

Update Bulletin

DataBar Update from GS1 — the Sun is Still Rising

August 12, 2009

Recent trade publication articles about DataBar have led to some confusion regarding the DataBar sunrise schedule. Unfortunately, unless these articles are very carefully read, it is easy to get the wrong impression that DataBar implementation has been delayed.

DataBar has not been delayed: the “sunrise” for DataBar is still January 1, 2010. What has happened is that the option to continue printing the old codes has been extended for coupons.

Here are the facts:

- There is no change to the schedule for applying DataBar codes to produce and manufacturer-coded items.
- GS1 is extending giving manufacturers the option to continue using UPC-A symbols on coupons *along with* the DataBar codes on coupons.
- Specifically, from GS1 (which is the organization that manages barcodes worldwide):
 - Update:** On June 18, 2009, the Joint Industry Coupon Committee recommended that manufacturers coupons continue to carry both GS1 DataBar and the U.P.C.-A symbol until January 1, 2011. **This does not delay the 2010 Sunrise Date for coupons.** GS1 US recommends that manufacturers monitor their retailers’ and other trading partners’ GS1 DataBar plans and timelines closely.
- Merchants who read the DataBar code on the coupons are able to use the more sophisticated promotions, offers and limits embedded only in the DataBar codes, including automated protection of expiration dates.
- Down the road, GS1 will expand DataBar use to other categories. Another “sunrise” is planned for January 1, 2014 to use DataBar codes on such items as newspapers, cosmetics, jewelry, and health care items as well as some fresh food categories such as poultry, fish and meat.

To Your Success,



Anthony van Steen

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