Are you suffering from 'no scans' or 'not on file' at your front end with your loose produce?

If so, it is most likely because you have not received your suppliers' GTINs to update your point-of-sale system.

PMA offers a tool, **DataBar Online,** which simplifies the exchange of necessary data. This simple tool facilitates the process of loading and obtaining required data – both Global Trade Item Numbers (GTINs) and PLU codes. With DataBar Online, suppliers can upload their DataBar GTINs and associated PLU codes and retailers can download this information into their Point-of-Sale (POS) systems.

Benefits:
- A single source to obtain all of your suppliers' data in one consistent file format.
- Processes will greatly improve with increased speed and accuracy at your checkouts.
- An automatic download feature to ensure you always have the most accurate and complete list of data.
- Search function to identify those suppliers who supply a specific commodity.
- Reduction of 'no scans' or 'NOFs'.
- Can remedy emergency buy situations.
- Avoid cashiers from losing faith in scanning and going right to keying in the PLU code.

DataBar Online is **free** to retailers and wholesalers. There is a one-time access fee for suppliers.

It is important to note that this tool is only used for loose/bulk produce; not packaged items or cases.

What can you do? There are multiple resources on PMA's website to guide you and your suppliers through this implementation. Reach out to your suppliers about DataBar Online. PMA can help you with these communications. Lastly, determine a means for follow-up to ensure all vendors participate.

There is an easy process for both buy and supply side to gain access and utilize the product.

Suppliers
1. Obtain GS1 company prefix
2. Register for access to DataBar Online
3. Build data file of GTINs and corresponding PLU codes
4. Upload data to DataBar Online

Retailers
1. Access DataBar Online
2. Download suppliers' data into Point-of-Sale systems

For further information, please contact Christina D'Allacco at cdallacco@pma.com or Ed Treacy at etreacy@pma.com or via phone at 302-738-7100.