How to get involved?

Brand Owners can get involved with GS1 GoScan by providing their product data and product images via methods as simple as an Excel template. The following are the key steps in getting involved:

1. **Familiarise** yourself with the GS1 GoScan data requirements. Access www.gs1au.org/goscan to review technical information including the GS1 GoScan data requirements.

2. **Choose** your method for loading data. You can select to use a simple Excel template or GS1net, especially if you are already using GS1net in synchronising our product data with your retail trading partners.

3. **Gather** the product data and images. Review your current business processes to ensure you can gather the data not only once, but every time your product data changes through new product introductions, product re-formulations and product range deletions.

4. **Contact** GS1 Australia to make your product data available via your chosen method and then send your product images.

5. **Use the GS1 GoScan test application** to review your product data before it is made available in the production system. This approach enables you to do a quick random check to give you comfort that the data you have provided has been uploaded onto GS1 GoScan accurately.

Fast Track your GS1 GoScan project

Any company wishing to participate in GS1 GoScan has access to our GS1 GoScan Fast Track service, designed to get you up and running with GS1 GoScan quickly.

Our GS1 GoScan Experts will help you onsite by preparing and loading your product data in as little as two days (for up to 50 products) and train your staff on how to maintain your data on an ongoing basis. You can also choose to have GS1 Australia update your data on your behalf, whenever your product specifications change, or when you introduce or withdraw a product from your range.

Help at your fingertips

GS1 Australia has created a suite of resources to make it as quick and easy as possible to get started with GS1 GoScan.

• Visit www.gs1au.org/services/goscan to register for webinars, watch videos and download facts sheets and presentations.

• Contact our support team – they are ready to assist you in getting your data ready and validated.

For further information about GS1 GoScan or help at any stage of your implementation process, contact us:

Phone	1300 BAR CODE (1300 227 263)
Email	gs1goscan@gs1au.org
Website	www.gs1au.org/services/goscan
Consumer website	www.goscan.com.au
Twitter	follow @GS1GoScan

GS1 Australia

GS1 GoScan™

Trusted product information at your fingertips

When it comes to accessing product information, consumers want to take things to the next level.

Consumers are using their mobile devices to seek information from online shopping sites, product rating services and through social networks to make product choices on the go. However, this information is often incomplete, inaccurate and untrustworthy.

Consumers need authentic product information to make informed choices. At the same time, Brand Owners need to ensure the accuracy and integrity of their data is preserved to protect their brand. To win over smarter consumers, trust matters.

The GS1 GoScan app is the answer.

GoScan™

GoScan™

The first whole of industry smart phone app to provide accurate, Brand Owner authorised and comprehensive product information for consumers – *at their fingertips.*

How does GS1 GoScan work?

The product information is provided by the Brand Owners via a simple Excel spreadsheet or via GS1net – GS1 Australia's data synchronisation service. All product data undergoes data validation checks before it is accepted onto the GS1 GoScan databases and made accessible to consumers. This ensures the greatest level of data accuracy and completeness.

Using their smartphone, consumers simply scan the GS1 Bar Code, type in the bar code number or search for a product to instantly receive detailed product information.

Key Features

- Personalised alerts for allergens, dietary and lifestyle requirements
- Detailed definitions and additional information on allergens, GM and Irradiation
- Ability to access products from favourite and recent lists
- Access to Brand Owner promotions and competitions
- Links to Brand Owners' websites, Twitter and Facebook pages
- Voice over support for consumers with a visual impairment

Simply by scanning the product's bar code, consumers can access a wealth of product information in real-time:

- Ingredient lists
- Allergen declarations and other consumer advice
- Nutritional content and Daily Intake information
- Preparation, storage instructions and precautions
- Dietary information such as Kosher, Halal, Vegan and more

- Country of Origin information
- Genetically Modified (GM) and Irradiation declarations
- Plus more product data such as descriptions, classification and images

Product Data

Product Images

Product with Bar Code	**Consumer with Mobile Device**	**GS1 Data Bank**	**Brand Owner**
PACKAGING	**CONSUMER EXPERIENCE**	**INFORMATION SOURCE**	**INFORMATION OWNER**
Products are marked with GS1 Bar Codes containing GS1 Identification Keys (i.e. GTIN).	Consumer uses a smart phone to scan and decode the GS1 Bar Code and access product information.	Information is sent and received from a single source which contains authorised, validated data gathered from Brand Owners and consolidated into a single trusted source.	The owner of the data is the manufacturer or Brand Owner. Integrity of Extended Labelling data is ensured by ownership and responsibility of data always resting with the Brand Owner.

How was GS1 GoScan developed?

GS1 GoScan is the result of three years of development and research involving major retailers, leading international food companies, the Australian Food and Grocery Council (AFGC), Australian universities and national health organisations, working in partnership with GS1 Australia.

The aim of this industry collaboration was to provide a way for consumers to access authorised, trusted data about the food products they purchase, specifically around nutritional, dietary and allergen information.

GS1 GoScan has whole of industry support. It is endorsed by industry and health associations including the AFGC, Allergy & Anaphylaxis Australia, Healthy Kids Association, The Glycemic Index Foundation, Coeliac Australia and the Heart Foundation.

Organisations that have contributed to the development of GS1 GoScan include:

Benefits for Brand Owners

Being on GS1 GoScan reinforces your business' commitment to your customers. It further instils consumer confidence in your company's products and services, resulting in increased consumer loyalty and increased trust in your brand.

Benefits include:

- Immediate recognition by consumers as a brand they can trust
- Generate and build brand loyalty
- Ensure consumers are accessing correct, up-to-date product information
- Greater brand exposure to consumers and industry
- Leverage the brand's website and social media strategy

"The GS1 GoScan app adds a new dimension to how we communicate with consumers and ensures they always have the most accurate and up-to-date information at their fingertips."

Mandeep Sodhi, B2B & Supply Chain Technology Manager, *Nestlé Australia*

"GS1 Australia has gone to extreme lengths in working with key groups, including Allergy & Anaphylaxis Australia, to produce a tool that shares accurate information on food ingredient content and food allergy."

Maria Said, CEO, *Allergy & Anaphylaxis Australia*