



The Global Language of Business

GS1 case study

# Via Marte Brazil: Precision and innovation in supply chain management

This shoe manufacturer has boosted consumer engagement and almost entirely eliminated logistic errors thanks to real-time stock synchronisation.



## Challenge

Via Marte's extensive variety of products and very fast product renewal cycles made it challenging to efficiently manage operations and logistics.

## Solution

A consistent use of GS1 standards to identify individual products and their movements across the supply chain with high levels of data availability.

## Benefits

100% accurate real-time inventory data, highly efficient stock management, a 4% reduction in shipping costs—and more.

Via Marte has consistently used GS1's system of neutral global standards to power its supply chain and logistics management processes. Their journey started in 1996 when they first adopted the GTIN® (Global Trade Item Number®). Today Via Marte uses QR Codes powered by GS1 containing GS1 Digital Link. Their work is a testimony to the company's ongoing commitment to innovation, accuracy and efficiency.

Via Marte is a Brazilian women's shoe manufacturer, founded in 1977. While the company is mainly focused on being delivering shoes to retail points of sale, they also have a direct-to-consumer e-commerce website.

Via Marte prides itself on offering an extensive variety of products and proves it by manufacturing more than 5.8 million pairs of shoes every year. They continuously innovate, with frequent new products thanks to their rapid design-to-shelf cycle.

That sort of quick product renewal—while a true competitive advantage—also presents real challenges to Via Marte in efficiently managing their supply chain logistics.

And that's where GS1 comes in.

Via Marte began using GS1 GTINs to identify their products in 1996. In 2017, Via Marte added its entire catalogue to GS1 Brazil's Cadastro Nacional de Produtos (CNP), a national product database that aggregates product data and images.

### The move to next generation barcodes

Today, every pair of Via Marte footwear is identified with a QR Code powered by GS1. Each contains a GTIN and a serial number as well as a GS1 Digital Link. In the same way that a URL points to a website, a GS1 Digital Link connects consumers to various sources of information online. The move to using QR Codes with GS1 Digital Links was a highly strategic decision that not only refined internal operations for Via Marte but also enhanced their consumer interactions.

As a direct result of this strategy, Via Marte consumers can get instant access to all kinds of information by scanning a QR Code directly from the packaging of the footwear they buy—including details about exactly where the shoes were

manufactured; facts about the model, colour, material and size; and information about how to care for them and how to contact customer support.

Furthermore, Via Marte provides consumers with a detailed timeline of each step in the journey of their footwear, from production at the factory to delivery at the store.

In short, the QR Codes powered by GS1 are helping Via Marte achieve new levels of consumer engagement.

### A pivotal shift to serialisation

Initially driven by a desire to streamline internal operations and reduce day-to-day errors, Via Marte's venture into serialisation proved to be another highly strategic move that significantly enhanced overall efficiency and accuracy.

By choosing GS1 GTINs with item-level serial numbers over manual, proprietary or non-standardised data collection methods, the company not only mitigated picking and packing errors but also achieved unprecedented stock accuracy and the ability to provide sales teams with precise, real-time data.

Moreover, Via Marte also connected their factories with their partners in a fully online environment, demonstrating that serialisation was not just a solution to immediate challenges but also a stepping stone towards comprehensive digitalisation and operational excellence.

Today Via Marte can ensure that each individual product is in the correct logistic unit to fulfil a customer's order directly (Make-to-Order) or to be stored in the inventory (Make-to-Stock). They have achieved their targeted goals of logistic accuracy and real-time stock synchronisation, and have almost entirely eliminated logistic errors.

### QR Codes powered by GS1 to meet new expectations

QR Codes powered by GS1 bring a whole range of ways to deliver new experiences for consumers and improve business operations while still going "beep" at checkout.

This high-capacity barcodes can hold a GTIN, a product's batch or lot number, serial number and expiry date. With access to that data, business partners up and down the supply chain can boost transparency, improve inventory management, enable traceability and sustainability initiatives, reduce waste, simplify recall and return processes.

QR Codes powered by GS1 give manufacturers and retailers new ways to connect with their consumers and shoppers. Just by scanning a QR Code with a smartphone, consumers can instantly see ingredients, allergens, recipes, rewards, promotions and more, as well as brand-authorized details about where the item was manufactured, facts about sustainable sourcing, guidance on recycling, easy ways to re-order and other kinds of information.

**100% accurate**  
real-time inventory data

**4% reduction**  
in shipping costs

**"First In First Out"**  
stock management



## Via Marte's three pillars of success

Via Marte feels that the success of their strategy is thanks to a few foundational decisions:

- **Their choice to use GS1's standards and QR Codes with GS1 Digital Link:**

Via Marte uses a number of GS1 standards, with GS1 GTIN, GS1 SCCC, and GS1 GLN being the most important ones in their supply chain processes. These standards uniquely identify products, logistic units and physical locations, respectively, ensuring unmatched precision and traceability.

They also use QR Codes powered by GS1 with GS1 Digital Link: these GS1 standards enhance consumer satisfaction by connecting each product to more information about that product online.

Via Marte is also a great believer in taking extra care to ensure digital data matches the physical reality of their operations.

- **The visibility they provide into each product's movements across the supply chain:**

Thanks to their use of GTINs with serial numbers, unique to each individual pair of shoes, Via Marte can share all the movements of their products from production at the factory to delivery at the store.

This is made possible by what are known as "event-driven" supply chain processes. These processes depend on various Wi-Fi-enabled devices that capture data as shoes move past them and upload that information to the cloud. These processes have enabled a real step-change in visibility and control over every facet of Via Marte's manufacturing and transport operations.

Via Marte teams emphasise that these "event-driven" processes are mandatory and not optional, because only strict adherence will ensure that each product and logistic unit meets the highest quality and compliance standards before being delivered.

- **Their belief in making actionable data available throughout the supply chain:**

Via Marte prioritises data accessibility by providing and utilising APIs with partners. Their system includes real-time updates of product information through integration with GS1 Brazil's CNP database and the GS1 Registry. This approach ensures efficient data exchange with suppliers, logistics partners and customers, keeping GTINs and master data consistently updated and accessible.

### Identificação

- Produto: 23-11406-10 (237181)
- Marca: Via MARTE
- SKU: 90910025A5HR013
- NCM: 64041900
- GTIN: 7890562510153
- Serial: 5517-8969

### Origem

Calçados Marte Ltda.  
CNPJ 88.887.021/0001-11  
Nova Hartz - RS - Brasil

### Descrição

Categoria: Tênis em tecido  
Modelo: 23-11406-10 (237181)  
Predomina: Tecido  
Material: LYCRA  
Cor: MARAVILHA  
Forro: TECIDO POLIESTER  
Solado: SINT.PVC EXPANDIDO  
Salto: PVC EXPANDIDO 5.00 cm  
Tamanho: BRA 36 (240,0 mm)

### Histórico

1	26/07/2023 11:19:33 GMT-3 Produção finalizada, CC 01235803
2	26/07/2023 16:33:56 GMT-3 Embalado, SCCC 178901010145031919
3	09/08/2023 18:14:23 GMT-3 Saída da fábrica, (8) 79492
4	10/08/2023 11:48:35 GMT-3 Entregue ao CIT GS1 SP

### Links úteis



## Measurable results

Via Marte achieved significant internal gains from its strategies, notably eliminating errors in picking, packing and shipping. The company now sees 100% accurate real-time inventory data and ensures efficient “First In First Out” stock consumption. These efforts led to a 4% reduction in shipping costs and provided the sales department with real-time data. The adoption of serialisation standards facilitated the use of RFID, enhancing real-time production tracking and streamlining team operations through the event-driven process.

They also saw external benefits, including boosting consumer engagement through QR Codes powered by GS1. These QR Codes provide detailed product histories, personalised services, and loyalty programs.

Via Marte can also supply accurate information for ESG compliance and sustainability certifications from ABVTEX, the Brazilian Association of Textile Retailers, and from ABICALÇADOS, the Brazilian Footwear Association.

In 2017, Via Marte’s efforts were recognised with the GS1 Brazil Automation Award for outstanding logistics management.

## Next steps

Looking forward, Via Marte aims to maximise interoperability and extend its successful practices across the entire supply chain. The goal is to enhance traceability, reduce errors and accelerate transactions, ultimately setting new standards in supply chain management.

## About Via Marte

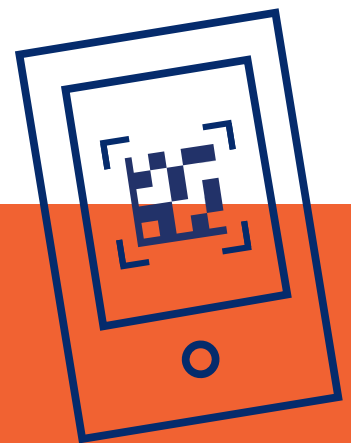
Via Marte’s journey began in 1977 in Nova Hartz, Brazil, with a clear vision to become a benchmark for fashion and quality. From the outset, the brand has committed to staying aligned with the finest trends in the fashion world, crafting unique designs that appeal to women from various backgrounds. This commitment to excellence is evident in the infrastructure of its three Brazilian factories, its global export network across five continents, and an impressive annual production of five million pairs. As a forward-thinking brand, Via Marte continues to captivate women worldwide, solidifying its position as a leader in the fashion industry.

**VIA MARTE**  
GAROTAS DO BRASIL

## About GS1

GS1 is a neutral, not-for-profit organisation that develops and maintains the most widely used global standards for efficient business communication. We are best known for the barcode, named by the BBC as one of “the 50 things that made the world economy”. GS1 standards improve the efficiency, safety and visibility of supply chains across physical and digital channels in 25 sectors. Our scale and reach—local Member Organisations in more than 110 markets, 2 million user companies and 10 billion transactions every day—help ensure that GS1 standards create a common language that supports systems and processes across the globe.

[www.gs1.org](http://www.gs1.org)



## Get started with QR Codes powered by GS1!

Contact your GS1 Member Organisation to see how GS1 can help you begin your journey toward next generation barcodes!

### GS1 AISBL

Blue Tower, Avenue Louise 326, BE 1050 Brussels, Belgium  
T +32 (0)2 788 78 00 | F +32 (0)2 788 78 99 | E [contactus@gs1.org](mailto:contactus@gs1.org)  
[www.gs1.org](http://www.gs1.org)

GS1 is a registered trademark of GS1 AISBL.  
All contents copyright © GS1 AISBL 2024.  
Printed on recycled paper.