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# TagOne Delivers Traceability into the CBD Supply Chain

International CBD Company  
Implements Traceability Management  
System Using GS1 Standards



Proud Member of the GS1 US Solution Partner Program



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**“By using TagOne’s Traceability Management System leveraging GS1 Standards, we can finally implement end-to-end supply chain traceability. We now have complete confidence in our supply chain data, and inventory and document accuracy.”**

– Ceon Harris, Operations Manager, American Fiber

Learn more about TagOne’s Traceability Management System for CBD, supplements, and food:

[www.TagOne.com](http://www.TagOne.com)

Learn more about the Solution Partner Program:

[www.gs1us.org/what-we-do/partners](http://www.gs1us.org/what-we-do/partners)

## Challenge

American Fiber Company, an international leader in cannabidiol (CBD), faced complex supply chain challenges around tracking its finished product back to the source, as well as increased scrutiny of CBD by customers and regulatory policies. Leadership realized that to build trust with key stakeholders, comprehensive technology focused on traceability, leveraging GS1 Standards, was needed to optimize operations while setting an example for the CBD industry.

## Solution

American Fiber CEO James Brobyn, a United States Marine Corps veteran and advocate of CBD for veterans, reached out to TagOne. Leaning on their extensive experience in the supplement and natural products industries, TagOne provided American Fiber with a system that could organize all their data (both master and transaction data) and documents in one place. American Fiber was finally able to use a single system to cover its key operations including receiving, shipping, processing, recalls & returns, inventory management, recipe management, eCOA (electronic Clinical Outcome Assessment), and more, while setting a benchmark for traceability in the CBD industry.

One of the keys to success in tying American Fiber’s international supply chain together was the data discipline they were able to achieve using GS1 Standards. American Fiber participated in a pilot with GS1 US® to demonstrate the applicability of Global Trade Item Numbers® (GTIN®) to uniquely identify products and Global Location Numbers (GLNs) to uniquely identify locations within the CBD supply chain. The pilot successfully demonstrated that GS1 Standards can enable seed-to-sale traceability systems like TagOne to capture critical tracking events and key data elements for quick and effective product identification and traceability.

## Benefits

- **Greater Visibility:** The American Fiber team has visibility in their supply chain data, helping them to make critical decisions with full confidence.
- **Increased Efficiency:** Finding associated data and documents, which previously took more than five minutes, now takes five seconds—saving extensive time for their international teams.
- **Reduced Risk, Increased Confidence:** Leveraging GS1 Standards in TagOne’s cloud solution has provided American Fiber end-to-end traceability, reducing risk and building confidence with buyers.

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