



News Release
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GS1 signs up strategic alliance partner

Melbourne-based supplier of innovative equipment and materials, Result Group, has joined GS1 Australia as a Strategic Alliance Partner to help drive its growth in the Australian market.

With a team with over 150 years-experience in **Product Identification** technology (Labelling, Sleeving, Coding and Marking), **Value Added Packaging** (Reclose, Overlabelling and On Pack Promotions and Export-ready packaging), **Self-Adhesive Materials** with unique adhesive technology and **Process Automation** with software control, Vision and X-Ray inspection, delivering RESULTS is in the company's DNA. All backed up with a service team offering direct technician contact 24/7, 365 days a year and finance for lease and MaaS packages.

Result has positioned itself to lead the smart packaging revolution in Australia with the launch of a number of digital technologies enabling cross-industry solutions including brand authentication, counterfeiting, track and trace monitoring and consumer engaging content.

"Our digital technologies help brands connect the dots between full visibility into their supply chains and the use of real-time consumer data analytics to achieve sustainability goals and inform marketing strategies. With product digitization and GS1 Digital link, brands have a scalable, future-proof solution to deliver direct to consumer experiences, transparency and proof of brand integrity," said Michael Dossor, Result Group General Manager.

"GS1 Australia is excited to welcome Result Group to the Alliance Partner Program. The Result Group brings a number of key products to our members through print, machinery and materials.

"Another great aspect of this relationship is the Result Group's drive for innovation including transforming a brand's packaging into intelligent digital identifiers through the use of the GS1 Digital Link standard.

"Michael Dossor has over 30 years of experience in the packaging industry and is currently representing this industry across various working groups including the Traceability Solution Provider Special Interest Group (SP-SIG) as Co-Chair," said Peter Davenport, Alliances Manager for GS1.

Through the formal partnership, which commenced in February, Result Group will be visible to a wide range of industries, in particular food and beverage where the need for traceability and focus on food safety has never been stronger.

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About GS1 Australia

GS1 is a neutral, not-for-profit organisation that develops and maintains the most widely used global standards for efficient business communication. It is best known for the barcode, named by the BBC as one of "the 50 things that made the world economy". GS1 standards and services improve supply chain efficiency, traceability and food safety across physical and digital channels in the food and beverage sector. With local member organisations in 114 countries, two million user companies and six billion transactions every day, GS1 standards create a common language that supports systems and processes in 25 sectors across the globe. For more information visit the GS1 Australia website www.gs1au.org

About Result Group

Result Group are specialist suppliers of Labelling, Shrink Sleeving and Coding & Marking machines as well as Self Adhesive Label stocks to the printing industry. We also develop, engineer and supply Reclose and Reseal systems for food packaging. Our unique packaging products are tailored to specific manufacturing needs in markets such as Food & Beverage, Industrial Products and Other Machinery Suppliers. We have a strong connection to Product Development and Marketing Agencies with a team of over 150 years' experience in the Packaging Industry. From Product Branding and Promotional Interaction to Traceability and Regulatory marking, Result Group will ADD VALUE, NOT COSTS to your business.

Media enquiries

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