2DBarcodes
RETAIL ADVISORY GROUP | Advancing practical implementations

Venue	Online
Date	Tuesday 15th August 2023
Time	10.00am – 12.00noon
Co-Chairs	Mark Dingley – APPMA / Matthews Australasia Jenny Keegan – Woolworths Sue Schmid & Andrew Steele – GS1 Australia
GS1 Secretariats Minutes	Sue Schmid & Andrew Steele Aruna Ravikumar Tracey Kelly Jenkins
Next Meeting	TBD

Advisory Group purpose/Outcome

The 2D in Retail Advisory Group brings together more than 100 retailers, suppliers and solution providers to delve into the next generation of barcodes, transforming tomorrow together.

Agenda

ID#	Duration	Details	Owner
1	10:00 – 10:10	Welcome & Introductions • GS1 Competition Law Caution • Actions from previous meeting	Mark Dingley
2	10.10- 10.20	Global Update • 2D Program Update	Lori Schrop
3	10.20 – 11.00	Standards & Technical Update • Standards Work Group - Phase 1 & Phase 2 Outcome Summary • Solution Provider Focus Group Update • X-dim pressure test – Tier 3.2 test results • Update on 2D Implementation guideline	Aruna Ravikumar Steven Keddie
3	11.00 – 11.35	Local Update • Endeavour Group Update • Woolworths Update • Drinks Association Supply Chain Forum • Australian Retailers Association Update • 2D Market survey analysis and report	Scott Tyler Roberto Olivares Andrew Steele John LaVacca
4	11.35 – 11.50	Marketing Update • 2D Barcodes – Keys to success video launch • Getting Started for Retailers	Tracey Kelly-Jenkins
5	11.50 - 12.00	General Business, Q&A and Closing	Jenny Keegan

Key Meeting Notes

1: Introductions

Mark Dingley welcomed everyone and read Acknowledgement of our Country and GS1 Australia Competition Law Caution. Mark briefed the agenda topics and addressed previous meeting actions regarding the 'Information sessions' and that the first video has been developed and will be showcased later during this meeting along with some updates on future sessions.

2: Global Update

- Lori Schrop detailed the top 4 priorities for the current financial year for the 2D programme:
- Sector focus – Increased activity beyond fresh food into CPG, apparel, and marketplaces
- Training & Education – Expand access to technical and non-technical trainings to cover all audiences.
- KPI & metrics – Device mechanism to monitor and track the adoption rate.
- Community engagement – Continuous engagement with all stakeholders and keep communicating the latest 2D implementation pilots and success stories.
- Lori showcased examples from brands such as Pepsi Co, Puma and P&G who are using 2D barcodes for consumer engagement and other purposes.
- Lori also showcased how major brands are viewing 2D barcodes as an opportunity not only for consumer engagement but also for reaping operational benefits, opportunities around traceability, increasing brand loyalty etc. Some of the major brands showcased are Nestle, Unilever, Kellogg's, Heineken, Coca-Cola, Diageo and more.
- Lori also highlighted how 2D barcodes are acting as enablers for regional initiatives such as Digital Product Passport, Alcoholic Beverages labelling and Deposit return schemes.
- Lori announced that Tania Snioch will be taking over the 2D Programme in the next few months.

3: Standards & Technical Update

- Aruna provided a summary of the outcomes of Phase 1 and Phase 2 of the 2D in Retail MSWG:
- 2D Barcodes approved for POS and size range specifications.
- Transition phase requirements
- Human Readable Interpretation rules
- Barcode placement recommendations
- Steven Keddie explained what will be covered as preliminary contents of the 2D in Retail Implementation guideline and how actual retailers, brands and solution providers are involved in creating the content.
- Steve provided an updated on the Solution Provider focus group and what they have been working such as What's possible with printers and how to optimise 2D barcodes especially when printing on small trade items, curved surfaces etc.
- Steve talked about the AIDC lab testing that GS1 is doing with the University of Memphis and the Solution Providers:
- Establish common baseline for barcodes with GTIN only -Tier 1 Testing report
- Understand how additional data affects scanning performance and throughput - Tier 2 Testing report
- Determine how multiple barcodes and the location of barcode combinations impact scanning -Tier 3.1 testing report
- He highlighted on the latest x-dimension stress test and its results – Tier 3.2 Testing report
- Steve showcased videos of presentation and hand scanners from the testing lab.

4: Local Update

- Andrew highlighted the engagement that GS1 Australia is having with Associations and Government - Australian Retailers Associations, Australian Food & Grocery Council, Drinks Association and Australian Packaging Covenant Organisation.

- Andrew briefed on the structure changes for the Retail team at GS1 Australia
- Andrew Steele will be heading Retail Food & Beverage & Primary Industries
- Michael Davis will be heading Retail General Merchandise & Apparel
- Andrew showcased the Liquor industry, use cases for point of sale by adding Use by date and/or Consumer Product variant in 2D barcodes. He shared how developments in liquor industry particularly those who are supplying to Europe, there are regulatory and voluntary requirements that on-pack information is also available digitally ideally via scanning a barcode, which can be achieved by QR Codes with GS1 Digital Link. He showcased the Buyerdock platform, and the work Results group are doing in wine traceability as examples
- Andrew called for expressions of interest to participate in workshops with APCO later this year to test QR codes with GS1 Digital Link (Expressions of Interest can be sent to: standards@gs1au.org)
- Scott Tyler – Group Quality Manager at Endeavour Group explained how they are in the middle of testing their end-to-end capability of their systems, the priority being best customer experience through effective stock management.
- Scott reached out to suppliers interested in participating in trials with Endeavour for 2D barcodes to reach out to him.
- Roberto Olivares from Woolworths advised they continue rolling out more 2D barcodes as they keep trialling new use cases. Roberto showcased from a food safety perspective, how they have now started adding expiry date in 2D barcodes in their proprietary bakery products.
- Roberto also explained the new pilot they are doing for instore fruit and veg labels for product such as cut watermelon where Date and time for production is added to the 2D barcodes to manage the freshness.
- John LaVacca briefed on the survey that GS1 Australia provided to our members and AFGC, ARA and NRA members to get a sense of their awareness in terms of 2D barcodes and the Ambition date and shared some of the high level results.
- John also talked about the next steps for GS1 is to work on how best we can create awareness and help members to transition to 2D barcodes by creating new training modules, information videos, use case libraries, communication packs etc.

5: Marketing Update

- Tracey showcased the first video in the information sessions planned as part of 2D in Retail – Keys to success series.
- Tracey also added GS1 Australia is developing resources and collateral to support Australia's top 50 retailers in the transition to 2D barcodes by 2027.
- Tracey advised that the group is working on creating a hub that will act as a central repository for the Advisory group materials and the link will be accessible via the GS1 Australia webpage and communication on the same will be shared shortly.

Jenny concluded the meeting and thanked all the participants and presenters Lori, Steve, Aruna, Andrew, Scott, Roberto, John and Tracey for providing some great updates. Jenny also said she is looking forward to the videos that is going to come out as part of 2D in Retail-Keys to success stories.

Actions from previous Meetings

Information videos – We have started to work on creating 2D in Retail – Keys to success information videos and the first of the series was showcased in this meeting.

Questions & Answers

Question – Gary Hartley, GS1 NZ - I notice that Puma symbologies have embedded graphics. Will you be dissuading them from doing this?
Answer – Steven Keddie, GS1 Global - Hi Gary, Yes adding the logo reduces the error correction and therefore makes the 2D less robust.

Question – Stuart Monger, Mildura Fruit Company - Are any of these organisations using Unique 2D codes on each saleable unit, or is it fixed for each product?
Answer – Steven Keddie, GS1 Global - So in the example that had the Puma all the products were serialized. They're actually using the exact same serial number that's in the EPC/RFID tag. Adidas is doing the same thing. The big difference between Adidas and Puma is, Adidas doesn't have a logo in the middle.

Question – Victor Pantoja, NARTA International - Does this apply to the Consumer Electronics retail industry?
Answer – Steven Keddie, GS1 Global - Yes anything that goes through point-of-sale is in scope.

Question – Ricardo Ramos, Fonterra Australia - Does the 50mm circle have to be completely clear of other elements of the packaging artwork?
Answer – Steven Keddie, GS1 Global - Yes to meeting the high-speed requirements of at least 40 items per minute at Point of sales.

Question – Sue Schmid, GS1 Australia – Is there any intention in the Global testing that you are doing, to maybe do some tests in 'not so perfect environments?
Answer – Steven Keddie, GS1 Global – No, that is really difficult to generate. That is why we are really pushing to have real world pilots, because whatever we try to do it is still going to be simulated environment.

Question – John Williams, Chobani - What is the target date for the 1D barcode to no longer be mandatory?
Answer – Lori Schrop, GS1 Global - The global ambition is by the end of 2027 that scanners will be able to read and process 2D barcodes thereby eliminating the need for 1D and 2D on pack.

Question – Andy Robertson, Pinnacle Drinks, Endeavour Group - Is GS1 also looking at reverse vending machines (10c refund container deposit where the current 1D linear barcodes is used?)
Answer – Lori Schrop, GS1 Global - There are many countries looking at leveraging 2D for deposit return scheme opportunities. This is heavily discussed in the Public Policy group. I'm happy to provide information to the GS1 AU group to share more.
Answer – Andrew Steele, GS1 Australia - Hi Andy, we are having early discussions with the state authorities including Exchange for Change for example as we will need to build the capability for the reverse vending machines to scan both 2D and 1D codes in the future.

Question – Jeffrey Chan, TSC Printronix Auto ID - Is there a requirement for the X-dimension for the 2D barcode we talked about?
Answer – Aruna Ravikumar, GS1 Australia – Yes Jefferey, there is a minimum and maximum specified for 2D barcodes after extensive testing just like we have a minimum maximum range for linear barcodes. Please refer to GS1 General Specifications, Section 5.12.3 which has Symbol Specification Tables, Table 1 for retail POS only and Table 3, if the products are passing both retail POS and general distribution.

Other Resources

- **GS1 barcode syntax resource**
- **2D Barcodes: A new dimension in barcodes | GS1**
- **GS1 Industry & Standards Events September 2023**
- **GS1 General Specifications**

Attendees: Total 116

Company	Name
ABML	Lisa Fingland
Accolade Wines	Anna Orlova
Advansa Pty Ltd	Fabian Royan

AFGC	Samuel Garcia
ALDI	Michelle Seow-Brock
Aldus Tronics	Brett Riddell
APCO	Rhea Lalwani
Automation Systems and Controls	Anthony Bowyer
Bacardi Martini Australia	Karyn O'Neill
BarTender by Seagull Scientific	Elizabeth Sinclair
Bundaberg Brewed Drinks	Aaron Lewis
Bunnings Group	Roger Corneliys
Care A2 Plus	Kym Lennox
Checkpoint	Martelize Smit
Checkpoint Systems	David Murrihy
Chobani	John Williams
Combe	Alicia Demiri
De Bortoli Wines	Janine Harper
De Bortoli Wines Pty Limited	Bill Robertson
Detmold Group	Adam Rowe
Detmold Group	Neil Datta
Detmold Group	Lee Duffy
Detmold Group / Detpak	Rowan field
Detpak	Christian Bell
Diageo	Sujit Kadam
Diageo Australia	Belinda Edis
Dr Oetker Queen Australia	Bernadette Blackley
Drinks Association	Rachel Wormald
Drinkworks	Paul Finucci
Driscoll's	Tanya Gridley
Driscoll's Ausralia	Dominic George
Duracell ANZ	Nyree Shamlian
Ego Pharmaceuticals	Michaela Cooke
Endeavour Group	Jamie Hill
Endeavour Group	Scott Tyler
Endeavour Group	Sara Edwards
Fluid Wholesale	Allan Hayes
Fonterra Australia	Ricardo Ramos
GPK	Dennis McPhee
GPK	Matt Tate
GS1 Australia	Andrew Steele
GS1 Australia	Aruna Ravikumar
GS1 Australia	Brian Gemmell
GS1 Australia	Claire Hepenstall
GS1 Australia	David Withington
GS1 Australia	Fiona Wilson
GS1 Australia	John LaVacca

GS1 Australia	Marcel Sieira
GS1 Australia	Melanie Wishart
GS1 Australia	Michael Davis
GS1 Australia	Peter Davenport
GS1 Australia	Sue Schmid
GS1 Australia	Sunita Kewada
GS1 Australia	Terry Papadis
GS1 Australia	Tracey Kelly-Jenkins
GS1 Global Office	Elena Tomonovich
GS1 Global Office	Lori Schrop
GS1 Global Office	Patrik Jonasson
GS1 Global Office	Steven Keddie
GS1 New Zealand	Gary Hartley
GS1 New Zealand	Jonathan O'Grady
GS1 New Zealand	Richard Manaton
GS1 Thailand	Sanrak Apaisuwan
GS1 US	Amy Behm
haircare group	Victoria Burgess
Hanes Brands Australasia	Mick Donovan
Haribo Australia	Renato Marov
Heat and Control Pty Ltd	Ross Phillips
Hellyers Road Distillery	Kit Wilkinson
Independent Liquor Retailers	Craig Hazelton
Infosys	Prasanth Ramesh
Kraft Heinz	Federico Falco
La Casa Del Formaggio	Celeste Frost
La Casa Del Formaggio	Claudia Rosella
LASERCO	Jimmy Chang
Mathews/AAPPMA	Mark Dingley
Matthews Australasia	Braydon Cocks
Matthews Australasia	Matt Nichol
Metcash	Pat Hadfield
Metcash	Will Cartwright
Mighty Craft	Sandra North
Mildura Fruit Company	Stuart Monger
Monash University	Amrik Sohal
NARTA International	Victor Pantoja
Noumi Limited	Priya Chauhan
NT Government - NT Heath	Peter Kern
Oriental Merchant Pty Ltd	Chye Min Low
Orijin Plus	Rhys Williamson
Pinnacle Drinks	Jessica Eagger Millar
Pinnacle Drinks	Koren Riddle
Pinnacle Drinks	Lucy Thomson

Pinnacle Drinks	Nerelle Branson
Pinnacle Drinks / Endeavour Group	Andy Robertson
Pizzini Wines	Claire Vornax
PMI	HarshaRaj DN
Result Group	Michael Dossor
RetailCare	Matthew Ryan
RetailCare Pty Ltd	Brian Yacoub
RID Australia	Simone Linnell
Royal Selangor (Aust) Pty Ltd	Andrew McLean
SC Johnson	Deren Nixon
Sealed Air	Anna Di Bello
Sealed Air	Daniel Battista
SICK	Minerva Lim
Solution Strategies Pty Ltd	Jeff Robsinson
Strategic FMCG	Rowan Barnes
SunPork Group	Teerachart Meepornpanyataweechok
The Catchment Group	Tiphani Colls
Toshiba Australia	Roderick Bolt
TSC Printronix Auto ID	Jeffrey Chen
Uncle Bills Australia Pty Ltf	Lillian Tran
Virginia Farm Produce	Rudo Mugandani
Woolworths	Jenny Keegan
Woolworths	Roberto Olivares
Zebra	Brett Newstead
Zebra Technologies	Riccardo Raiti