

November 2006

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Advertising section

EDITO

The **Tunisian company of Coding GS1 Tunisia (previously Tunicode)** puts itself at the tuning fork regarding the evolution of the means of communication. It launches its own Newsletter in order to put, directly and quickly, technical information related to the sector of modern commerce and logistics, at the disposal of its members.

This initiative returns within the framework of the new orientations decided by the board of directors which would like that GS1 Tunisia develops new added value services for better meeting operators' expectations of the sector and the members of the coding system .

From now on, GS1Tunisia has become a center of expertise in order to accompany companies in their levelling programs and in their actions of setting in conformity with the requirements of the modern commerce, as well on the local market as on the external ones.

The requirements of the modern commerce relate in particular to (1) the identification and marking by bar code (2) the pallet label according to EAN 128 standard (3) the application of the traceability, in particular for the agro foodstuff (4) the automated exchange of the data and commercial documents or more generally the E-com.

We hope that this first issue of our Newsletter meets our members' expectations and the concerned economic operators. We remain careful about your remarks and suggestions.

Presentation of GS1 Tunisia - Tunicode

GS1 Tunisia is member of the international organization GS1 (www.gs1.org) which brings together 103 members and which manages at the international level the EAN coding system and directs the development of the new standards and services for the development of the global and collaboratif commerce.

These **standards** are :



- **The Bar code** : It allows the automatic capture, by optical character reading, of the information represented in the bars ; The system of coding EAN/UCC depends on: EAN8 – EAN13 – ITF14 – EAN128 – Data Matrix – RSS. ...[More](#)



- **Global Data Synchronisation Network (GDSN)** et **Global Registry (GR)**: are the infrastructure and the organization which allow the synchronization of data between trade partners in the whole world. The GR. is an electronic catalogue which constitutes the essential keystone for " the collaborative economy "recommending the dialogue between customers and suppliers with an aim of increasing the effectiveness of their commercial transactions[More](#)



- **Electronic Product Codes (EPC)** : GS1 founded EPC global, the organization which, at a world scale, develops the standards associated with RFID technology . The RFID (Identification by Radio Frequency) is a technology which enables the identification, at least, a long distance, of an object provided with a label able to transmit data by using the radio waves. The RFID Label is an automatic means of identification as well as the bar code[More](#)



- **E-Com** : are the messages with international standard for electronic data interchange (EANCOM – GS1 XML). ...[More](#)

Stakes of coding standards

The identification of the country of origin, the company and the product based on a system of



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marking and traceability by bar codes (EAN8, EAN13, EAN14, EAN128, GLN), makes it possible to simplify the commercial procedures and communication between the various national and international trade partners. The globalisation and the requirement of competitiveness of our products, in particular on the external markets, imply the adhesion of the Tunisian economic operators to this system and this, by already retaining the bar code as the product's international identity card .

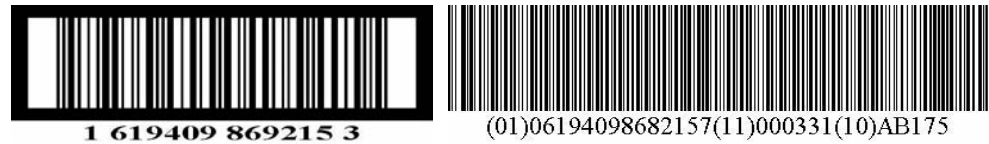
Consumer units

The code of the consumer unit is single and is used for the identification of the product. This code can be read by the checkout scanner of the of the retail sale store or by optical reading devices used during inventories. The shapes of bar codes used to codify the Consumer Units are mainly the EAN 13 and the EAN 8.





Logistic units

The logistic units defined by the supplier of the product are also subject to coding rules, these units are regroupings of consumer units. The codes on the logistic units are intended to identify and manage flows of input/output of the goods on the level of the warehouse. In the case of foodstuff, information of quality on the labels often makes it possible to avoid a wasting of goods due to going beyond the deadlines of consumption. Standards EAN used to codify the Logistic Units are: the ITF14 and the EAN128.



Forwarding units

The Forwarding Units are regroupings of consumer units and/or Logistic Units . These regroupings have a physical reality (pallet, box-pallet, paperboard, box.) and can be also used for the provisioning, the routing and the storage of the goods. The international standard of coding of these Forwarding Units is Serial Shipping Container Codes: "SSCC". A standard Forwarding Unit is characterized by the following data: coordinates of the shipper and the recipient, numbers of contained consumer units , nature of the pallet, the weight, dimensions, palletization...

Palette d'orange		<input type="checkbox"/> STE XY <input type="checkbox"/>
Origine : TUNISIE	Calibre :AA	
Variété : Thomson navel		
SSCC : 161912345123456780		
N° Lot : AB175	GTIN : 6191234512347	
DLC : 31.12.2005		
 (01)06191234512347(17)051231(10)AB175		
 (00)161912345123456780		

GS1 Tunisia : your partner

In concretization of the new strategic orientations recommended by the Ministry for the commerce and the Craft industry, in particular as regards traceability, GS1 Tunisia was committed to work actively to support the companies and to sensitize them for the use of the means of traceability and follow-up of the products by placing at the disposal of the Tunisian economic actors the necessary tools to better determine the standards of coding, the pre ones required with the traceability and also the concepts of the e-com between firms (B2B).

Besides its principal activity, GS1 Tunisia offers a broad range of added value services. These services are:

OUR SERVICES :

- Services of consulting and technical aid;
- The implementation of the traceability;
- The electronic catalogue (the product card) ;
- The electronic data interchange (EDI);
- E-com - Tunicommerce;
- The EPC Standards and RFID technology ;
- Training courses for the members;

New

Online training

GS1 Tunisia offers an online training scheme (E-learning) in partnership with GS1. 8 modules of courses are proposed. ... [More](#)

OUR MODULES

- N° 1 : Basic fundamental principles of the Supply Chain
- N° 2 : Supermarkets
- N° 3 : Distribution center
- N° 4 : Manufacturer
- N° 5 : Warehouses
- N° 6 : Management of the chain of provisioning
- N° 7 : Symbology of bar codes
- N° 8 : GDSN

Traceability

GS1 Tunisia, in its mission of sensitizing and popularization of technologies, takes part to reinforce the competitiveness of the Tunisian products on the world market through the international standardization of the products coding and the popularization of the culture of the traceability of our products. It is to be noted, in addition, that the traceability of the products intended for export, in particular in the sector of the foodstuffs, obeys a lawful requirement of the European Union.

Seminars & trainings

GS1 Tunisia also organizes seminars and training schemes through all the country in collaboration with the CEPEX, the UTICA and the Chambers of Commerce and Industry of each area with the participation of SMI, SMC, TPE, large scale distribution.

GS1 Tunisia & the universities

GS1 Tunisia acts also upstream of universities (ENIT, ENSI, IHEC...), within the framework of the joint co-operation projects with the academic world, by putting in place training modules and proposing training offers on highly valuable subjects : the traceability, RFID/EPC, the electronic catalogue, Tunicommerce...

TUNICOMMERCE Platform

One of the missions of GS1 Tunisia consists of accompanying the companies in the implementation by standardized solutions which contribute to the improvement of the performances and the effectiveness of each speaker throughout the chain of provisioning.

GS1 Tunisia will place soon at the disposal of the companies a platform of traceability and commercial transactions TUNICOMMERCE which consists of a neutral, inter company (B2B) place of market . This mutualized platform of electronic exchange has the role, on the one hand to bring together between the suppliers (industrial) and the purchasers

(Customers/large scale distribution) and on the other hand, the dematerialization and the automation of a part or totality of flows of information and transactions: prospection, definition of the needs (electronic catalogues), order, process of purchase, invoicing....[More](#)

The SMS service

It is a service offered for general public as well as for professionals, making it possible to place at the disposal the information on (the country of origin and essential information subjective to the product) starting from a request sent by SMS to the platform of GS1 Tunisia. It is enough to send an SMS containing the numerical sequence of the bar code to number **95991009**.



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