

GS1 Austria – The global language of business

GS1 Austria provides a series of harmonized standards and solutions based on the worldwide unique GS1 identification numbers for sites, products, shipping units, etc. These identification numbers are the foundation for barcodes, electronic data interchange (EDI), master data management (GDSN), and radio frequency technology (RFID/EPCglobal).

GS1 Austria combines the flow of goods with the flow of information, thus making business processes faster, more efficient, and more secure. There are more than 1 million GS1 customers worldwide in 158 countries. 6.5 billion barcodes are scanned daily. Being a neutral non-profit organization, GS1 Austria has been in existence since 1977 and serves 7.000 customers.

„One of our main objectives is to provide infrastructure and drive new technologies in collaboration with our partners to ensure that consumers get access to centralised and proven product information, which not only raises their product knowledge but also increases product safety.“, says Gregor Herzog, CEO of GS1 Austria.

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