



The Global Language of Business

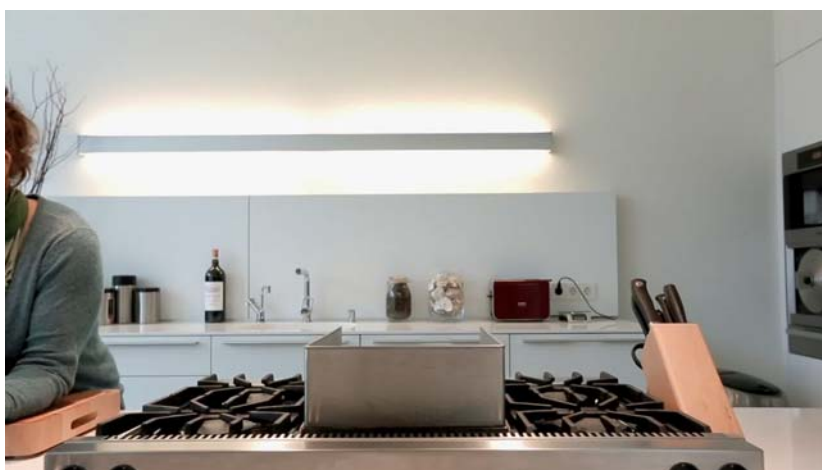
## Visie en Werkwijze GS1 Nederland

UN Blue number initiatief

Loek Boortman, CTO GS1 Nederland  
19 januari 2016



## Visie GS1 Nederland

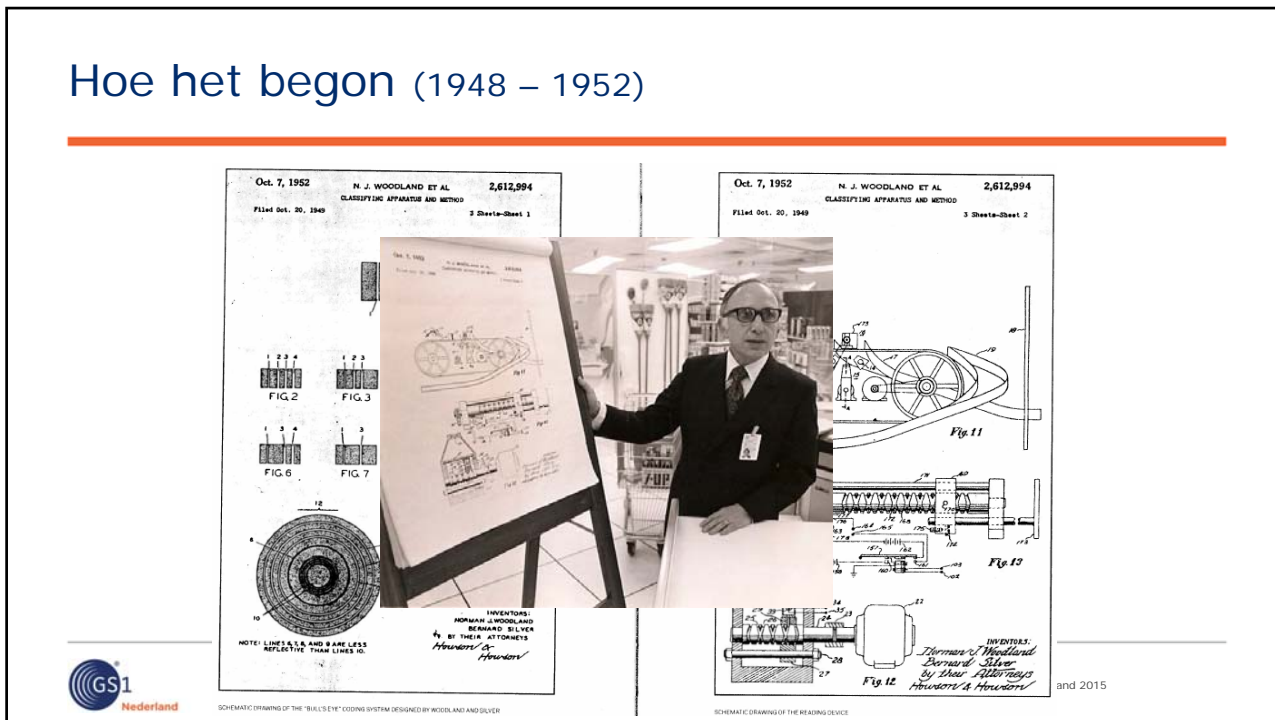


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2

## Hoe het begon (1948 – 1952)



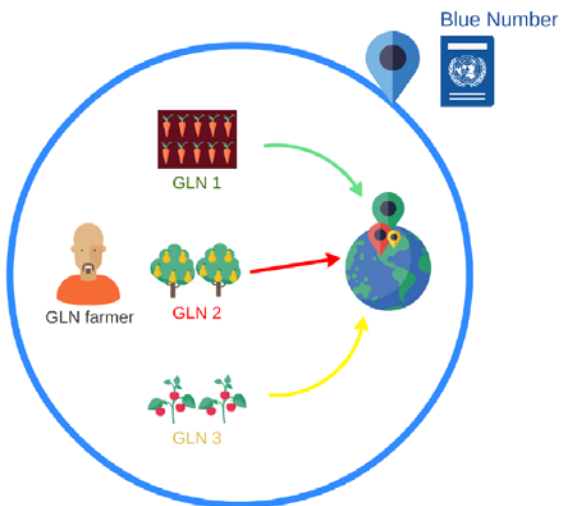
## 2005: UCC+EAN=>GS1 ofwel één global standard



Ongeveer 1.5 miljoen bedrijven (initiële schatting: hooguit 10.000 !)  
 Ondersteuning in 150 landen door zo'n 2,000 stafleden  
 vanuit global office (Brussel & Princeton) en 111 lokale GS1 organisaties

# Visie op UN Blue Number

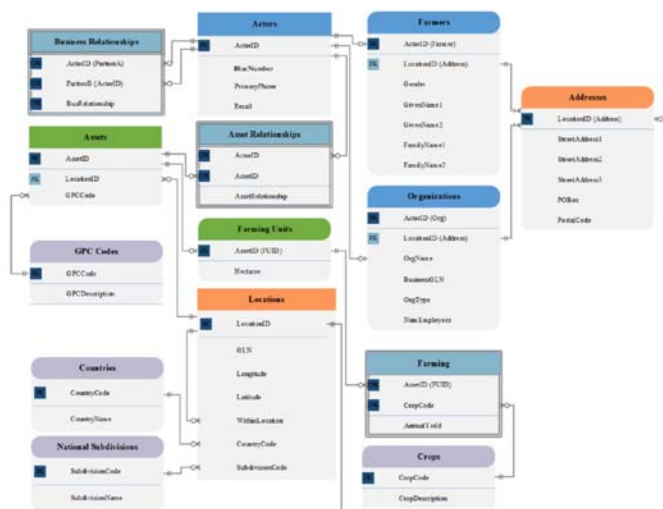
## Blue Numbers for GLN holders



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5

# Datamodel ITC Portal



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6



# Werkwijze....

The image displays three screenshots of agricultural websites:

- Floricode.com:** A website for Floricode, featuring a search bar, navigation menu (HOME | NUTRITIONEN | COOKIES | STANDAARDISERINGEN | DISTRIBUTIEVEN | FLORICODE | NIK), and a main content area with a blue abstract image and text about 'AANDE SLAD MET GEM'S'. It includes a list of 'COOKIES' and a 'Werkwijze' section with 7 steps.
- FrugiCom:** A website for FrugiCom with a navigation menu (HOME | EUFORIA | OVER NIK | AFKLEVEN | STANDAARDISERINGEN | KENNISDEEL | PROJECTEN) and a main content area with a green header and text about 'EUROPESE COOKIES'.
- AgroConnect:** A website for AgroConnect with a navigation menu (Home | Over AgroConnect | AgroConnect | Contact) and a main content area with three images (cows, a tractor, and a field) and a 'Organisatie en Werkwijze' section.



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7