

Welcome to the new dimension

There has been a lot of discussion around the advent of 2DBarcodes by GS1. **Kim Berry** speaks to GS1 Australia chief global programs officer Sue Schmid about how the technology can bring global benefits, especially when connected with GS1 DigitalLink.

THE value of 2DBarcodes rests with the single symbol's capability to contain multiple data elements that are made available at point-of-sale including, but not limited to, product batch/lot number, serial number, best before date, use-by date, pack date, weight and price.

GS1 Australia chief global programs officer, Sue Schmid, says if manufacturers want to have their products connected to the consumer, 2DBarcodes are the way forward.

She adds that with today's focus on traceability, provenance, recall, the circular economy and better consumer engagement, industry needs a way to connect information relevant to achieving these uses cases.

A GTIN BACKBONE

Today's barcode number, the Global Trade Item Number (GTIN), is the backbone of identification and to achieve connection of more information there is a need to have industry adopt newer technologies, such as 2DBarcodes.

For example, food manufacturers can benefit from end-to-end traceability by leveraging the information embedded within the 2DBarcodes that will be able to be used throughout the entire supply chain, right through to the customer.

"Implementation and execution are always challenging to define, particularly when there is a global ambition," Schmid says.

She is quick to point out the



implementation of 2DBarcodes doesn't mean existing barcodes won't be available.

"What it does mean, is it's time to get learning and identifying if 2DBarcodes might work for you. This is an evolution of the current system.

"The last fifty years have seen manufacturers put in place the GS1 system as the foundation of identification.

"If you have a GTIN (barcode number) already you don't need to change it, but you are now able to embed extra data applicable to your product type, supply chain and to the consumer in the new dimension 2DBarcodes," she says.

Globally, it is a monumental undertaking, with Schmid saying industry has to implement it in a co-ordinated way with an agreed local and global approach.

INDUSTRY BENEFITS

In the food and beverage sector there are some market segments where 2DBarcodes make obvious sense.

"Fresh food is the prime example, if you want better management of product rotation, traceability, freshness and less wastage.

Schmid says it also offers new ways to connect.

"Connecting the supply chain world with the brand marketer world is also a reason to adopt these technologies," she says.

LEARN & ENGAGE

Schmid encourages businesses to learn, review their processes, liaise with trading partners and be able to move from a static pre-printed pack to an inline print technology.

"Create a team to engage, learn and get connected with what has been happening locally and globally.

"Discuss with your trading partners where they are at with their approach.

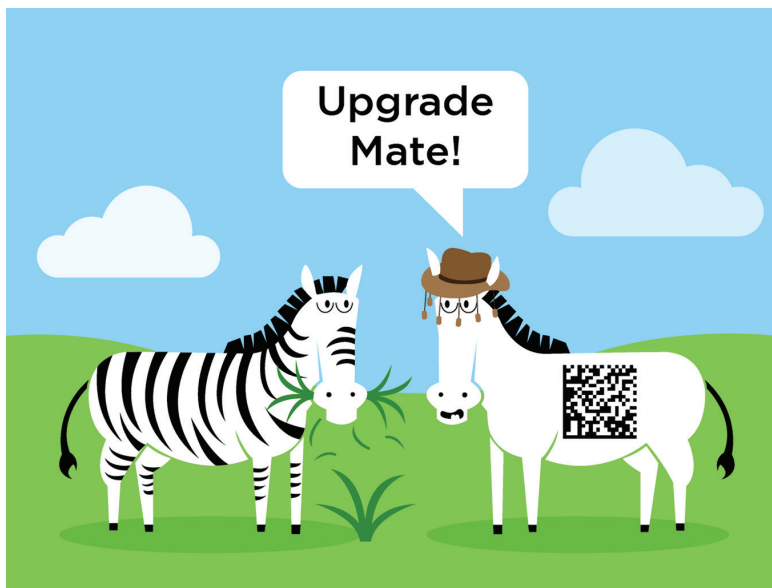
"There is a migration program taking place globally, and the stage has been set to have industry ready for its use."

Ultimately, Schmid's advice is for companies to start small and engage in agile learning.

She says companies will make the most beneficial choices for their operations by referencing existing applications and case studies.

By engaging with suppliers and other business partners, manufacturers will be able to make the most beneficial choices for their operations as 2DBarcodes become a reality for all. *

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ABOVE: A 2DBarcode for 3D food. LEFT: It's a special kind of evolution.