

GS1 and GfK Panel Services Benelux join forces

GfK Panel Services Benelux is ready for the GS1 data bar



The GS1 data bar is part of the newest generation of linear bar codes. Not only is the new bar more compact than the current EAN/UPC codes, it has the possibility to encode extra information. Besides product identification, the new data bar can hold data like price, weight and expiry date. The GS1 data bar makes it possible to internationally encode products with a variable weight, as well as coupons.

By the end of 2009, GfK Panel Services Benelux started replacing the 'old' scanning devices in Belgium, which connect via the telephone network, by new scanners that communicate through GPRS with the IT center of GfK. Those new scanning devices are capable of recognizing all codes that occur in Belgium, and assigning them in a correct way to the GfK product databases. 2010-2014 was stated as the migration period on an international level, for introducing the data bar.

Tracking the abuse of GS1 codes

GfK Panel Services Benelux helps GS1 to discourage the fraudulent use of GS1 codes on the Belgian-Luxembourg market. By matching the GfK product databases with the GS1 files, the unjust use of GS1 codes is being detected. It can concern conscious fraud, like copying the company prefix or using a non-assigned GTIN. Of course, also human mistakes can be the reason for wrong use.

GS1 catman training in cooperation with GfK Panel Services Benelux

GfK Panel Services Benelux collaborates on the category management trainings of GS1 Belgium & Luxembourg. This practically-oriented training is mainly aimed at teaching a number of easy concepts that are at the basis of a retailer-manufacturer cooperation. Indeed, an exchange of information within the scope of a category management approach is only possible when the retailer and manufacturer have the same point of departure and currency.

It's important for the GfK category management information to be based on the shopper segmentation, developed by the retailer in view of its positioning. Which role is being played by which categories? For which target groups? How can the manufacturer anticipate on this, in order to make the category grow together with the retailer?

The way of segmenting shoppers differs between retailers. Very often, the segmentation is based on a combination of family life cycle and actual buying behaviour. GfK information is unique in being the perfect benchmark for the loyalty card data of retailers. After all, it is of fundamental importance to know the behaviour of shoppers at competitive retailers, in order to be able to identify opportunities.

We keep you informed about the coming GS1 seminars!