



GS1 Belgilux Coupon Data Pool

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- The GS1 Belgilux Coupon Data Pool: *What? Why? How? Timing? Why is GS1 GDSN such an important precondition?*
Jan Somers (CEO GS1 Belgium & Luxembourg)
- Delhaize and the Coupon Data Pool: *Why? What are the conditions? What is the timing?*
Marc Neys (Senior Category Manager Delhaize)
- Carrefour and the Coupon Data Pool: *Why? What are the conditions? What is the timing?*
Renaud Cosyns – (Directeur administratif Carrefour)
- Introduction to GDSN and GS1 Belgium & Luxembourg Central Data Bank
Wim Peeters (GS1 Belgilux – Director Projects) /
Joke Op den Acker (GS1 Belgilux – Manager GDSN)
- Conclusion and questions Renaud Cosyns – Jan Somers

GS1: a global organization

GS1 is a not-for-profit standards organisation



109 member organisations representing **all steps** in the supply chain



Over a **million** companies doing business across **150** countries

Multiple sectors represented (retail, healthcare, transport, defence...)

GS1 product portfolio





GS1 Belgium & Luxembourg

- One of the founding organisations of GS1
- Not-for-profit organization – financed by member fees
- Promote and support the implementation of GS1 standards in Belgium and GD Luxembourg
- More than 5.000 members from trade and industry (many sectors represented)
- Services provided for GS1 products:
 - Helpdesk
 - Training
 - Workgroups
 - Pilot projects
 - Guidelines
 - Support (verification, advice during implementation, ...)
 - Publications

Mission of GS1 Belgilux

GS1 Belgilux supporte activement la mise en œuvre des standards globaux GS1 et des concepts de collaboration en vue de réaliser une meilleure efficacité et/ou qualité au sein de la chaîne des valeurs en Belgique et au GD de Luxembourg. Par ce fait, le consommateur se verra mieux servi, plus rapidement et moindre frais.



Coupon management & clearing: current situation

Step 1 : supplier issues coupon (no link with GTIN)

Step 2 : paper coupons are checked and counted manually



Step 4 : coupons are sorted and counted manually

Disadvantages of the current system

Today suppliers issuing coupons

- Have a limited visibility on their promotion campaign
- Don't know if the product linked to the coupon has been bought
- Face a solution more sensible to fraud
- Have to wait several weeks before getting redemption data



The Board

- Wants that GS1 offers to the market an innovative solution on coupons, with more efficiency and cost saving
- On top of this, improve data quality via GDSN
- Prepare the market of digital couponing, independent of the technology chosen
- Prepare the market for the coupon with the GS1 DataBar
- Explore a suitable solution for meal vouchers



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