

GS1 Global Traceability Standard

brings operations of Argentinian mate producer CBSé to next level



Challenge

CBSé turned to GS1 for advice and support in adapting its traceability system according to the GS1-GTS traceability standard to meet product traceability requirements.

Solution

Today, CBSé is using GS1 identification standards to provide full value-chain traceability and its benefits to its customers and, ultimately, consumers in many countries of the world.

- A standard traceability system was designed covering the processes of receipt of leaves, preparation, and shipment of finished products that provides access to information about products. Traceable items were identified that were included into the traceability process.
- GS1 standard codification was assigned to guarantee traceability of product at all production stages.
- Data capture system was established and processes defined to allow the traceability flow and data registry.
- Data exchange was established in all the production plants of the company.
- Management system and traceability records were updated in accordance with the GS1 Global Traceability Standard to meet the requirements of product traceability through the whole process from leaves drying, treatment, processing and storage.

Benefits

- Incidents and recall process become clear and fast in reaction.
- Detailed information available in real time allows to get the root cause of incidents identifying product batches and effectively recalling them.
- Centralised data and processes integrated in the traceability system allow for full visibility of products across CBSé's supply chain.
- The traceability system helps CBSé drive greater efficiencies in its business operations based on increased access to product and traceability data which ultimately improves customer and consumer attitude.



CBSé is an Argentinian company specialised in organic beverages, in yerba mate products. CBSé mainly offers loose-leaf yerba mate with a variety of flavors. The company exports products to countries in Latin America, as well as to the United States and Europe.

More information

Find out more
about CBSé
www.cbse.com.ar

For more about GS1
Argentina and traceability
standards visit
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