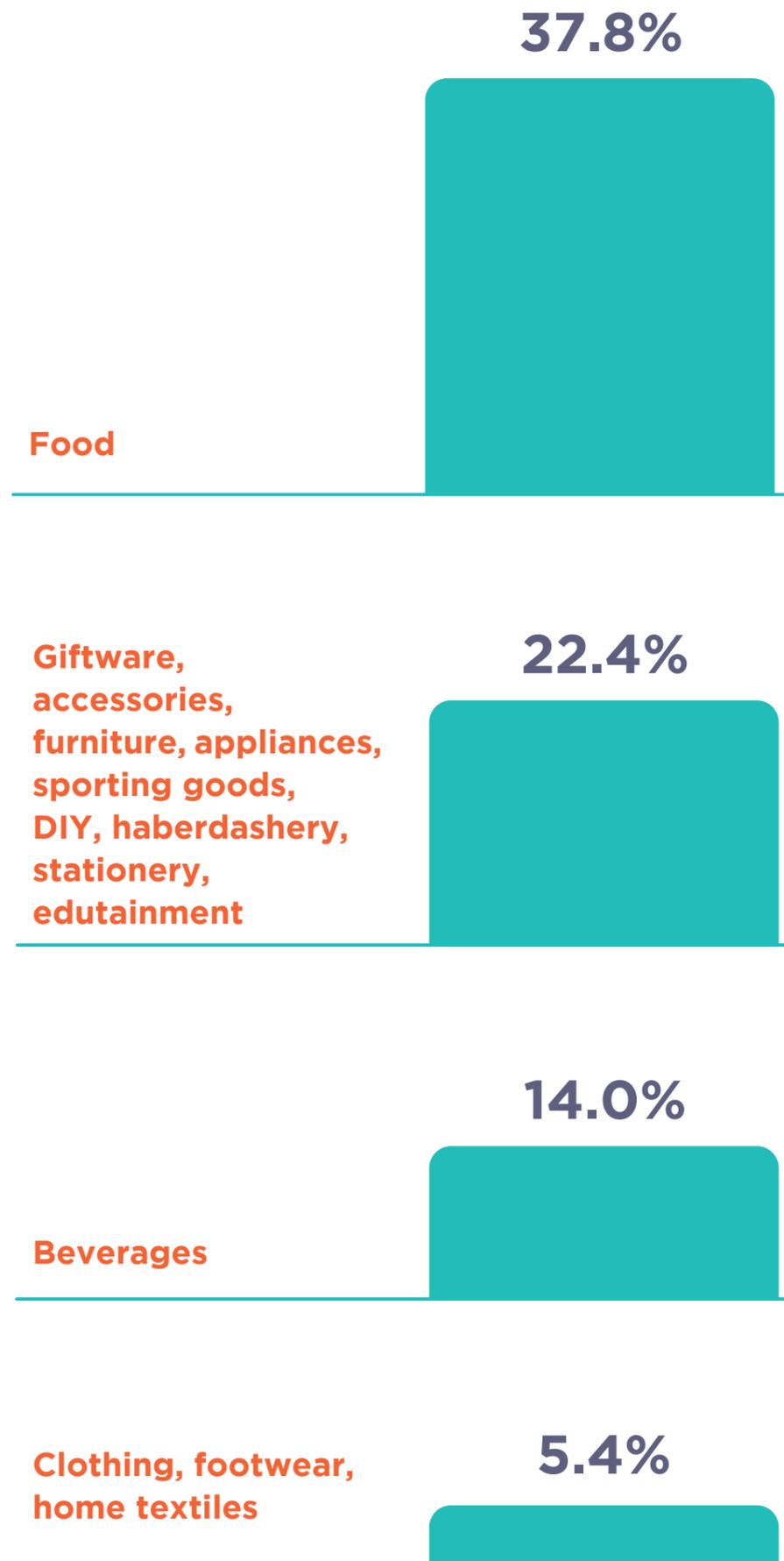
During 2021, **all sectors saw a percentage increase** in companies in the GS1 Italy community.

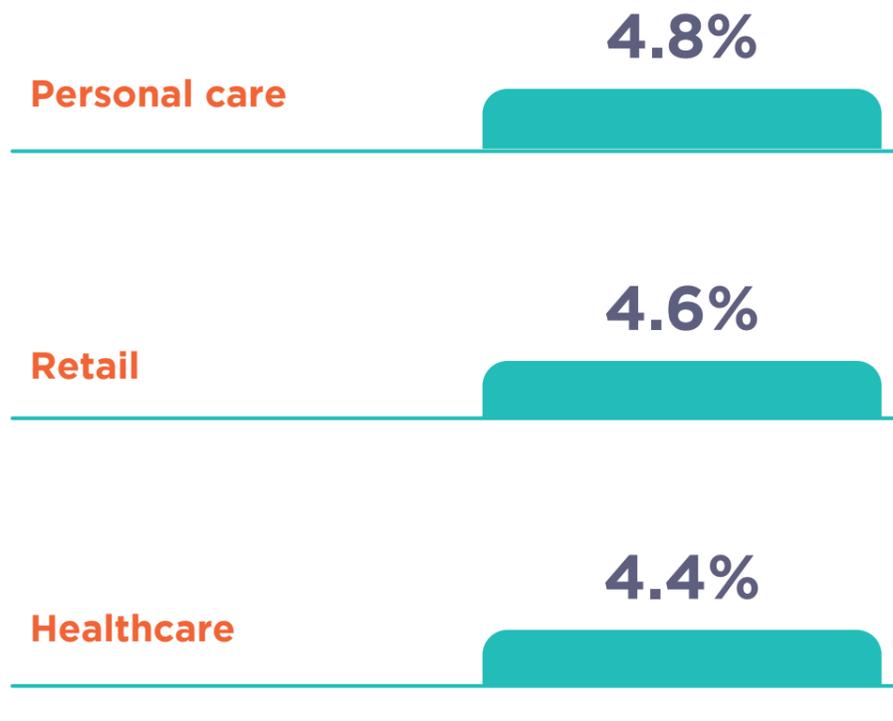
Companies that deal with **food** and **beverages** (and that have always represented our core) increased, and also those that do not deal with food but, for example, with clothing. And then there was **the explosion of healthcare**, which we will discuss in more detail shortly.



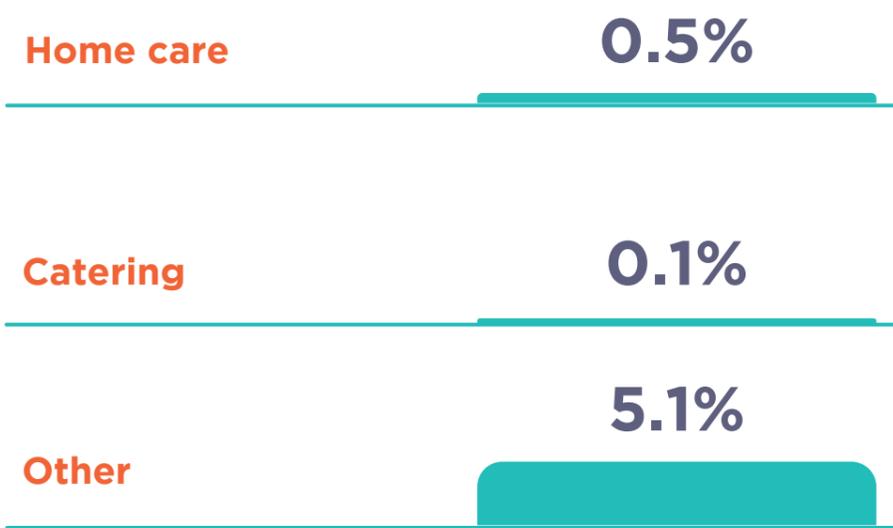
THE SECTORS TO WHICH THE USER COMPANIES BELONG

Weight % number of companies out of the total user base





In 2021, healthcare user companies increased by 65.9%

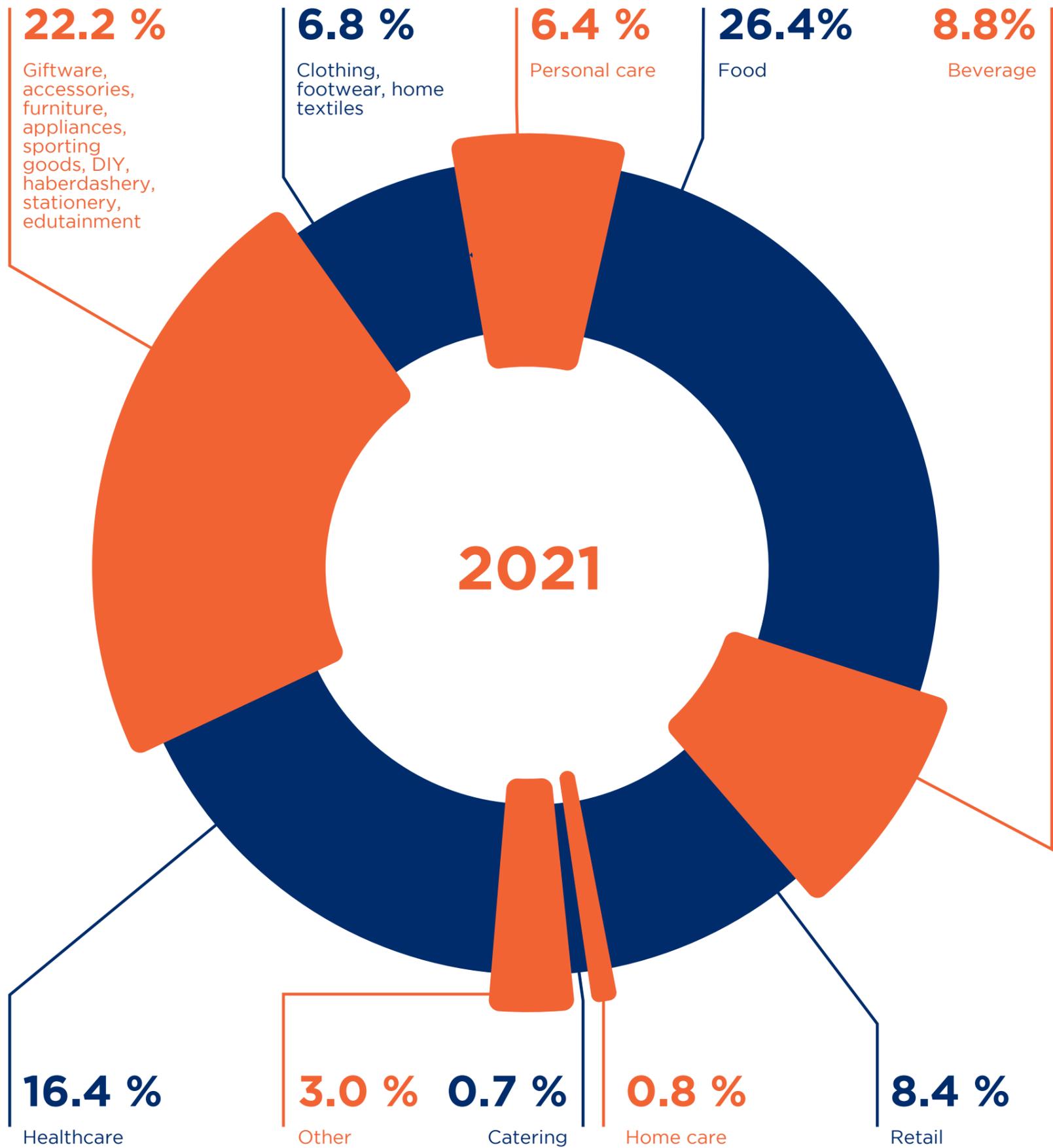


NEW COMPANIES
3,989
 +30.7% VS 2020



THE SECTORS TO WHICH NEW USER COMPANIES BELONG

Weight % number of companies out of total new user companies

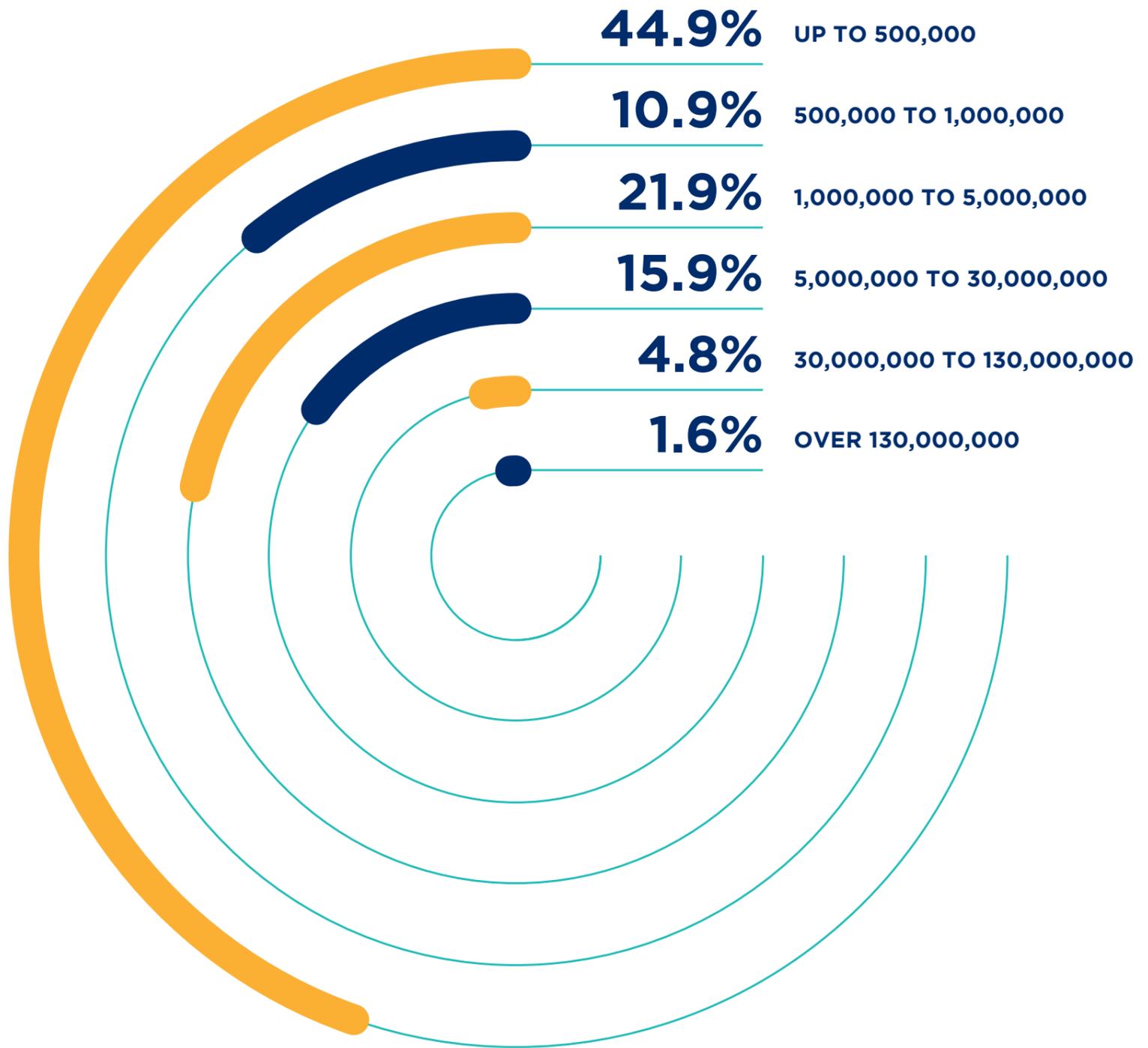


Historically, in the GS1 Italy community **small and medium-sized businesses** are the majority. The fact that 44.9% of user companies have a turnover of less than Euro 500,000 is very interesting, both for us and for anyone who wants to analyse the world of consumer goods. For us, because it means that we can devise and maintain **useful solutions for all companies, even the smallest ones**, and for those who study the market because, deep down, our community is a reflection of our country.



THE TURNOVER RANGES TO WHICH USER COMPANIES BELONG

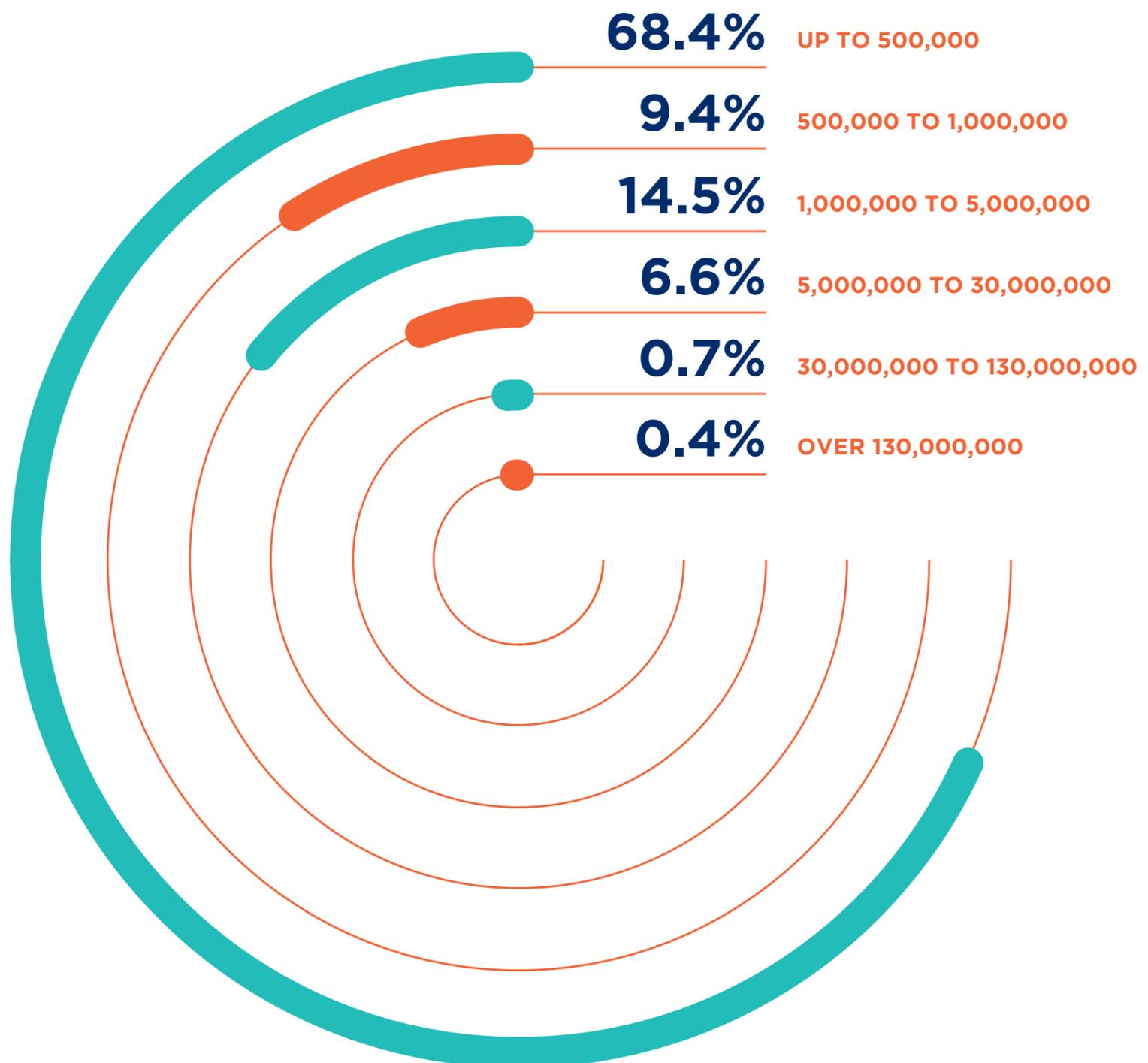
Weight % number of companies out of the total user base
- in EUR



If we then look at the composition of new companies, we will notice that even new user companies follow this trend. Among those who joined GS1 Italy in 2021, over 68% are **small-scale**.

● ● THE TURNOVER RANGES TO WHICH NEW USER COMPANIES BELONG

Weight % number of companies out of total new user companies
- in EUR



In short, our solutions are useful to many sectors and to many different companies.

This is because GS1 common language and standards are the basis of the good health of the **supply chain**. They guarantee the accuracy of data and the exchange of information between companies, and make it possible to reduce logistical costs, speed up operations and avoid errors.

It is efficiency that the FMCG world has always asked for, but many other sectors have also discovered the advantages that GS1 standards bring.

We are talking about the **logistics sector**, but also the **banking sector**, the

construction sector and, last but not least, the **healthcare sector**.

At first glance, the healthcare sector is a very important player in our growth during 2021.

To talk about numbers: within the GS1 Italy community its weight has almost doubled, from 2.8% in 2020 to 4.4% in 2021.

Analysing the new user companies (where very small ones prevail, 68% have a turnover up to Euro 500,000), we note the different composition of new user companies in the healthcare sector that use **GS1 standards in the UDI system**, which instead belong to “central” turnover clusters.

Of all the new user companies, then, those in the healthcare sector represent 16.4%, of which 80% are linked to **the UDI system**: in fact, European regulations have entered into force that impose the obligation to identify medical devices with the UDI system on those producing and marketing those products in the European Union, and GS1 standards enable this. UDI is also used in the United States and other countries.

Of 1,742 healthcare companies, 52% have joined the GS1 system to identify medical devices with the UDI system.

In addition, GS1 - represented in Italy by GS1 Italy - is the body accredited as Issuing Agency for the FDA in the United States and for the European Commission in Europe, to assign UDIs to in vitro medical or diagnostic devices.

What does this mean?

UDI stands for Unique Device Identifier and is an identification code that gives, so to speak, a more precise “name” to syringes and patches (and to medical devices in general). The goal is to make each medical device more traceable, transparent in information and, above all, safe for the consumer. In practice, **using GS1 standards for the UDI system allows medical device manufacturers to align with standards in the European Union, the United States and the world.**

This will make it easier to recognise and make recognisable a device that complies with international rules, simplify procedures for companies and the entire supply chain, and deliver a safe and transparent product to the consumer.

QUALITY DATA, FOR THE PRODUCT'S DIGITAL TWIN

All this, from our services and solutions for the different supply chains, through the digital transition and the creation of new standards, is possible only thanks to one thing: data. Data that travel, that are exchanged, data that are stored and data that are disclosed.

We have a real obsession with data, or rather, with **data quality**. It's the idea that guides us in everything we do.

Because better data (and better exchanges) mean more accuracy, more security and more efficiency. They mean, for example, the possibility of optimising processes, reducing waste and following the principles of **environmental sustainability**.

But the quality of data and exchanges is also important from the point of view of consumers. It is only through **sharing** (online and beyond) that companies can be transparent and worthy of buyers' trust. It's about providing information. Providing plenty of it and providing it well.

For this reason too, our obsession has recently condensed into an aspiration: to be useful also for the **European digital product passport**. An instrument that the European Union is working on to collect and make available all the information relating to each product: from its origin to its composition, to the correct disposal procedures.

Of course, it's still a dream. But we're working on it. In short, it isn't difficult to understand why we have focused so intensely on so many projects for the quality of product data, such as Immagino, and on the creation of **digital twins** for products. For us, digitisation is the most immediate and effective tool to ensure data quality.

Sustainability, transparency, digitisation and sharing are key points that guide the work of GS1 Italy. They guide our way of looking to the future, they tell us where we are going and, more than anything else, how we want to get there.



HOW WE ENGAGE COMPANIES

By now it's clear: an informed and aware supply chain is one of our main objectives.

The ways we keep in touch (social media, videos, events, courses, customer service, working tables, our publications and this Annual Report) are also the ways we try to contribute to a more fluid and sustainable market.

We circulate information that we collect to keep companies as up to date as possible, we involve them in our projects, we listen to them.

In 2021, the dissemination of our publications in both paper format and download increased by 24%, with 10,712 copies distributed.

We celebrated the tenth anniversary of **Un anno di Tendenze**, the container in which we condense the most significant articles of the web magazine **Tendenze online**, transforming them into a completely new entity. This annual printed publication tells the story of the world, GS1 Italy and consumer goods.

GS1 Italy's other major publication is the **Immagine Observatory**. Here we present the results obtained by cross-referencing the product label data already acquired by Immagine with NielsenIQ data on sales, consumption and use in the media. We produce it every six months, on paper and digitally.

IN A SENSE, WE LOOK INSIDE ITALIANS' SHOPPING TROLLEYS AND DESCRIBE CONSUMPTION IN A NEW WAY.

Besides pen and paper, we also keep in touch through the web and social media. And we've done it like never before.

Our websites (**gs1it.org**, **tendenzeonline.info** and **interno1.org**) were visited 30% more than in 2020, but it's the results from social media platforms (**Twitter**, **LinkedIn**, **YouTube**, **Facebook**, **Instagram**) that really astounded us. Their use is even up by 440%.

But we also met live! Well, more or less...

Over the past year we hosted 4,038 people among those interested in our **events**, the guests of **Interno 1** and participants in **Academy** training courses. And 882 managers participated in GS1 Italy and **ECR Italy** working tables.

Finally, we worked through our **customer service** and the activities of the **press office**. Thanks to the first, we resolved over 26,000 interventions that more than 12,000 companies requested from us. While the second made sure that we were talked about in articles and radio programmes, for 2,645,450,548 potential readers and listeners. A good 42.3% more than in 2020.

What can we say? We like to find ever new ways to keep in contact with the world out there, listening and receiving stimuli, seeking to be useful, accessible and innovative.

We do it for companies and consumers and we do it for ourselves, too. Because, as we said, **to build the future, we must focus on exchange**.

FOR US IT MEANS INVESTING IN THE QUALITY OF SHARING.



GS1 ITALY RELATIONSHIP CHANNELS

WEBSITES GS1IT.ORG,
TENDENZEONLINE.INFO AND
INTERNO1.ORG

2,204,096
VIEWS

% CHANGE 2021 VS 2020 ▶

30%

5,824,536
IMPRESSIONS

SOCIAL NETWORKS



440%

◀ % CHANGE 2021 VS 2020

EVENTS, ACADEMY COURSES
AND INTERNO 1 VISITS

4,038
PARTICIPANTS

2,645,450,548

IMPRESSIONS*

PRESS OFFICE

42.30%

◀ % CHANGE 2021 VS 2020

PUBLICATIONS

10,712

COPIES CONVEYED AND DOWNLOADED

% CHANGE 2021 VS 2020 ▶

24%

53,646

PEOPLE REACHED

EMAIL MARKETING

11.03%

◀ % CHANGE 2021 VS 2020

GS1 ITALY AND ECR ITALY
WORKING TABLES

882

MANAGERS PARTICIPATED

% CHANGE 2021 VS 2020 ▶

11.36%

MORE THAN

12,000

COMPANIES TURNED TO GS1 ITALY
CUSTOMER SERVICE

CUSTOMER SERVICE

CUSTOMER SERVICE

OVER

26,000

INTERVENTIONS RESOLVED BY GS1 ITALY
CUSTOMER SERVICE

* Size of the number of potential readers and listeners of articles and programmes that cite GS1 Italy (processing on data from urlm.it, DataStampa, RadioTER).

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