

# Introduction to GS1 Master Data Service lab

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Here at GS1 SA, we care about digital data quality of consumer products\_

The Master data service lab provides services that increase the quality of your product information.

It helps you to quality assure, manage, and share your trade item information with your trading partners with peace of mind

# What is Barcode Verification

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**Barcode Verification is a practical exercise that provides diagnostics, or methods used to discover what is wrong and reports about how to create the perfect barcode symbol based on GS1 Standards**

**Just because a Barcode symbol scans it does not mean it is of an acceptable quality.**



# Benefits Barcode Verification:

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**Ensures that your barcodes scan first time, every time, all over the world.**

**Save time and money to get product to the shelf**

**Improves Trade Partner relationship (Wholesaler, Retailer, or online seller.)**

**Provision of service you can trust**



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# Barcode Verification & Item Measurement Demo

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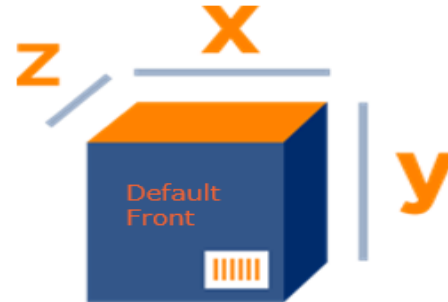
Our Lab is open to you and your staff as new GS1 members to learn how to achieve compliance in GS1 Standards and to become retail ready.

## Determining Height, Width and Depth

Y = Height, from the base to the top

X = Width, from the left to the right

Z = Depth, from the front to the back

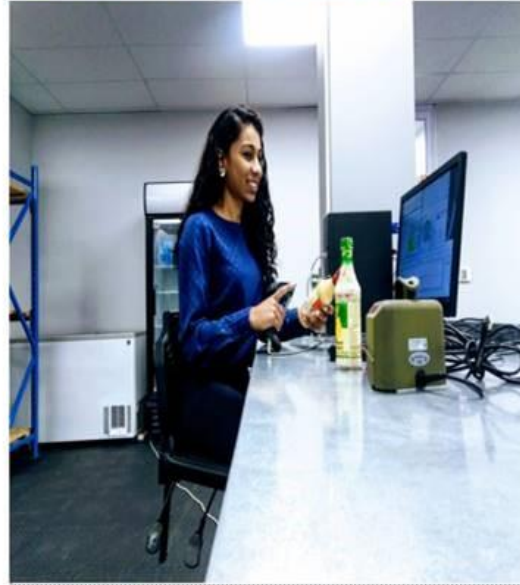


# The Next Area in our Lab is our Item Measurements and Data Verification services

## Data Capture



## Barcode Verification



## Item Measurement

