



The Global Language of Business

2D in Retail Advisory Group

Advancing practical implementations

Jenny Keegan – Woolworths

Meeting #14, 10th April 2024





Acknowledgement of country



We acknowledge the traditional custodians of the lands on which we meet today, and pay our respects to their Elders past, present and emerging.

We extend that respect to Aboriginal and Torres Strait Islander peoples joining us today.

GS1 operates under the GS1 Competition Law Caution. Strict compliance with competition laws is and always has been the policy of GS1.

The best way to avoid problems is to remember that the purpose of the group is to enhance the ability of all industry members to compete more efficiently.

This means:

- **There shall be no discussion of prices, allocation of customers, or products, boycotts, refusals to deal, or market share**
- If any participant believes the group is drifting toward impermissible discussion, the topic shall be tabled until the opinion of counsel can be obtained.

The full Australia caution is available via the link below, if you would like to read it in its entirety: <http://www.gs1.org/gs1-competition-law-caution>

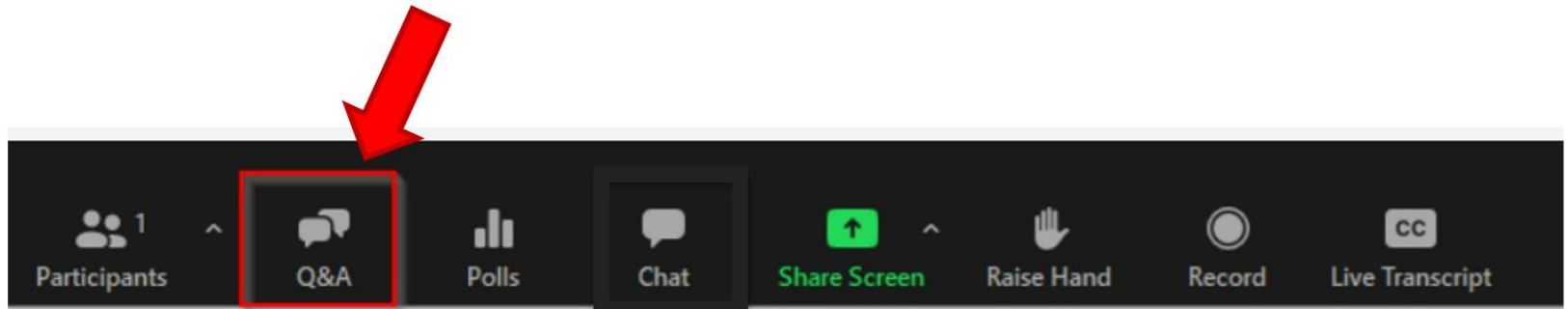
Introduce Yourself
When asking a question

Be considerate
Silence phones
Keep comments concise

Be collaborative
Ask questions
Be open to other views

Be professional
Speak on company's behalf

Please use the Q&A button in the bar at the bottom of your screen to submit questions. Chat function is disabled.





The Global Language of Business

Agenda

- Welcome and Introductions
- Co-Chair Update
- Global Update
- Local Update
- General Business, Q&A
- Next Meeting Date



FRANCESCO OLIVERI

CHIEF INFORMATION OFFICER
PERFECTION FRESH AUSTRALIA

I am a technology leader with extensive experience in the fresh produce industry. Over the past 20 years, I've assumed leadership roles within the wholesale and distribution sectors in Europe and Australia. My focus has always been on technology management, emphasizing continuous improvement, digital transformation, and strategic digital initiatives.

Since 2005, I've been committed to driving innovation and advancing supply chain integrations and traceability projects for the Perfection Fresh Group. I am dedicated to steering my teams towards sustainable operations and success in our ever-evolving digital landscape.

In my role as Chief Information Officer, I serve as a technology advocate for the executive team, providing guidance and leadership while advising our Company Board of Directors on technology-driven projects, business transformations, and cybersecurity measures.

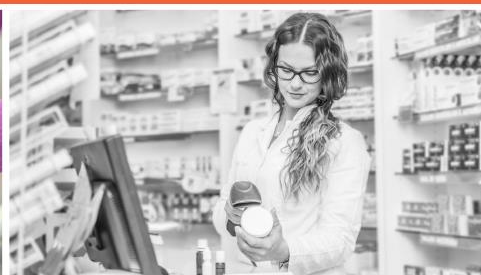
When I'm not navigating the realms of fresh produce and digital innovation, I proudly wear the title of Chief Supporter Officer to a dynamic duo: my daughter, the aspiring prima ballerina, and my son, the fervent soccer enthusiast. My wife, the entrepreneurial force behind a flourishing Pilates studio, and I keep up with our spirited Lagotto, an Italian water dog. Off duty, I'm either on the basketball court, orchestrating our family's European trips, or cruising on my motorbike.





2027

When all retail point-of-sale systems will aim to scan 2D Barcodes, worldwide.



Global Update

Tania Snioch – Director Global Migration to 2D Programme

Steven Keddie – Senior Director, Automatic Identification
and Data Capture (AIDC)

Global Migration to 2D Update



A reminder from November

Global Migration to 2D Programme FY 23/24



Ambition 2027: Prepare (with industry) to ensure that, by 2027, all Retail POS scanners globally are capable of reading and processing 2D barcodes powered by GS1 and that there is broad, global Supplier Brand implementation of the same.

Community Engagement

- Strategic stakeholder engagement
- Supporting foundations

MO Deployment

- Ensuring MOs have the required knowledge and tools to engage their stakeholders

Technology Readiness

- Facilitating solution provider capability and the underpinning standards that support this

KPIs: Measuring progress, both globally and nationally

2D at the 2024 GS1 Global Forum



Global Forum 2024

19-22 February

Brussels & Virtual

Bringing value to industry, consumers and patients



- 16 sessions across the week featuring 2D
- A mix of industry, business, and technical focussed
- The two sessions that had the highest registrations were both 2D related, one with a business focus and the other technical / solution provider

Important trends to be aware of



The value of monitoring regulatory or government developments relating to retail product labelling / identification

The need for sharing the 2D message with brand marketers is increasing

There is ever increasing interest and awareness, with activity commencing in additional countries

The importance for business-level messaging about technical concepts

Global Programme deliverables by 30 June



Even more case studies!

2D in Retail Implementation Guideline

GS1 Digital Link business-focussed documents

- Getting started guide
- Connecting barcodes to related information

Business level information about why and what, as well as where to find more information

An updated global website

Planning for FY 24/25



The year of measuring progress

Navigating the different 2D references and resources

Bringing together implementation learnings

A strong regulatory and public policy monitoring focus

Feedback is welcome, via GS1 Australia please share your needs!

Tania Snioch
Director Global Migration to 2D Programme
GS1 Global Office
tania.snioch@gs1.org



2D in Retail Mission Specific Work Group (MSWG) Update

2D IN RETAIL: Mission specific work group



1. Current state Application Standard Profiles (ASP) for retail trade items phase (completed Q1 2022)
2. Adjustments to current state ASP for retail trade items
 - a. Phase 1: 2D barcode conformance requirements (completed Jun. 2022)
 - b. Phase 2: Cross-application rules & Related technical specifications (HRI, Multiple barcodes and Placement (completed May 2023)
3. Phase 3: 2D in Retail Implementation Guideline (by Q2 2024)



100 industry members and 45 MO countries (207 total in MSWG)



Johnson & Johnson



CHARMING



WIPOTEC



REA JET

MIGROS



Walmart

buyerdock

H&M Group

Digiphy



Sinclair



CATALINA



PEPSICO

L'ORÉAL

The Coca-Cola Company



ANTARES VISION GROUP

Woolworths



COLGATE-PALMOLIVE

Wakefern FOOD CORP.



C&A

DIGIMARC

3M



GS1 Korea
GS1 Powered QR Code for
PET Water Bottles



Industry Use Case Success Story

Jeju Province Development Co (JPDC) partners with (MoE) in Korea and Domino



2DBarcodes

A new dimension in barcodes



Implementation

- **QR Code with GS1 Digital Link URI**
 - GTIN and URL
 - <https://id.jpdc.kr/01/0880824400044>
- **MoE mandated label-less PET bottles** for mineral water (Dec '22), with implementation starting on **Jan 1st, 2026**
- **JPDC has become the first case in Korea to adopt 2D barcodes with GS1 Digital Link URI for better recycling of PET bottles.**
- **The goal is to improve traceability, authenticity, and overall recycling efficiency**
- **Focus on Consumers Experience / Engagement**
 - Consumers can scan QR Code and get product details like nutritional fact, water source and other information

WHAT GS1 Korea did with JPDC



2DBarcodes
A new dimension in barcodes

JPDC web page (label info)



00:53
카레마

제주 **삼다수**

먹는샘물 330mL

제주도 제주시 조천읍 남조로 1717-35

제1호 제주특별자치도개발공사 / 연면적 100,000㎡, 제주특별자치도개발공사

- 품목명 : 먹는샘물
- 제품명 : 제주삼다수
- 원수원 : 일반대수층지하수
- 수원지 : 제주특별자치도 제주시 조천읍 남조로 1717-35
- 제조원 : 제주특별자치도개발공사

제주특별자치도 제주시 조천읍 남조로 1717-35 (TEL. 064-780-3300)

• 판매원 : **Kwangdong**

제주특별자치도 제주시 서충영로 85 (TEL. 080-024-0030)

제주특별자치도 제주시 조천읍 남조로 1717-35 (TEL. 064-780-3300)

• 유통기한 : 제조일로부터 24개월

제조일자는 용기상단에 별도 표기

- 영입하기번호 : 제주특별자치도 제2호
- 내용량 : 330 mL
- 무기물질량량(mg/L)

칼슘(Ca)	칼륨(K)	나트륨(Na)	마그네슘(Mg)	불소(F)
2.5~4.0	1.5~3.4	4.0~7.2	1.7~3.5	불검출

• 직사광선을 피하고, 제품에 외부냄새가 스며들 수 있으니 정결하고 통풍이 잘되는 곳에 보관하십시오.

• 용기 변형/파손 우려가 있으므로 용기째 가열 또는 동결하지 마십시오.

• 자세한 용기를 상온 보관시 온도차이 외한 "딱" 소리가 날 수 있습니다.

• 가열 또는 냉동시 천연미네랄 성분으로 인해 흰색 침전물이 발생될 수 있으나, 품질에는 이상이 없으니 안심하고 드십시오.

• 개봉 후에는 변질 등의 우려가 있으므로 냉방 보관하여 가급적 빨리 음용하시기 바랍니다.

• 본제품은 공정거래위원회 고시 소비자 분쟁해결 기준에 의거 교환 또는 환불을 받을 수 있습니다.

가가 id.jpdc.kr

00:53

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- 용기 변형/파손 우려가 있으므로 용기째 가열 또는 동결하지 마십시오.
- 자세한 용기를 상온 보관시 온도차이 외한 "딱" 소리가 날 수 있습니다.
- 가열 또는 냉동시 천연미네랄 성분으로 인해 흰색 침전물이 발생될 수 있으나, 품질에는 이상이 없으니 안심하고 드십시오.
- 개봉 후에는 변질 등의 우려가 있으므로 냉방 보관하여 가급적 빨리 음용하시기 바랍니다.
- 본제품은 공정거래위원회 고시 소비자 분쟁해결 기준에 의거 교환 또는 환불을 받을 수 있습니다.

반품 또는 교환
광동제약(주) 고객센터팀 또는 구입처
080-024-0030

- 용기재질 : 폴리에틸렌테레프탈레이트

제주삼다수 용기는 소중한 재활용 자원입니다.

삼다수 소비자지원 CO2 0% 재활용 의무수

제주삼다수는 제주삼다수 화산암반수입니다.

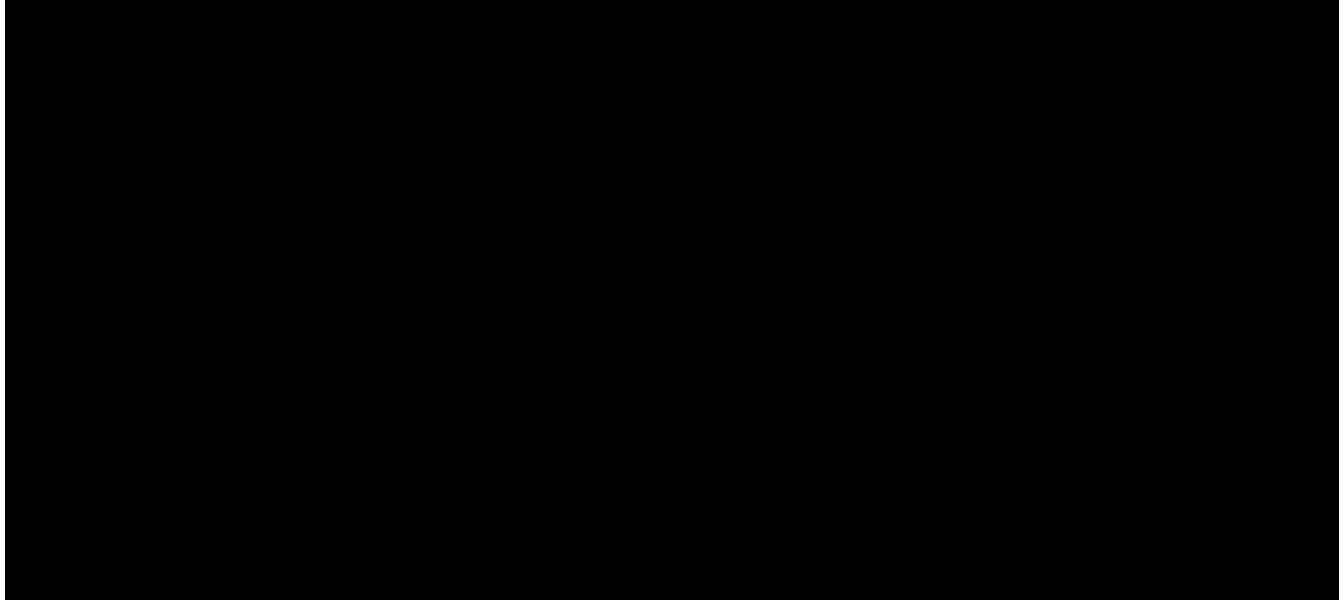
제주삼다수는 화산암반수 1톤당 100%의 화산암반수에 의해 생성된 황산이온 400mg 이하의 양을 함유하고 있으며, 황산이온 함량은 100%의 순수한 화산암반수입니다.

25

한글어머니께
우리가 믿는 물

id.jpdc.kr

WHAT GS1 Korea did with JPDC



QR Code (GS1 Digital Link URI) on Caps



2DBarcodes
A **new**
dimension
in barcodes



The Government of South Korea launched new legislation prohibiting the use of external labels on bottled water from January 2026.

Domino worked with major Korean brands to develop a solution using QR codes.

These regulations are expected to be adopted across the globe in the future.





MOU ceremony



Pop-up store

국민일보 2023년 8월 18일 금요일 023면

대한상의-제주개발공사 '페트병 무라벨 확산' MOU

대한상공회의소와 제주특별자치도개발 공사는 17일 서울시 중구 상의회관에서 'GS1 QR'를 활용한 페트병 무라벨 확산·재활용 촉진 업무협약(MOU)을 체결(사진)했다. 차세대 QR코드로 통하는 GS1 QR은 유통 매장에서 계산 가능한 상품 식별코드를 포함한다. 기존 QR의 경우 상품 식별코드가 없어 비닐 라벨이 없는 '무(無)라벨 생수'를 묶음 포장한 뒤 식별코드를 별도 표기해 판매해왔다. GS1 QR을 생수 페트병 뚜껑에 적용하면 비닐 라벨 없이도 날개 판매가 가능하다. 대한상의는 제주개발공사를 지원해 이달 말부터 생산·출하할 예정인 차세대 3종 뚜껑에 GS1 QR을 제공한다. 단계적으로 전 제품에 확대할 방침이다. 장근무 대한상의 유통물류진흥원은 "GS1 QR이 페트병뿐 아니라 다른 소비재 상품의 무라벨 확산과 재활용 촉진에 활용되도록 지원을 확대할 계획"이라고 말했다. listen@kmbi.co.kr

Major daily

라벨 없는 생수, 편의점에 첫 등장

제주삼다수 뚜껑에 차세대QR
대한상의-제주개발공사 협력

경에 새기면 비닐라벨이 필요 없어진다. 대한상의는 제주개발공사를 지원해 오는 8월 말부터 생산, 출시되는 제주삼다수 3종의 뚜껑에 GS1 QR을 적용할 예정이다. 단계적으로 GS1 QR을 삼다수 전 제품으로 확대·적용할 계획이다. 국내 생수 판매 1위인 제주삼다수의 GS1 QR 도입에 따라 비닐 라벨 없는 생수는 업계 전반으로 확산할 것이란 전망이 나온다. 비닐을 뜯어낼 필요가 없어 재활용률이 크게 높아질 것이란 기대가 커질 수 있다. 이 QR을 개

Major daily

GS1 Brazil
GS1 Powered QR Code for
Refillable PET Bottles



Industry Use Case Success Story

Coca Cola partners with Bottler Andina Chile, Envases CMF Chile, Wipotec and Optel



2DBarcodes
A new
dimension
in barcodes



Implementation

- **QR Code with GS1 Digital Link URI**
 - GRAI & Serial Number
- **Traceability** for returnable PET bottles.
 - Monitoring the use cycles of the bottles on the production
- **Optimisation** of operations and **data analysis** for Marketing and Sales.
- **Focus on Consumers Experience / Engagement**
 - Consumers can scan and receive credits towards their next purchase.
- **Sustainability**
 - Encouraging reuse and promoting sustainability.

Brasil -> Coca Cola refillable plastic bottles



2D Barcodes
A new dimension in barcodes

WIPOTEC



/Coca-Cola wins award with Wipotec technology

We are pleased to extend our heartfelt congratulations to our dear customer Coca-Cola Latin America to be honored with the prestigious GSI Brasil Automation Award in the category sustainability. This remarkable achievement underscores Coca-Cola's ongoing commitment to environmental responsibility and sustainability.

The award is a testament to outstanding contributions in the pursuit of eco-friendly practices. GSI thereby recognizes companies applying GSI standards in projects or actions that are sustainable and relevant to society. Coca-Cola has achieved this by introducing the outstanding innovative system "refPET" for the circular economy of bottles.



RefPET increases the use of refillable PET bottles. Each bottle gets returned and reused as often as possible. For this purpose, every single bottle needs a durable unique marking. At the same time, the return process must be as simple as possible. The solution is a serialized QR code with GSI Digital Link standard, that can easily be scanned by any smartphone. This code is applied during the bottle manufacturing process – and this is where Wipotec comes in.

"The spark already ignited in 2019 at a common event hosted by GSI Brazil" says Volker Ditscher, Director Global Sales Track & Trace at Wipotec, who then gave the initial impulse together with the local partner MCPack. However, laser marking on a PET bottle presents different challenges than printing on a folding box. This "took a lot of extra development by Wipotec's technical team but resulted even better than the original specifications", as Alfeu Junior, specialist for new technologies at Coca-Cola Latin America explains, who had the honor to accept the award on stage.



Parma Deli – GS1 Powered QR Implementation at POS



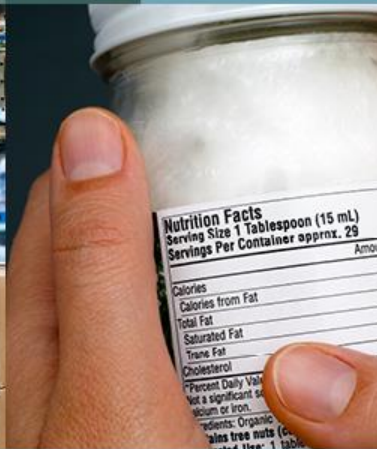
<https://www.youtube.com/watch?v=KprXyR3St4>



Local Update

AFGC Digital Labelling Project
Andrew Steele – GS1 Australia





AUSTRALIAN
**FOOD &
GROCERY**
COUNCIL

Digital Labelling

What is Digital Labelling?

Digital Labelling is the ability for a consumer to access a wealth of brand-managed digital assets (including but not limited to, product label content) by scanning a GS1-powered QR code on-pack to drive consumer engagement, support purchasing decisions and build brands.



In the context of this project, Digital Labelling involves the harmonised implementation of these capabilities by industry participants to ensure (as much as practicable) a consistent consumer experience, leading to better consumer awareness and utilisation.

Drivers for digital labelling adoption

Consumer

82% of consumers think QR codes are useful and help them make decisions ¹

Digital adoption in Europe jumped from 81% to 95% after the COVID-19 pandemic ²

8 out of 10 consumers are used to scanning QR codes to acquire product information ³

Customer



Global



“Enabling a successful industry transition to 2D barcodes on our product packages has become a primary focus of the CGF Product Data Coalition”

Jon R. Moeller

Chairman of the Board, President and Chief Executive Officer
Procter & Gamble

Domestic



The updated guidelines allow for the inclusion of GS1 Powered QR Code to direct consumers to the ARL website.

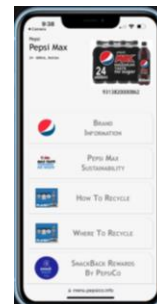
1. The 'Window' or 'Gateway' from the product to the digital label



Including:

- The name/brand of the program
- The GS1 powered QR
- The consumer call to action

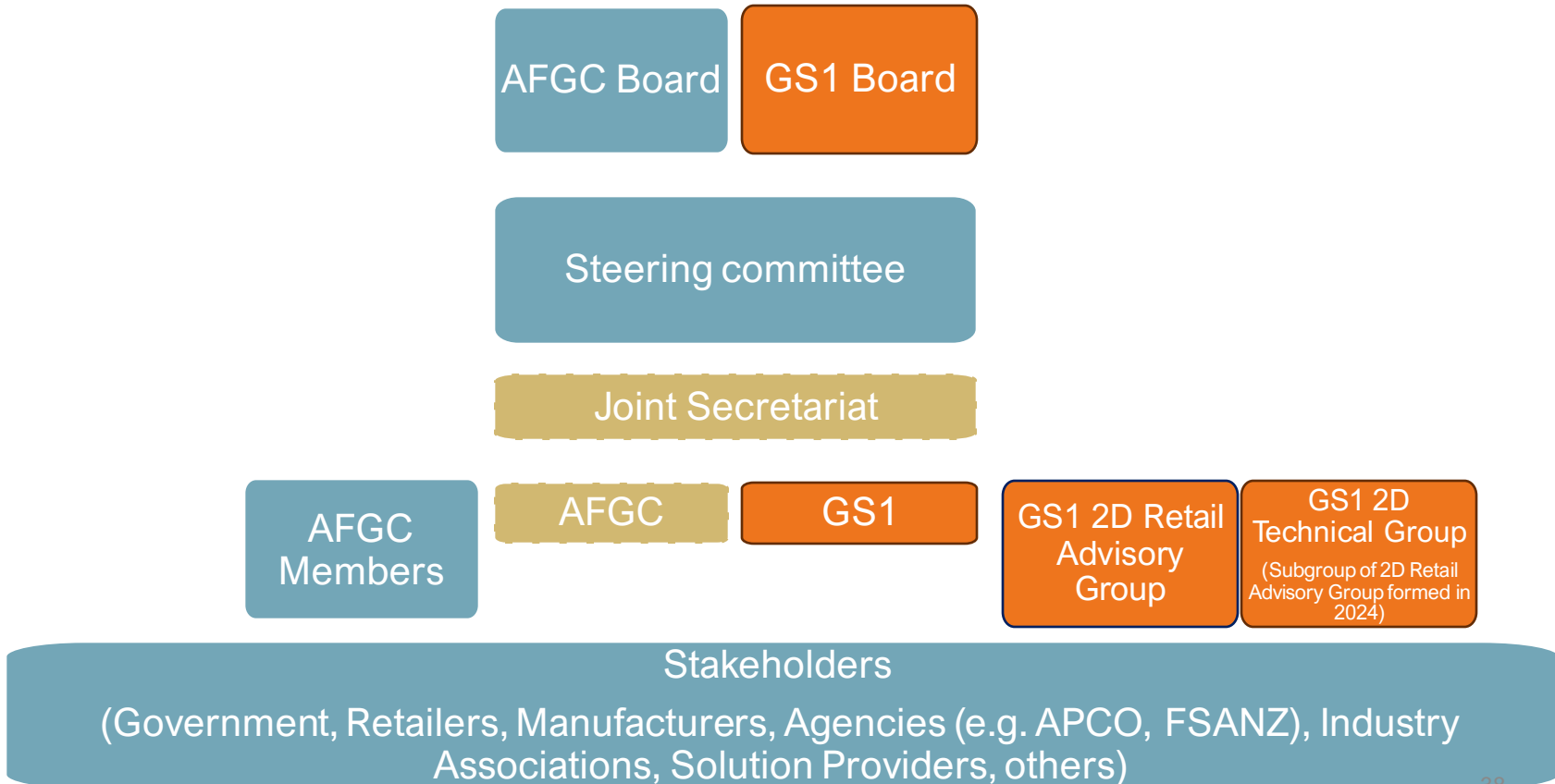
2. The digital label itself:



Including:

- A landing page / main menu
- A page for the NIP
- A page for the ARL
- Other links for company & marketing content?

Governance structure



Further Information

AFGC Members

Shalini Valecha

Associate Director, Industry Affairs

Shalini.Valecha@afgc.org.au

Non-AFGC Members

Andrew Steele

GS1 Australia

Andrew.steele@gs1au.org

Local Update

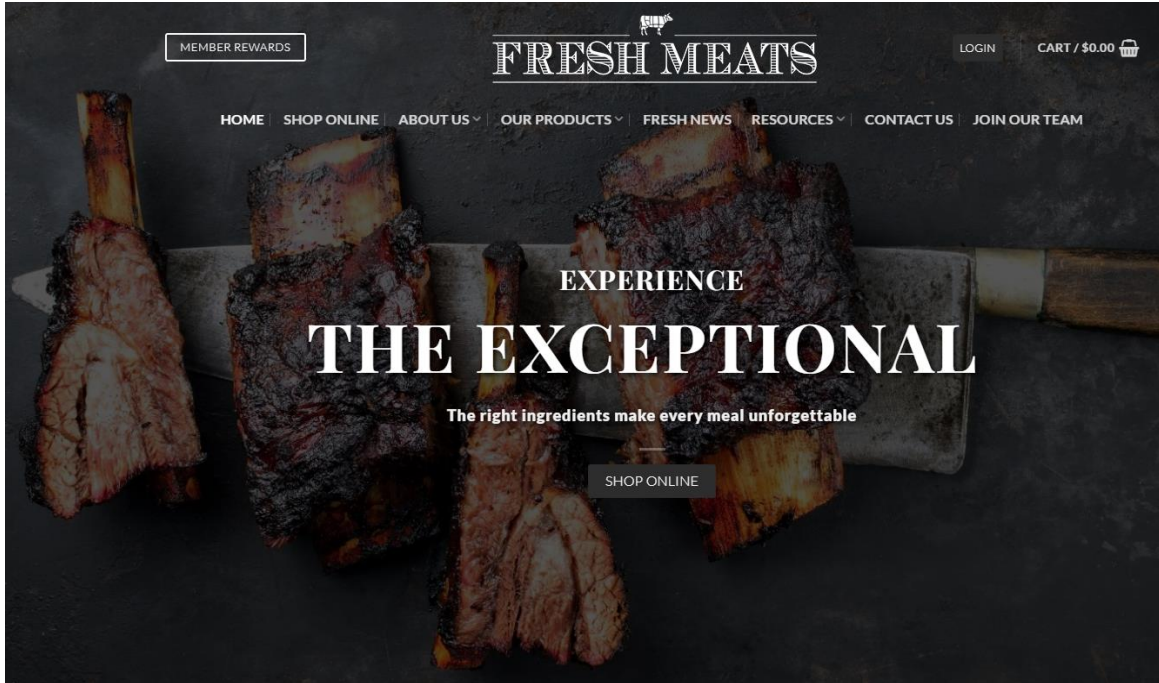


Fresh Meats – 2D Implementation



2DBarcodes

A new dimension in barcodes



The 2D Journey Non food



15 sectors representing non food in Retail

The Focus

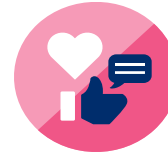


Retail Engagement FY23/24

- Capability/Business case assessment: 4
- Discovery sessions undertaken: 13
- Initial engagement: 41



Consumer driven benefits



Consumer Engagement



Inventory Management



Sustainability



Safety



Traceability

3-in-1 labels



RFID

2DB

Traditional linear barcode



WHY

What business use cases can be unlocked using 2D barcodes



WHAT

What is the scope of the pilot and what variables to consider when setting up a pilot



WHO

Which supply chain partners and solution providers will you engage to create success



HOW

How to set up and implement a 2D pilot; looking at different pilot building blocks, learnings and pitfalls



REPORTING & LEARNINGS

How to track your pilot, capture learnings and engage / report internally and externally

Contacts



Michael Davis

Director - Retail, General Merchandise, Apparel & Personal Care

0423 884 455

michael.davis@gs1au.org

Terry Papadis

Principal Advisor - Retail, General Merchandise, Apparel & Personal Care

0423 584 868

terry.papadis@gs1au.org

Local Update

APPEX Review
Andrew Steele - GS1 Australia



appex.

AUSTRALASIAN PROCESSING
+ PACKAGING EXPO



<https://www.youtube.com/watch?v=taordCYVuPI&t=22s>

Try it



One Barcode.
Infinite Possibility.

Explore how new 2D barcodes combined with the power of GS1 Digital Link unlock new possibilities for consumers, brands, retailers, governments, regulators and more.



Retailer
Engagement
Hub

EXCLUSIVE MEDIA PARTNERS.

PKN
PACKAGING NEWS

Food&Drink
BUSINESS

tailer
emer
ub



APPEX 2024 Video: GS1 Australia's Andrew Steele



Watch on YouTube



The White T-Shirt

2027
When all retail point-of-sale systems will aim to scan 2D Barcodes, worldwide.



Retailer Engagement Hub

Local Update

Marketing Update
Tracey Kelly-Jenkins – GS1 Australia



Consumers are demanding more information than ever before

FACT: 80% of Australian shoppers consider sustainability when making decisions about the products they buy*



Shopping habits are evolving, and so are we

We know your consumers are looking for more. More information. More personalisation. More experience. Extending well beyond a transaction. Beyond QR Codes with a single link that leads to outdated or irrelevant information - if it scans at all.

origin and sustainability, care instructions, recycling methods and much more, easily accessible from a single on-pack symbol, scanned using their phone.

Transform the way you engage with your consumers

Consumer interaction with your brand is changing

Are you ready to connect?



Because, your consumers are demanding more.

More information. More personalisation. More experiences.

Extending well beyond QR Codes with a single link leading to outdated or irrelevant content- if it scans at all. And beyond on-pack information that is space constrained and costly to update.

Now imagine the possibilities of a QR code that is dynamic, with the ability to hold almost limitless amounts of information.

Delivering tailored, accurate links to multiple information sources about your brand and products, in real-time.

Things like sustainability credentials, nutritional facts, recycling methods, batch details, ingredient origin, your latest promotions, loyalty programs and even recall notifications.

Imagine a world where you connect directly to the hearts and minds of your consumers, right when making their purchase decision.

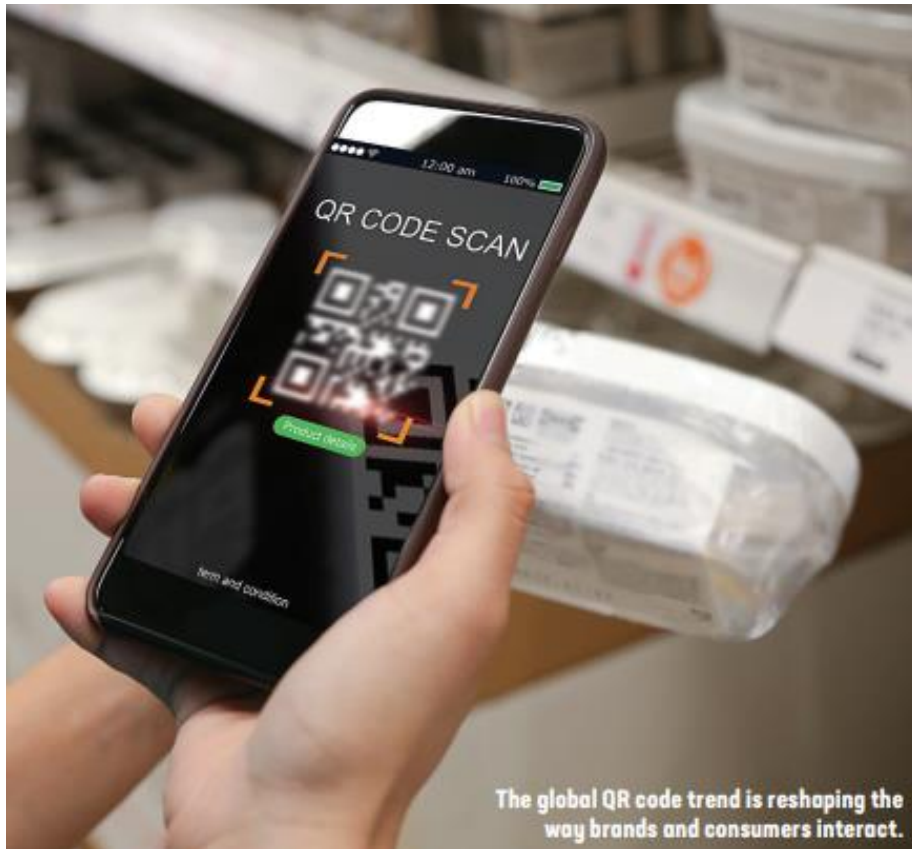
All easily accessed from a single on-pack symbol, scanned using their phone and will still go beep at the checkout. **Just Imagine.**

Speak to us about updating your QR Codes today
www.gsiau.org/GSI-powered-QR-codes

Transforming consumer engagement in the food and beverage industry

Providing tailored, real-time information from various sources has become increasingly important in the food and beverage industry. *Food & Beverage Industry News* reports.

Brand-consumer interaction is GS1 Australia has the answer





Episode 5

Australian Cherry industry powers \$80M exports with 2D Barcodes.



Local Update

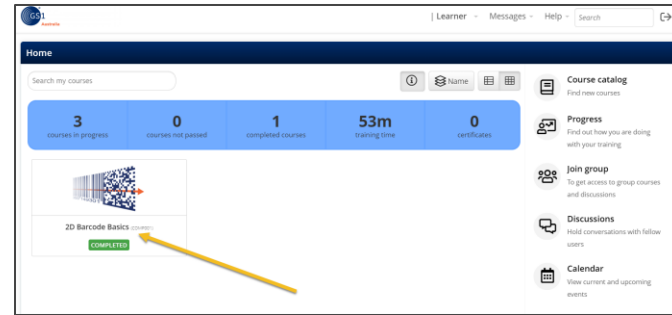
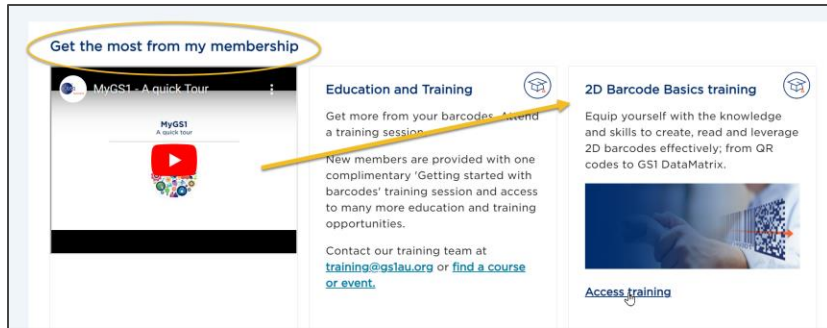
Training Update
Sue Schmid – GS1 Australia



2D Training update



Complementary 2D Barcode Basics eLearning course available now by logging into MyGS1:



Coming soon!

- More in-depth eLearning modules under development and made available for purchase in the coming months; 2D Barcodes for Retail Intro and 2D Standards Parts 1 & 2.
- Instructor led 2D training sessions will commence in May/June.
- All will be promoted so please keep a look out.

Local Update

2D Work Request for Carton Marking
Sue Schmid – GS1 Australia



Next phase of 2D in GS1 standards



Phase 1

- 2D added to application of Retail Point of Sale
- Introduction of 3 types of 2D, transition and Application Standards Profiles



Phase 2

- What about 2D use on “Cartons” that go through general distribution retail environments?
- We have support from Woolworths
- We seek support from this group representing Australian and New Zealand industry for a work request to be entered into the standards process

General Business

Q&A

Next Meeting – Wednesday 24th July



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The Global Language of Business

Thank you

