GS1 Joins The World Wide Web Consortium To Improve The Future Of Product Identification and Visibility On The Web

Brussels, 24 March 2014 – GS1, a non-profit, global organisation that develops and maintains the most widely-used supply chain standards system in the world and a leader in facilitating efficient international business, has today announced that they have become a member of The World Wide Web Consortium (W3C). GS1 will work with the W3C community to collaborate on standards that shape the future of identification and description of products and "things" on the Web.

With The World Wide Web celebrating its 25th Anniversary this month and GS1 celebrating its 40th this year, the partnership comes at a poignant moment for both organisations. Becoming a member of W3C will bring a variety of benefits to GS1 including working closely and inputting on the standards that are built for the web, as well as allowing GS1 standards to be aligned and integrated with current web standards where appropriate.

Steve Bratt, GS1's CTO and the former CEO of W3C, commented, "I believe that our organisations can work together in the coming years to bridge two important communities. This will result in increased impact of both GS1 and W3C in the realm of designing and implementing standards to further enable global commerce and logistics for the benefit of the industry and consumers."

The partnership comes at a time where product information quality is a key priority for the industry and consumers. New GS1 standards are focused on making product information more visible in search engines and on web pages.

Miguel Lopera, President and CEO of GS1 added, "With the rapid growth of on-line trading, correctly identifying products and accurately providing all the relevant information across the web in a consistent manner is vitally important for consumer confidence and brand reputation. GS1 is providing the tools that industry can use to better share information in the digital world and ultimately to better connect with consumers."

To learn more about how GS1 is leveraging the power of GS1 standards across the Web, please visit http://www.gs1.org/digital.

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About GS1

GS1 is a neutral, not-for-profit, global organisation that develops and maintains the most widely used supply chain standards system in the world. GS1 standards improve the efficiency, safety, and visibility of supply chains across multiple sectors.

With local Member Organisations in over 110 countries, GS1 engages with communities of trading partners, industry organisations, governments, and technology providers to understand and respond to their business needs through the adoption and implementation of global standards.

GS1 is driven by over a million user companies, which execute more than six billion transactions daily in 150 countries using GS1 standards. More information at http://www.gs1.org.

About W3C

The World Wide Web Consortium (W3C) is an international consortium where Member organizations, a full-time staff, and the public work together to develop Web standards. W3C primarily pursues its mission through the creation of Web standards and guidelines designed to ensure long-term growth for the Web.

The Open Web Platform is a current major focus. Over 375 organizations are Members of the Consortium. W3C is jointly run by the MIT Computer Science and Artificial Intelligence Laboratory (MIT CSAIL) in the USA, the European Research Consortium for Informatics and Mathematics (ERCIM) headquartered in France, Keio University in Japan, and Beihang University in China, and has additional Offices worldwide. For more information see http://www.w3.org/.