



Two Japanese retailers pilot GS1 DataBar, processing additional data at POS

Japanese retailer Bunkado and Beisia conducted a pilot to process additional data at Point of Sale using GS1 DataBar Expanded/Expanded Stacked in late 2008 and early 2009. Both pilots successfully finished with a lot of findings.

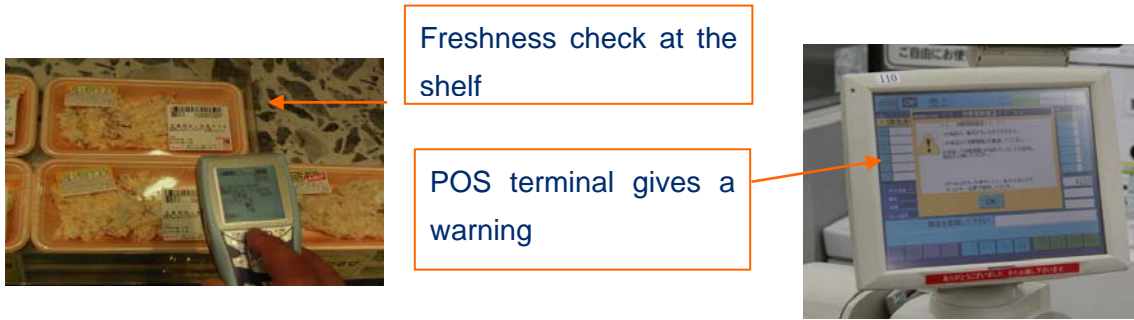
In Japan, where consumers are generally very frequent shoppers and therefore are keen watchers on freshness and quality of fresh foods, some retailers have been processing additional data at Point of Sale using different data carriers such as Code-128 or additional EAN-13 symbol. Some started this practice as early as 2006.

Both of the retailers used similar data in the pilot: “Sell-by-date/hour” and “Mark-down” together with GTIN or internal product identification.

Retailers prepare “take-home” meals in their store backyard. They internally produce lunch boxes and side dishes such as Sushi, Sashimi (sliced raw fish/shell meat assortment), spicy chicken fries and salads two or three times a day. These items stay in the shelf only for a short time, some of them, less than 24 hours. The store staffers check the freshness of products at the shelf and decide to give discount to such products approaching the shelf-life expiry. Should a product is found expired at the shelf, it would be retired. Sell-by-hour also was made to work at the point of sale. Retailers configured their POS system so that should a product after its sell-by date is brought to the check-out, the POS terminal would give warnings on such item and recommend to replace the product with the fresher ones.



Sushi carrying sell-by hour



Before a fresh food product is retired from the shelf, the store discounts a product whose remaining shelf life is shortening in order to promote the sales of it. The store issues new GS1 Databar Expanded label adding information of discount (percentage or amount). Discount information in GS1 DataBar enables quick and accurate processing compared to manual key enter of discount percentage or selecting a button on the POS terminal.

Discount or mark-down was also applied to National Brand products such as milk, yogurt, Tofu that has relatively short-shelf life.



**Yogurt package
GTIN + Mark-down**

In Japan critical mass of retailer readiness for GS1 DataBar would come only well into the middle of 2010's. Also there are some challenges and works at GS1 side to get standards ready for use. Yet attention for additional data is firm here to send the consumer messages of trust and care on food. we hope GS1 DataBar can be one of the tools to enable these new values.