

Press Release

Become 2005 Sunrise-Compliant Now and Avoid Supply Chain Disruptions

For Immediate Release

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This is a tale of two retailers. The date is January 2nd, 2005.

Retailer #1 is busy selling a hot new product from one of its overseas trading partners. Demand is high, sales are brisk, and the retailer can't keep enough of it on the shelves.

Retailer #2 Well that's another story. This retailer did not address the systems issues to become 2005 Sunrise-compliant and now cannot handle the 13-digit EAN-13 bar code. While the retailer wrangles over unnecessary and time-consuming re-labeling issues with the manufacturer, sales are being lost to its competitors.

This scenario is not business make-believe. If your company has not addressed the systems impact of the January 1, 2005 Sunrise, this could become a very and costly real issue.

Since the introduction of the 12-digit Universal Product Code (U.P.C.) more than thirty years ago, the use of the EAN.UCC System has expanded greatly as the standard of choice to facilitate efficient global commerce. While the 12-digit U.P.C. has been used by U.S. and Canadian companies to identify products, eight-digit EAN-8 and 13-digit EAN-13 symbols are used throughout the rest of the world. To sell those products in the U.S. and Canada, overseas manufacturers have had to re-label the products with a 12-digit U.P.C., which has created additional expense and time-to-market issues.

In order to simplify worldwide commerce through the EAN.UCC System, the UCC announced the January 1, 2005 Sunrise harmonization initiative. By January 1, 2005, all U.S. and Canadian companies must be capable of scanning EAN-8 and EAN-13 symbols, in addition to the 12-digit U.P.C. symbols, at point of sale.

This initiative has significant implications for U.S. and Canadian companies, and time is growing short. Listed below are key elements of the 2005 Sunrise initiative and related issues that warrant your consideration:

Address systems and applications issues. 2005 Sunrise Compliance will affect companies differently. Retailers and distributors will have to expand systems, databases, and related applications to enable the processing of 8-digit and 13-digit EAN symbols in addition to the 12-digit U.P.C.

For suppliers and manufacturers, there will be no change to the physical markings on products. If you are currently marking your products with a U.P.C., continue to do so. However, if you receive products from overseas, you should consider

