

# Rubband Stretching Beyond Imagination with GS1 Barcodes

Thirty one-year-old Ravish Sangani, an entrepreneur from Coimbatore, is the first Indian rubber band manufacturer to barcode his products, which has helped him create a national brand in this category.

Like many young Indians, Ravish was frustrated with the traditional business practices still followed in the highly unorganized rubber band manufacturing industry. He aspired to do things differently. He wanted to break away from the traditional, highly chaotic wholesale market to build a business leveraging direct and innovative sales channels, including mobile shopping apps, that are available in today's changing retail landscape.

Ravish knew he was manufacturing quality products. What he needed was a new way to market them. To do this, he needed to build an identity, create a brand name and innovatively package his products.

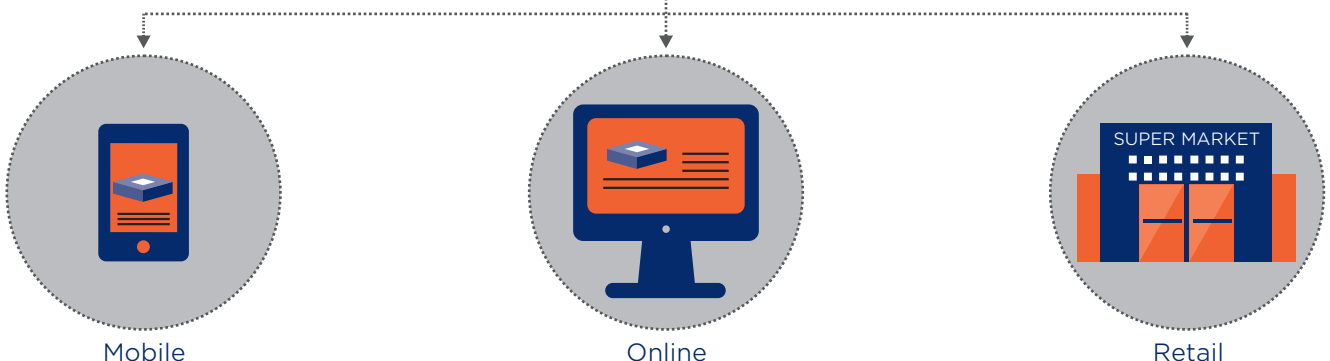
He picked a name for his products and spent his energy and resources in designing its packaging. He realized that to build a credible brand image, the look and feel of the product was just as important as its quality. While researching successful brands in other categories, he noticed that in addition to look and feel, they all carried a barcode.

Ravish surveyed consumer products in the marketplace and noticed that almost all of them carried a barcode with a number starting with 890. On further research, he located GS1 India as the authorised body which allocates unique and universal barcode numbers in India. He then established contact with them and applied for unique codes so that no other product in the world could have the same product code as his.



“By using GS1 standards, thousands of new buyers from around the world know about my company and can contact me. This is possible through GS1's online GEPIR service that made my company information accessible to millions of buyers worldwide.”

**Ravish Sangani**  
Chief Executive Officer  
Sangani Industries



Moreover, anyone in any part of the world could validate him as the owner of the product by checking GS1's GEPIR (Global Electronic Party Information Registry), a global repository of company information ([www.gepir.gs1.org](http://www.gepir.gs1.org)).

Not only was Ravish able to increase the credibility of his

- His products were listed on a leading e-commerce retailer's website in less than 1 week by using unique GS1 codes, which otherwise would have taken him over 4 weeks.
- Online search results for his products improved dramatically by using GS1 codes.
- His products became shelf-ready as they were scannable in retail stores and weren't required to be held up in retailer warehouses for 2-7 days for labelling.
- Faster and accurate billing at the checkout counters facilitated customer satisfaction.
- Error-free dispatches as per customer orders saved him time and effort, which would have been otherwise wasted in reconciliation.
- Prospective international buyers from over 150 countries have access to his product information through GS1's GEPIR service.



Sangani Industries today is the first branded manufacturer of rubber bands in the country who are successfully selling their products across retail stores and online channels, and are growing at more than 23% year-on-year.

You can realise these benefits too!



To know more and apply for your unique barcode numbers, contact GS1 India at:

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