2D BARCODES
ARE YOU READY FOR
2027
When all retail point-of-sale will aim to scan 2D Barcodes

Retail is undergoing a global transition to 2D Barcodes

Industry has defined the date of 2027 when all retailers will aim to scan 2D Barcodes at retail point-of-sale, worldwide

2D Barcodes hold more information than linear barcodes

The additional data in a 2D Barcode provides each stakeholder in the value chain with more accurate, complete and up-to-date product information, what we call dynamic data, from across the product lifecycle – and still enabling the point-of-sale (POS) process. 2D Barcodes can also connect to the web, delivering a new channel for personalised consumer engagement.

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2D Barcodes remove friction between business partners and improve performance and safety across the entire supply chain. The power of the extra data helps to solve large and complex industry challenges.

Steven Keddie
Senior Director AIDC
GS1 Global Office.

Solving today's challenges for retailers

- Lower costs and reduce waste*

- Increase productivity*

- Increase product and consumer safety by preventing the sale of expired or recalled products at point-of-sale

- Prevent unsafe products from being sold by batch/lot number

- Increase brand trust by improving product quality and freshness

- Improve inventory management by enabling date-based discounts at point-of-sale, expiration date management, automatic markdowns and improved stock control

*Woolworths were able to reduce waste by up to 40% and increase productivity by up to 21% during the pilot period. (Source - Woolworths, November 2021)

NEXT STEPS

Reach out to a retail expert at GS1 Australia for an initial discussion on getting started with your transition to 2D Barcodes.

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www.gs1au.org/2d-barcodes/getting-started

GS1 Australia

As a neutral standards body, GS1 Australia is supporting retailers by offering guidance on the journey towards a smooth and voluntary transition of using 2D Barcodes, while minimising disruption to their existing business processes.

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