

# 2D Barcodes

RETAIL ADVISORY GROUP

Advancing practical  
implementations

<b>Venue</b>	Dial in only
<b>Date</b>	Wednesday 24 <sup>th</sup> July 2024
<b>Time</b>	10.00am – 11.00 noon
<b>Co-Chairs</b>	Jenny Keegan – Woolworths Francesco Oliveri – Perfection Fresh Sue Schmid & Andrew Steele – GS1 Australia
<b>GS1 Secretariats Minutes</b>	Sue Schmid & Andrew Steele Aruna Ravikumar Tracey Kelly Jenkins
<b>Next Meeting</b>	27 <sup>th</sup> November 2024

### Working Group purpose/Outcome

An industry advisory group with the objective to bring together retailers, suppliers and solution providers to look at the next evolution of Data Embedded Barcodes for retail point-of-sale and come up with an industry consensus roadmap for implementation

## Agenda

ID#	Duration	Details	Owner
1	10:00 – 10:10	<b>Welcome</b> <ul style="list-style-type: none"> <li>Acknowledgement of Country</li> <li>GS1 Competition Law Caution</li> <li>Actions from previous meetings</li> </ul>	Jenny Keegan
2	10.10 - 10.30	<b>Global Update</b> <ul style="list-style-type: none"> <li>2D in Retail Implementation guideline</li> <li>WR for 2D use in General Distribution</li> <li>Global Call to Action and Retailers Update</li> </ul>	Steven Keddie Aruna Ravikumar Andrew Steele
3	10.30 – 10.55	<b>Local Update</b> <ul style="list-style-type: none"> <li>New 2D Team Members</li> <li>2D Technical Group Update</li> <li>Supplier Implementation – One Harvest</li> <li>Retailer Update - Woolworths</li> </ul>	Sue Schmid & Richard Manaton Saurabh Mahajan & Francesco Oliveri Roberto Olivares
4	10.55 – 11.00	<b>General Business, Next meeting date</b>	Francesco Oliveri

## **Key Meeting Notes**

### **1: Welcome and Introductions**

- Jenny welcomed everyone and read Acknowledgement of our Country and GS1 Australia Competition Law Caution and outlined the agenda topics.
- Jenny advised that we are waiting on a response for the previous meeting Q&A's from GS1 Korea and will provide them in the following meeting.
- Sue talked about the 50<sup>th</sup> anniversary celebrations of the first barcode scan and the reach of their marketing campaign was close to 20 plus million with near 11 million hits related to 2D in Australia.
- Andrew reiterated the purpose of these meetings which is to provide awareness about the Ambition 2027 program where retailers will aim to scan 2D barcodes at Point of sale.

### **2: Global Update**

- Steven discussed the release of the 2D in retail implementation guide, which was developed by a group of over 100 industry members including major brands, retailers, and solution providers.
- Steve advised that it is an information rich document but are divided into sections targeting brands/manufacturers, retailers and solutions providers separately and hence after going through the general section (Section 4) depending on who the audience is, can go to their respective sections.
- Steve highlighted that the guide is available in HTML format and that the guide is also very inclusive, using Alt text for images which helps people having issues with reading and are using a reader, all the graphics will be read to them. For those with colour blindness measures have been taken to ensure that the contrast in each image is right for them too.

### **3: Local Update**

- Andrew recalled the Call to Action to the Consumer Goods Forum by one of the major brands Procter & Gamble late last year to migrate to QR Code with GS1 Digital Link URI.
- Andrew highlighted that this year in June many major brands and retailers (such as L'Oreal, IGA, Dr.Oetker, Nestle, Migros, Albert Hine and many more) came together and released a global Call to action for the transition to QR Codes with GS1 Digital Link URI.
- Andrew also announced that around the world many retailers are progressing with 2D barcodes scanning at Point of sale:
  - Tesco, a large European retailer, will be piloting QR codes with GS1 Digital Link URI.
  - Mercadona a large retailer in Spain has just gone live with scanning QR Code with GS1 Digital Link URI
  - Wakefern, Publix and Wegmans are 3 major US retailers who have extended their support to transition to 2D barcodes.
- Andrew shared some interesting case studies that came from China – Zhejiang province that had both food and non-food applications.
- Aruna advised that the WR for 2D barcodes on cartons/cases has been submitted and work will start soon.
- Richard Manaton introduced Klaeri Schelhowe who has joined GS1 New Zealand as the 2D lead
- Sue introduced Emily Stow who has joined the GS1 Australia team as the 2D programme manager.
- Sue also shared that the 2D Technical group which kicked off at the beginning this year, which had been discussing technical aspects around 2D, would take a pause to reevaluate its structure and content due to changes both in global and local technical application

landscape.

- Richard added that a similar pause and reset would also occur in New Zealand, with a focus on solution providers and their clients' needs and how GS1 can address the needs in these 2D Technical group in an optimum way.

#### 4: Supplier/Retailer Implementation Update

- Saurabh Mahajan, NPD Process Manager at One Harvest presented the company's journey to implementing 2D barcodes in their products.
- Saurabh explained how the company began investigating 2D barcode implementation in 2021 due to its strategic benefits, the challenges they faced in implementing the technology on flexogenic packaging, identifying the right kind of substrate versus the right printing mechanism and encoding the right 2D structure into their products.
- They were able to run a successful commercial trial with support from Woolworths and Matthews which led to a better understanding of the product shelf life and accidental prevention of out-of-date products.
- Saurabh highlighted that as of today, One Harvest is printing 2D barcodes in around 30 to 35 products that they supply to retail market.
- Roberto from Woolworths provided an update on how for the past 6 months they have been focussing on the transition of all our own branded meat products to GS1 DataMatrix barcode. He also advised that they have also deployed 2D barcodes with date and time of production with cut fruit and vegetables and instore hot foods such as BBQ Chickens.
- Roberto also mentioned that they have upgraded all their manned registers to latest generation NPC Zebra scanners which have greater capability in scanning 2D barcodes.
- Roberto showcased the communication that Woolworths sent out to their suppliers about their intention to transition to 2D barcodes. They have received feedback and are now working one-on-one with their supplier base based on each one's capability.
- Roberto highlighted that all these implementations are also to be rolled out in the New Zealand market.

Francesco thanked all the participants and the presenters. Francesco also mentioned that the next meeting is on 27<sup>th</sup> November and would like to see all of them again.

#### Questions & Answers

##### **Question – Francesco Oliveri (Perfection fresh) – What were the major challenges that you faced during implementation of the 2D barcodes?**

**Answer – Saurabh Mahajan (One Harvest)** – Some of the main ones for us were to understand the whole printing technology and finalise the right substrate for it. In produce industry you see different types of packaging like PE or PPE or a combination of different materials. One of the major challenges for us was integrating different industry guidelines for example, if we were also looking at recyclability and sustainability so we had to identify which ones we could go ahead with, and Polypropylene was one of the recyclable ones and decided to proceed with that which then gave new challenges of finding the right printing technology. So, we ran few trails to understand the right mechanism for us. The other aspect I would say is training and education, both internal teams within your organisations as well as at the distribution centre levels.

##### **Question – Peter Wagner (ALM Liquor) – Can you get richer scanned data back from the 2D barcodes that sample product live left at the time of sale?**

**Answer – Saurabh Mahajan (One Harvest)** – Yes you can get that sort of data that is

100% possible. But in order to get the full visibility of the data it is highly advised that you have the 2D barcode only and no linear barcode. This is because if you have both the barcodes then you don't get the right picture as it is left to the consumers discretion to scan one of the barcodes.

**Question - Francesco Oliveri (Perfection fresh) – Have you seen any measurable impact on the sales or customer satisfaction or operational efficiency after this project?**

**Answer – Saurabh Mahajan (One Harvest)** – No yet with respect to sales and customer satisfaction. But in terms of operational efficiencies 100%. You do see an improvement in traceability as well. If you do work through your verification processes and your software integration, you can capture a lot of data in terms of efficiencies.

**Question – Sean Sloan (Avery Dennison) – Is Woolworths supplying data back in terms of number of items at POS?**

**Answer – Saurabh Mahajan (One Harvest)** – Yes that is available. But given that we have a combination of both linear and 2D barcodes we are not relying on that data.

**Question – Rahul Dutta (Pitch & Barrel) – Has the value of the barcode being tested at the customer beyond check out stage? Did customers find it useful**

**Answer – Francesco Oliveri (Perfection Fresh)** – In the past when Perfection fresh tried to implement 2D barcodes the adoption of scanning by the end user was very low. So very keen to understand the result of your trails.

**Answer – Saurabh Mahajan (One Harvest)** – At the moment we don't have that information. But once we apply QR Code with GS1 Digital Link potentially we can get that kind of data.

**Answer – Roberto Olivares (Woolworths)** – The 2D barcode that One Harvest is using is a GS1 DataMatrix barcode which cannot be scanned by native phone cameras. We will work with Saurabh and team for the evolution to QR Code with GS1 Digital Link in the future.

**Question – Susan Buitendag (Barden Farms) – Do you know or have plans for implementation of 2D barcodes on herbs, punnets, sleeves and tags.**

**Answer – Roberto Olivares (Woolworths)** – Yes, we are working towards that. The lesson we have learnt with our previous implementations is that one of the key element we need to plan well is where do we put the barcode and also the human readable information. In some product we find that date code is not even visible for the customers to check the life of the product. It is very important to make sure the use by date or best before date is legible and visible. For example, in the salad bags if we put the 2D barcode and the date at the back of the pack customers need to move the pack from the shelf to see the date and hence we planned to put the 2D barcode and the date in the front of the pack. So when it comes to 2D barcode application, it is a work that needs to be done collaboratively with the supplier and retailers taking into account a number of factors.

**Question –Rahul Dutta (Pitch & Barrel) – Do you know if there is any engagement with Bunnings with regards to 2D barcodes on timber products.**

**Answer – Andrew Steele (GS1 Australia)** - Yes, The QR Code with Digital Link does

meet the EU requirements.

**Question – Rod Bolt (Toshiba) – What is the future goals? Are you looking into Digital Link? Website product information? Etc?**

**Answer – Saurabh Mahajan (One Harvest)** - Yes Woolworths is currently building capability to scan QR Code with Digital Link at POS so when they are ready, One Harvest could potentially change 2D codes.

**Question – Thiary Ly (Neslte) – Has there been any recall that the 2D barcode has helped? Where has it helped?**

**Answer – Saurabh Mahajan (One Harvest)** - Yes the extra data coded into the barcode, has helped in validating impacted stock in store and supply chain. It is not a traceability solution but does help to support.

**Question - Anonymous - How would 2D barcodes work for general merchandise? i.e. would it require an additional label for every individual pack?**

**Answer – Aruna Ravikumar (GS1 Australia)** – We are already seeing 2D barcodes on many products in the general merchandise space. In fact in the apparel sector there are examples of linear, 2D as well as RFID tags in the same label.

**Anonymous - Can we directly move our existing GS1 data matrix barcode to new 2D barcode ? Is there have any technical way to do this?**

**Answer – Aruna Ravikumar (GS1 Australia)** – You can change the 2D barcode that you select in your software from GS1 DataMatrix to QR Code with GS1 Digital Link.

**Attendees: Total – 134**

Name	Company
Deborah Harrison	7 Chefs
Lisa Fingland	ABML
Sally Salter	Allied Pinnacle
Ana Garcia	APCO
Mark Davis	Apetite Foods Group
Sharon Leake	Australian Char
Todd Pritchard	Australian Country Choice
Peter Wagner	Australian Liquor Marketers
Sean Sloan	Avery Dennison
Wayne Tuckwell	Baiada
Susan Buitendag	Barden Farms
Emanuela Porcha	Basfoods

Bertan kaya	Basfoods International
Carly Jordan	Bayport Brands
Nikki Ferguson	Beechworth Honey
Shengjie Yu	Bega
Trish Brew	Bellicose Distilling Co.
Toong Tsang	BioPak
Pam Brown	Bisko Bakehouse
Cecilia Manjarres	BLM
Millie Mae	Buderim Ginger
Brook Copland	C and c wine
Tanika Sorridimi	C.A.L Marketing Pty Ltd
Dorsa Rahmanian	Calendar cheese
Maggie Cheung	Calendar Cheese Co.
Sue Bayley	Calendar Cheese Company
Lisa Haywood	Cherryhill Orchards
Tess Moody	Coca-Cola Europacific Partners
John Teschendorf	Earth Source Foods
Sharon Benjamin	ESL Distribution Pty Ltd
Allan Hayes	FreshChain Systems
Greg Calvert	FreshChain Systems
Ken Narula	Fruits & Concentrates International Pty Ltd
Nathan Goodacre	GaP Solutions
Natalia Gorbacheva	Garden Edges
Paul Edwards	Global Retail Brands
Michael Bradley	Global Seafoods Distributor
Amali Willarachchi	GS1 Australia
Margo Fraser	GS1 Australia
Melanie Wishart	GS1 Australia
Ann Tindale	GS1 Australia
Bonnie Ryan	GS1 Australia
Brian Gemmell	GS1 Australia
Caterina Slade	GS1 Australia
David Withington	GS1 Australia
Emily Stow	GS1 Australia
Peter Davenport	GS1 Australia
Tracey Kelly-Jenkins	GS1 Australia
Aruna Ravikumar	GS1 Australia
Andrew Steele	GS1 Australia
Albert Ang	GS1 Global
Steven Keddie	GS1 Global
Raman Chhima	GS1 NZ

Richard Manaton	GS1 NZ
Klaeri Schelhowe	GS1 NZ
Shwetank SHARMA	Guzzis Pty Ltd
Davina Moore	H Polesy & Co
Ray Lin	H.A.G import
Louise Baker	Huhtamaki Tailored Packaging
Simon Kobler	Huskee
Simon Wise	Johnno's Tasmania
Simon Topatig	KB Seafood company
David Kennard	Kenware Home Living
Linda Tran	KL Ballantyne Pty Ltd
Geoff Giddens	Kraft Heinz
Jente Allegaert	Kyvalley Dairy Group
Jane Clarke	Lactalis Australia
Belinda Scott	Lactalis Australia
Jin Hoang	Lactalis Australia Pty Ltd
Maria Morris	Ladelle
Tanya Alison	Maleny Dairies
Melissa Burt	Mavlab
Simon McKenzie	McCormick
Michael Gardiner	McCormick Foods
Daniel Barron	Mccormick Foods Australia
Raha Rajabi	MEB FOODS
Will Cartwright	Metcash
Geraldine Cheong	Mission Foods
Brian Hermans	Murray River Salt
Craig Harvey	Nerang Park Poultry
Rob Baker	Nerang Park Poultry
Thiary Ly	Nestle
Anupa Khadka	Nonna's Bakehouse Pty Ltd
Maxim Ivanchenkov	Noumi
Priya Chauhan	Noumi Limited
Emma Vercoe	Oleapak Pty Ltd
Saurabh Mahajan	One Harvest
Chye Min Low	Oriental Merchant Pty Ltd
Jennifer Peverley	Our United Food Co Australia
Nicholas Sullivan Tailyour	Penni Ave Group
Robyn Gledhill	Pental Cleaning Products
Swetha Dinakaran	Peppercorn Food Company
Francesco Oliveri	Perfection Fresh
Shane Bone	PFD Foods Pty Ltd
Rahul Dutta	Pitch & Barrel

Nat Pizzini	Pizzini
Claire Vonarx	Pizzini Wine
Phuoc Panuccio	PM Fresh
Alex Wheeler	RapidClean
Ramy El-Sukkari	Raw Pet Meats
Gibson Magaramombe	Reckitt ANZ
Daniel Lutman	Redland Premium Fruit
John LaVacca	ReedKnapp
Michael Dossor	Result Group
Belinda Clift	Ross Hill Wines
David Packer	SA Spice
Dean de Villiers	Safcol Australia
Susan Barton	Scalzo Foods
Sema Uner	Scalzo Foods Industries
Rose Grlj	Simplot
Yassna Gutierrez Avila	Simplot
Tracy Holloway	Sirius Transnational
Rachael Simpson	Smash
Lisa Li	Snow Brand Australia
Joel Webb	Sol.Hash
Matthew Foale	Symington's Australia Pty Ltd
Julie Davis	TasFoods Ltd
Andrew McKillop	The Avolution
Konnie Iliasiewicz	The Coffee Galleria Pty Ltd
Dawn Harper	The Cordina Group
Tamsyn bartlett	The Country Chef Bakery Co
Amanda Orr	The Ladelle Group
Deanne Joubert	The Loose Leaf Lettuce Company
Rod Bolt	Toshiba Australia
Tristan Williamson	Treasury Wine Estates
Todd Sghabi	Turbosmart
Mike Bai	Unique Retailing
Rudo Mugandani	Virginia Farm Produce
Frances Bauer	Woolworths
Jenny Keegan	Woolworths
Roberto Olivares	Woolworths
JANICE COWIE	Yalara Hydrogardens
George Pepes	Zebra Technologies
Frances Bauer	