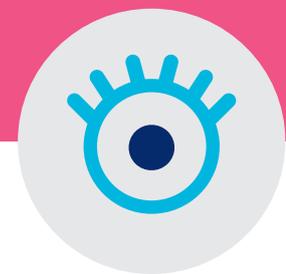


# Case Study: Promoting the use of GTIN in Commercial Products: Packaging Materials for Prepared Foods and Perishable Foods



Packaging materials for foods such as containers for boxed lunches and prepared foods or trays for raw meat or fresh fish, except for some materials, are commercial-use products which consumers do not buy at retail stores. Distilling the needs of industry wholesalers and markers for GTIN source marking of products, GS1 Japan prepared GTIN source marking guidelines targeting such packaging materials for prepared foods and perishable foods and issued them in February 2015. Since completing the guidelines, GS1 Japan has focused on publicizing the guidelines and promoting the use of GTIN throughout the

industry. For information concerning the preparation of the guidelines, refer to: [http://www.gs1jp.org/2015/industry/5\\_5.html](http://www.gs1jp.org/2015/industry/5_5.html) In February 2017, nine wholesale companies in the industry jointly planned and held an information session on GTIN source marking. The 40 participants were mainly manufacturers in the industry. GS1 Japan took an active role in arrange for this information session along with HOWNET, which provided VAN service for the industry. During the session, Mr. Masaoka of TATSUMI SANGYO CO., LTD representing wholesalers, explained the issues in current product

**Fig. 1 Specific examples of packaging materials: Containers for boxed lunches (left), trays for raw meat (center), examples of the minimum transaction unit containers (right)**



management, where receiving, shipping and inventory of goods are visually checked. He also urged manufacturers to start source marking as soon as possible in order to realize product management by scanning barcode, which his company plans to introduce in 2018. Additionally, he emphasized the importance of GTIN source marking. He stated that it was not just something that his company was asking for, but the desire of all wholesalers in the industry and essential to optimizing the industry as a whole.

Furthermore, Mr. Osada of TOMO JAPAN SYSTEM PLANNING, a label supplier, presented examples of how manufacturer were utilizing source-marked bar codes. In his company, the source marked EAN/UPC symbols are used in product verification operations by scanning them when products are delivered to warehouses, ordered products are shipped and inventory is taken. Compared with how things were done before barcode scanning was introduced, product management operation has become streamlined and inventory accuracy has increased. For

Fig. 2 A source marking information session



example, discrepancies between book inventory and actual inventory have decreased, shipping errors have decreased and product check operations have become easier even for employees with limited experience.

The nine wholesalers intend to continue to hold information sessions to promote spread of GTIN use throughout the industry.

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