

# Barcoding Guide for Production Nurseries

Increasingly retailers are asking growers to put barcodes on their stock because plants need to be scanned in store to enable price, size and species to be displayed.

Barcoding your stock will benefit your business through improved inventory control, propagation forecasting, market insights and budgeting, as well as extended information about the plant.



## Step 1

Confirm your customer needs you to provide your own barcodes on your plants.

## Step 2

Join [GS1 Australia](#).

## Step 3

Allocate a barcode number and record details for each plant. Barcode numbers should be unique for each Genus/Cultivar/Pot size. [Click here](#) for more information.

## Step 4

You will need to meet the correct barcode industry printing standards. There are a number of options however you should work with your customer on an agreed label. These images are for illustrative purposes only. Both **c** and **d** would not meet GS1 barcode standards as they are too small to be scanned, so we strongly recommend confirming with your customers what is acceptable.

**a) Barcode label** - Select a water resilient paper as well as a good quality printer. The label must be able to be scanned, even after weeks or months of sun and rain.

**b) Preprinted barcode** - Talk to your supplier about printing requirements. [Click here](#) for barcode, printing and scanning suppliers

**c) Barcode on plant tag** - Use a label that is easy to clean and a barcode size that can be scanned. If the barcode is too small, it won't scan.

**d) 2D barcode on plant tag** - If you already have a QR Code on the tag, then consider upgrading to a **GS1 powered QR Code**.

If you don't have a QR Code on the tag, consider adding a GS1 powered QR Code to link to a webpage now and in future also scan at POS.

You can only add this in addition to the mandatory traditional linear barcode.

In partnership with



a) Barcode label



b) Reprinted barcode



c) Barcode on tag (barcode is too small)



d) QR code with Barcode on tag (barcode is too small)



## Step 5

Talk to your label supplier about creating a sample barcode.

If you are adding a GS1 powered QR Code check the placement recommendations [Barcode Location for Retail POS](#).

Once you have a sample, contact GS1 to arrange barcode testing. When you receive confirmation that the barcodes are correct, you are ready to send barcoded stock to your customer.

## Step 6

Provide the barcode information and any other data to your trade partner before you send stock to the store.

Record and store all data associated with the barcode such as Genus/Species/Cultivar/Pot size.

## Further Support

Contact GS1 to discuss how you can apply barcodes and other standards within your business to increase efficiencies.

## Benefits of Barcodes

- Scan at the Point-of-Sale (POS)
- Link to associated information in computer systems such as cost and retail pricing
- Forecasting, planning and inventory management
- Track profit and loss
- GS1 powered QR codes to link to a website URL for plant care and maintenance content

## Training

GS1 provides a variety of training including classroom style and online training.

## Working with Suppliers

Your current suppliers of pots, printers and labels will have experience in barcoding and should be able to guide you through the process. In most cases, you will need to provide detailed specifications about label size, positioning, etc, so that you meet trade partner requirements.

## Data Requirements

Your trade partner will need to put data into their systems to enable them to both order, then receive, stock from you.

Even if you are a long standing supplier, stores often have trouble receipting plants when no data has been provided ahead of time. This slows down the process of getting stock on show, as well as paying invoices on time.

**NOTE:** Retail industry is embarking on a transition to 2D barcodes at Point of Sale and industry has defined the ambition date of 2027 when all retailers will aim to scan 2D barcodes. There are three 2D barcodes approved for Retail POS - GS1 powered QR Code, GS1 DataMatrix and DataMatrix with GS1 Digital Link URI - [www.gs1au.org/standards/2d-barcodes/getting-started/are-you-ready-for-2027](http://www.gs1au.org/standards/2d-barcodes/getting-started/are-you-ready-for-2027)

## For more information

### Contact

GS1 Australia on  
**1300 BARCODE** (1300 227 263)

### Join GS1

[www.gs1au.org/how-to-get-started](http://www.gs1au.org/how-to-get-started)

### More information

[www.gs1au.org/industries/primary-industries](http://www.gs1au.org/industries/primary-industries)

## GS1 Australia

Head Office, 8 Nexus Court, Mulgrave VIC 3170  
Locked Bag 2, Mt Waverley VIC 3149  
T 1300 227 263 | F +61 3 9558 9551 | ABN 67 005 529 920  
[www.gs1au.org](http://www.gs1au.org)

GS1 is a registered trademark of GS1 AISBL.  
1811\_1224

## CONNECT WITH US

