



The Global Language of Business

Annual Report

2023

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2023 for GS1 Italy

If you're here, you know: we were created with and for Italian barcoding. **For 45 years, at GS1 Italy we have been watching over the barcoding standard - and more. Year after year, idea after idea, we explore the world of fast moving consumer goods (FMCG) and develop new technologies to facilitate it.** We introduce them in new sectors that may benefit from these new tools.

Research and innovation have been constants over the past 45 years - and we certainly have no intention of changing our pace. Quite the opposite - all our thoughts and actions are geared towards getting ready for the future.

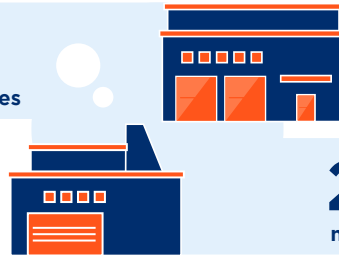
Today, we research, discuss, facilitate and connect. We imagine new technologies for our customers and collaborators, to create national innovation and for the good of the planet.

In 2023, we worked with 42,000 companies (that's 2,704 more than 2022) from a wide range of industries: food, retail, foodservice and healthcare, with an increasing focus on sustainability and the environment.

We've been doing this in Italy for 45 years. However, **barcodes have been around across the world for 50 years.** In 2023, we celebrated this anniversary with the entire GS1 community. It's a milestone we are very proud of. Together, we have built a world that is better informed, faster and safer.

42,000

GS1 Italy user companies



2,704

new companies



Around the world today:

More than **2 million** companies use GS1 standards and services.

More than **a billion** products have a GS1 barcode.

Every day, **billions of GS1 barcodes** are scanned.

Local GS1 organisations such as GS1 Italy operate in **116 countries** across the world.

25 industries in **150 countries**.



In Italy, each year*:

about **350,000** consumer products are sold with GS1 barcodes

which pass through the checkout **32,4 billion** times

generating **2,7 billion** receipts

*in supermarkets, hypermarkets and self-service stores (excluding variable-weight and non-food products)

Together, we're celebrating the 45th anniversary of GS1 Italy, [the 30th anniversary of ECR Italy](#) and [the 50th anniversary of the GS1 barcode](#), as we take another big step forwards into a future that will see us in a leading role – but most importantly, as indispensable facilitators in an increasingly complex, global and digital economy. An economy that operates in a fragile planet, which we want to help protect and safeguard.



Letter from the CEO

Dear Reader,

Only a small percentage of the population remembers what retail was like before barcodes were introduced. But people in the industry remember those days. Before barcodes, the world of commerce was slow, unreliable and complicated. The non-digital world was full of data handwritten on paper and goods lost in the workings of the logistics industry as they fell prey to the normal distractions of human beings.

If fewer and fewer people can remember what that world was like, the reason is simple: **GS1 has been working for 50 years to make life easier and more efficient for companies and consumers.**

On 3 April 1973, the leading consumer goods companies in the United States agreed to use a single product identification standard. They agreed to use our standard: the GS1 barcode (then called EAN). It took just a few months to set everything up. The code was then printed on a simple package of chewing gum and read for the first time by a supermarket scanner. The smallest gesture, the biggest revolution.

This report, which I am delighted to bring to you, covers a year which is particularly important and satisfying for us. Not only is it the 50th anniversary of GS1, but also the 45th anniversary of GS1 Italy and the 30th anniversary of ECR Italy. We like nice round numbers. **Anniversaries are a great opportunity to remember how far we have come, but for us they are above all a starting point as we move towards the future,** trying to make it a little better but certainly more efficient, more sustainable, more practical.

The protocol and methods for using the barcode, a simple and yet brilliant sequence of parallel lines and digits interpreted by a laser reader, has stood the test of time. It has found practical applications in the most diverse sectors, thanks to the simplicity and clarity of shared standards.

In short, the barcode is a classic: a great classic, with the only flaw being the amount of information that a linear barcode can contain. Today, however, needs have changed. We need a suitable medium. An adequate standard.

The date 12 October 2023 will go down in history as the birth date of one of the greatest innovations since the introduction of the barcode. “Transforming tomorrow” is the motto that represents this leap: **we are changing the future, one standard at a time.**

[“Transforming tomorrow” is the title we gave to the event \(also available on video\) held on 12 October.](#) During said event, our **former president Alessandro d’Este** retraced the history of GS1, reminding everyone of the spirit that has always guided us, stating that “the key word at the base of our work is standard”. Technological processes require the adoption of rules, which are intended to make the process more efficient.

In Italy, we are very lucky. The [board at the head of GS1 Italy](#) is made up of the CEOs of some of the country’s leading industrial and distribution companies. **There are more than 40,000 member companies and together we have the great responsibility to carry these processes forward in the interests of the community and the public.** We are the only organisation in which manufacturers and retailers talk to each other, a great asset to capitalise on when it comes to making key achievements.

Among the many important topics covered at the event, the most significant was the new 2D barcode, which can be read both horizontally and vertically. **The new code is a revolution that paves the way for the introduction into the standard of a vastly superior set of information, which will be available to manufacturers, logistics, retailers and consumers alike.** Can you imagine? In the 2D barcode of each product – we call it the “QR code powered by GS1” – you can include a link to a page full of additional information. We called it the GS1 Digital Link and it marks a milestone [in a revolution – the transition from one-dimensional to two-dimensional codes – that will take place by 2027.](#) Thinking about it, that really isn’t a long time to achieve a global change that will affect millions of products, hundreds of thousands of companies and hundreds of countries.

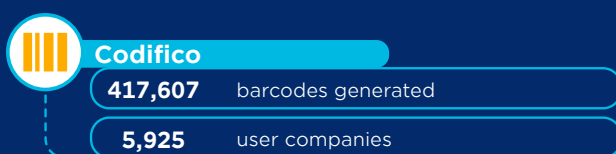
This is a sensational development, though it’s certainly not the only one. **Innovation, digitisation, modernisation and the use and development of AI are the challenges we are tackling day after day, without neglecting the ethical, cultural and ecological consequences of our work and the services we offer.**

For 45 years, of which the last three decades have been in synergy with the huge community of business represented by ECR Italy, GS1 Italy has been introducing and refining new services, initiatives and ideas to provide support and simplification. In addition to our existing and very popular services, this year our services company, **GS1 Italy Servizi, introduced Brindo, Eco-logicamente, Veicolo and ONE.**

In short, plenty of new entries. Yet – as those who know us are already aware – we are always looking to the future. To respond to the challenges of tomorrow. To build the new world of fast moving consumer goods, together.

Bruno Aceto,
CEO of GS1 Italy

Numbers for 2023



**GS1 ITALY AND ECR
ITALY WORKING GROUPS**

750

participating
managers

**GS1 ITALY
CUSTOMER SERVICE**

7,856

companies
used it



Websites

gs1it.org, tendenzeonline.info,
interno1.org, servizi.gs1it.org

1,432,915

views



**GS1 Italy and GS1 Italy
Servizi social channels**

20,794,388

impressions



**Events, Academy courses
and visits to Interno 1**

3,154

participants



**GS1 Italy and GS1 Italy
Servizi press office**

3,476,618,291

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Publications

9,802

copies distributed and downloads



**Email
marketing**

59,410

people reached

*Number of potential readers and listeners to articles and programmes mentioning GS1 Italy and GS1 Italy Servizi (based on data from Audiweb, urlm.it, Audipress, Mimesi, RadioTER, Auditel)

What we do

We were born for [barcoding](#), but we chose and built a wider path.

We have become agents of the future to improve product visibility, information exchanges between companies, business processes, the FMCG supply chain and consumer relations.

Today, we design and implement technologies and services to help all companies, small and large. It's a virtuous revolution! This is what we do.

Immagineo

[Immagineo](#) is a service designed by [GS1 Italy Servizi](#) that enables companies **to create digital twins of their own products**. The company sends us the product and we digitalise it, linking its packaging data to its picture and 3D images. This helps to reduce the gap between online shopping and physical stores, helping to improve transparency for companies and consumers.

Immagineo		% CHANGE 2023 VS 2022
135,406	active products in the database	+0.7%
6,961	users	+12.1%
2,047	manufacturers	+2.7%
55	retailers	-3.5%
82.6%	share of sales of products stored in the Immagineo database, in the LCC Italy market (hypermarkets and supermarkets)	-0.5%

Codifico

GS1 Italy's flagship product, [Codifico](#), is an easy-to-use, fully online tool. It is designed **to create digital product identities, manage GS1 barcodes**, download barcode images, create labels, enter, order and export product information, store product data, keep track of EAN numbers and much more. It's easy! It's also necessary. Codifico is included in the annual licence fee for the GS1 system.



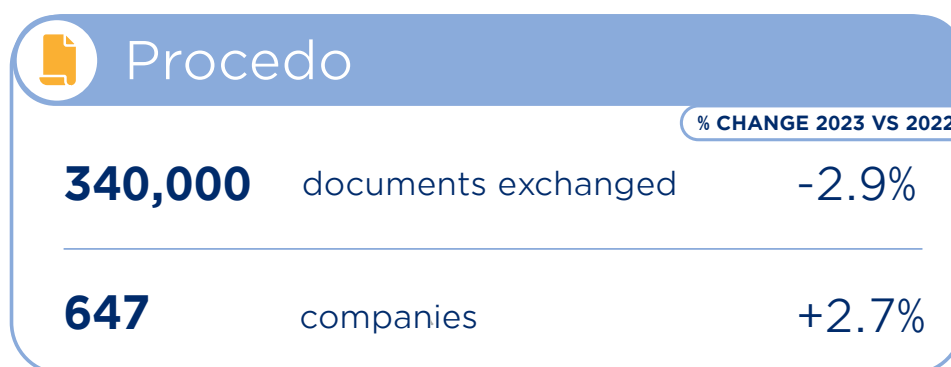
GS1 Registry Platform

Manufacturers can also use Codifico **to share seven key pieces of information about their product**, by logging data in the [GS1 Registry Platform](#). The seven 'fundamentals' are the GTIN, the brand name, a product description, the product image URL, the standard Global Product Classification, the net content, the unit of measurement and the target market. This is a quick and easy way to build trust in relationships with retailers and consumers, helping to improve the retail experience and ultimately boost sales. It also helps prevent counterfeiting.



Procedo

[Procedo](#) enables the electronic exchange of documents between **companies**. It is fast, intuitive, secure, unique, traceable and archivable – all essential requirements to issue orders and dispatch notices, invoices and other sensitive documents. Not only does Procedo help to prevent errors, save time and improve security and communication. It also significantly reduces the use of paper in communications between manufacturers and retailers. It's also environmentally-friendly.



GS1 EDI and Euritmo

A computer, internet access and a browser are all you need to start using [Euritmo, GS1 Italy's web-EDI solution](#) for the secure **electronic exchange of data**. It offers sophisticated encryption, protected access and mutual recognition between recipient and sender. Fully compatible with traditional EDI, the system is also used by the [Procedo](#) platform.



Allineo

Thanks to [Allineo](#), which is based on the [GS1 GDSN®](#) standard, **manufacturers can share product technical and commercial data sheets with retailers** or instantly edit them at any time. By eliminating the risk of outdated and inaccurate product information, Allineo ensures that partners worldwide can receive instant data updates.



Data Quality Check

Allineo is already highly reliable, but how to make it even more foolproof? By using [Data Quality Check](#): a tool designed to find errors and help companies correct them, on an intuitive and complete online platform.



GS1 GDSN®

The world's largest product information network is the [GS1 GDSN - the Global Data Synchronisation Network](#). It's the industry standard used to **align product databases between clients and suppliers**, and keep them up to date. Products stored on GS1 GDSN account for **74% of the fast moving consumer goods sold in Italy** by hypermarkets and supermarkets.



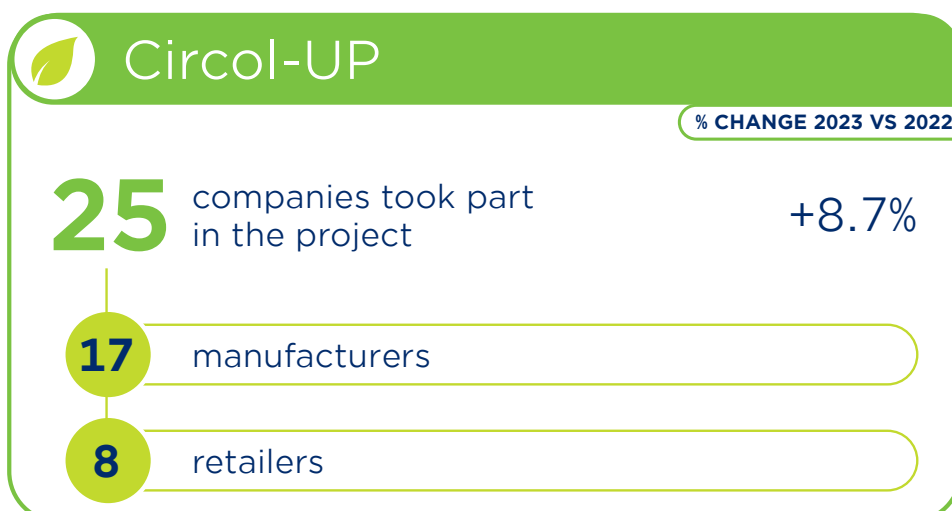
Ecologistico₂

[Ecologistico₂](#) is a tool designed by [ECR Italy](#) to give tangible support to companies in **understanding, measuring and reducing the impact of the supply chain, while reducing their emissions and carbon footprint**. The goal is clear: to make sustainability real, by measuring emissions in order to identify areas for action and reduce the environmental impact. We aim to do this as well as we possibly can, without empty rhetoric. How? By learning and improving alongside the companies themselves, by offering examples and by setting clear objectives. Ecologistico₂ takes companies beyond the perimeter of their own organisation, giving them a wider view that includes related businesses in order to find shared solutions, which are obviously more efficient. Where in the supply chain can we act to reduce emissions? How can logistics (transport and storage) be redesigned to pursue this aim? And which case studies can you learn the most from? Ecologistico₂ was created to answer these and other questions. To keep people up to date. To help them make informed, greener choices. To improve businesses. To help the environment.



Circol-UP

While the aim of Ecologistico₂ is to reduce emissions, [Circol-UP](#) is all about the circular economy. Launched in 2022, with the publication of a study (now available online) on the state of the art in Italy, **Circol-UP is used by companies looking to improve their circular-economy performance** in order to upgrade their processes, reduce waste, design new business models and collaborative systems. The circular economy concept is foundational and leads to virtuous processes that drive companies to think of every action as part of a complex, fascinating and, to a large extent, controllable chain. We want to make the circular economy approachable, understandable and widespread, using viable, sustainable strategies tailored to meet the specific needs and features of individual companies. Because circularity, if applied correctly, is not only good for the environment, but also benefits companies.



The new services of GS1 Italy Servizi

Here's what we do at GS1 Italy Servizi: we identify problems and find solutions. That's why we have added another four options to the wide range of business services already available. We did it to meet both general and sector-specific needs. To facilitate, support and innovate the world of consumer goods.

[GS1 Italy Servizi](#) was created to offer user companies tangible support in using the innovations and solutions designed by GS1 Italy to boost the efficiency of their business in terms of standards, technologies, effective processes, software solutions including training programmes, advice and the direct provision of services.

Brindo

The wine-making sector is a leading light in Italy's agrifood industry. GS1 Italy Servizi is another leading light, with an outstanding ability to find supply chain solutions! They joined forces to create [Brindo](#), **a tool designed to meet all the needs of the wine industry in terms of production and distribution, bringing the producer closer to the consumer as required by EU Regulation 2021/2117.**

Brindo is a portal where manufacturers can upload data about ingredients, nutritional values, responsible drinking data and the eco-label, plus a photo of the bottle. The information on the portal is available to the general public. Simply scanning the QR code on the bottle, which contains a [GS1 Digital Link](#). The code is packed with data that helps protect against wine fraud and counterfeiting, guaranteeing consumer safety and traceability.

 Brindo	
16	manufacturers
3	retailers

Eco-logicamente

Where does this go, paper or food waste? And is this plastic recyclable or not? Every responsible consumer has wasted time and their eyesight trying to read product packaging to find the eco label - which by law should have been on packaging since 3 September 2020.

[Eco-logicamente](#) is a smart solution that sends consumers the full set of **eco-label data**, straight to their smartphones. Just scan the QR code containing the [GS1 Digital Link](#) and hey presto. The label is practical, precise, clear and legally-compliant, and has almost no impact on the design of the packaging.

Veicolo

It's never been easier to manage all the logistical steps involved in placing an order. [Veicolo](#) is a powerful, intuitive portal available for use on the web or from a mobile app. **It enables you to manage and instantly view all the operations in the order's lifecycle, see transport documents, receive billing data and view process efficiency statistics.** Veicolo is interoperable, as it is compatible with standards used by other systems. It's also eco-friendly, as it digitalises processes that would otherwise be paper-based. As it's based on international standards, Veicolo also allows you to work with any company anywhere in the world that uses the same norms.

ONE

[ONE](#) is a powerful product information aggregator. Automatically and in real time, it builds a data sheet by comparing and aggregating all the information it can find about the product, using multiple and reliable sources. User-friendly and versatile, ONE allows advanced or multiple searches with a wide range of custom filters.

Talking about sustainability

For GS1 Italy, sustainability means guiding companies in their choices, while facilitating processes in order to optimise and reduce their environmental impact. For years now, GS1 Italy has been offering **tools that help reduce emissions and promote the circular economy**. It's no longer a choice for us. It's a requirement, dictated by the planet and by national and European legislation. But the law doesn't help companies to understand the rules or plan their compliance processes: this is why we have identified protocols, tools and methods to share with our customers.

In 2022, we introduced two tools:

- [Circol-UP](#), to help companies implement circularity.
- [Ecologistico₂](#) to understand, measure and reduce the climate impact of supply chains.

In 2023, we went even further.

We developed and released the demo version of [Barcode 4 Environment](#), **an app that enables companies to give consumers transparent information about the environmental impact of their products**. The app lets you access this information by using your smartphone to scan the barcode or QR code containing the GS1 Digital Link. Barcode 4 Environment was developed in collaboration with the Institute of Management of the Scuola Superiore Sant'Anna in Pisa, by a working group led by GS1 Italy and ECR Italy, consisting of seven consumer goods companies: **Carlsberg, Coop Italia, Eridania, Ferrarelle, Ferrero, Mondelez and Sarmontana**.

Other steps we've taken include the publication of a guide, video tutorial and webinar, which outlines a method and [a set of data standards used by partners in the supply chain to measure the climate footprint of their organisation](#). However, it's not enough to simply gather data about emissions. The exchange of data between companies – which are usually at different stages in terms of the way they collect and share data – is naturally a complex process that is often managed in an unstructured way. **This means that climate data not only needs to be reliable, but also shareable.**

GS1 Italy Servizi has also launched [Eco-logicamente](#) **to help consumers learn about the environmental information featured on product labels**. Our aim is to help companies provide information required by law and to aid consumers to easily understand the right way to recycle, while also giving them a huge amount of additional data. All this is done through a QR code containing a GS1 Digital Link, applied to products.

In a nutshell, we are actively working to help companies create a more sustainable world. Our commitment to the environment can also be found indirectly in a multitude of tools and services. In everything we do, the aim is to reduce waste, improve logistics and use less paper.

In 2023, we significantly reduced the use of paper. Most of our communication takes place through our digital channels: we've chosen to print fewer brochures, use fewer materials and produce fewer copies.

How we do it

The services, standards and tools developed in recent years are the result of carefully-coordinated strategic plans that take into account the needs of the supply chain in terms of practicality, sustainability, resilience, safety, reliability, speed and transparency towards consumers.

In formulating our new strategic plan, we knew we were on the verge of **a new economic era**. Needs have changed, partly due to the pandemic. We now have to manage an increasingly large volume of data. The online world is constantly evolving in new and different ways, while logistics is having an increasingly larger impact. All this in a global scenario severely affected by wars and the climate emergency. It is a world in which the efficiency of logistics processes, the availability of certain products and price competitiveness are continuously under threat. We've taken on all these challenges and have found a way to play our part in order to bring fresh impulse to the market.

Our strategic plan for 2023-2026 will focus on four key concepts:

- **Digitalisation.**
- **Supply chain efficiency and the evolution of logistics relations.**
- **Sustainability.**
- **Engagement and collaboration.**

These are words that reflect the challenges of these changing times. Once again, we won't be caught off guard. The idea is that this plan will also help us to develop new strategies and to be ready to handle any scenario, even the most unpredictable one. Of course, the plan for 2023-2026 is ambitious, but these are all challenges that we know we can overcome. This is how we work at GS1 Italy: we look at difficulties with curious eyes, focusing on the solution before the problem, listening to the world around us and trying to anticipate its needs.

The key to our success is to develop standards, solutions and innovative services together with the companies that use our services, and who participate directly in our executive bodies and working groups.

GS1 Italy and ECR Italy working groups are the nerve centre of this system, the place where ideas take shape and are approved and planned. The synergy with user companies and partners, represented by their own managers, means that these ideas are enriched with the success stories of individual companies. They take into account a set of diverse needs so that adequate solutions can be found.

Through our [Customer Service](#), we also have a direct line to the companies already in our community and those who want to join it, which gives us a great capacity for solving problems as they arise.

In 2023, we also activated the [Solution Partner Program](#), which is fully integrated into our support and collaboration model. The aim is to form a structured community of experts who can help businesses efficiently implement GS1 standards within their own processes.



But the efficiency of GS1 standards and GS1 Italy solutions has ample room to expand into sectors other than FMCG, which is our traditional area of operation. For example, in 2023 we kept a close eye on the [construction industry](#), where digitisation needs further encouragement to ensure efficiency, as emerged from the study conducted in collaboration with CRESME. Here, GS1 standards can play a key role and enable operators in the construction supply chain to automatically share information, have permanent access to quality and traceability data for the materials they use – also from a circular economy perspective – and to reduce costs.

We have also launched the [ECR Certified Category Management Program](#), a certified course that offers training to future category managers and experts in Industry and Distribution. The collaborative approach to category management is one of the biggest revolutions in the consumer goods sector and requires the continuous updating and consolidation of knowledge for key sector roles within companies.

How we engage

We like to study consumer goods and we like to do it by any means.

This is why, while we're crunching the numbers and analysing statistics, we are also getting feedback from individual users in order to drill down further into specific market requirements and understand whether what we do is really useful, and whether we're heading in the right direction.

We like to listen and we like to communicate.

We do this by telling people about our work, our progress, the innovations we offer, and about case studies and good practices sourced from companies and working groups. We also build networks and communities where manufacturers, retailers, partners and consumers can get in touch and access shared information.

This is why we devote special attention and care to our social media channels. A few years ago, we invested heavily in the social media presence of GS1 Italy and GS1 Italy Servizi (LinkedIn, YouTube, Facebook, X and Instagram). This has already yielded important results, as last year we broke through the ceiling of 20 million impressions – that's an increase of 72% compared to the already excellent 2022 figure.

We are very proud of this achievement, but we haven't forgotten other channels. Our websites have exceeded 1,400,000 views.

We have also engaged 3,154 people – that's 16.7% more than in 2022 – who participated in our events, attended Academy courses or visited Interno 1, our innovation centre: here, in particular, we had 86 visits from companies, an increase of 56%.

Above all, our press office has worked tirelessly to get our activities talked about in the press, on TV or radio, with approximately 3.5 billion potential opportunities, representing an increase of more than 10% compared to the previous year.

Nor have we neglected email marketing, which reached around 60,000 people (+8.1 compared to 2022). The only thing we've cut down on is the volume of printed paper, in a conscious decision to favour digital over print, which has a higher ecological footprint.

Relationship channels

% CHANGE 2023 VS 2022



Social media channels
GS1 Italy and GS1 Italy Servizi

20,794,388

impressions

+72.7%



**Events, Academy courses
and visits to Interno 1**

3,154

participants

+16.7%

→ **Interno 1**

84 visits by companies

+56.0%

Press office

GS1 Italy and GS1 Italy Servizi

3,476,618,291

impressions*

+10.2%

Email marketing

59,410

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+8.1%

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