

2DBarcodes

Transforming the retail supply chain

One small change in barcodes. Enormous benefits for the retail supply chain. A compact, two-dimensional barcode that holds a large amount of data in a small amount of space.



2DBarcodes

A **new**
dimension
in barcodes

What are GS1 2DBarcodes?

2DBarcodes offer new opportunities for all stakeholders in the Australian retail industry with the ability to hold additional information beyond basic product identification. The additional information can include, but is not limited to, batch/lot number, best before date, use-by date, pack date, serial number and weight.

By implementing 2DBarcodes, retailers will have this information available at a Point-of-Sale (POS) to manage promotions and date-based discounts. In the future consumers will access this information using their smartphones.

Why 2DBarcodes?

To keep pace with the growing needs of the consumer, GS1 2DBarcodes enable retailers and suppliers to increase customer trust, better meeting their expectations for food freshness and safety.

Food safety events, for example food tampering, cause major financial impacts to growers, suppliers and retailers. This has hastened the need for the industry to track food more effectively throughout the supply chain.

2DBarcodes help solve many of today's retail business problems, representing opportunities for fresh food products including meat, poultry, seafood, deli, dairy and bakery.

If manufacturers want to have their products connected to the consumer, 2DBarcodes are the way forward. With today's focus on traceability, provenance, recalls, the circular economy and better consumer engagement, 2DBarcodes connect information to achieve these uses cases.

“2DBarcodes have immense potential. We're excited to see how they can improve food safety across the entire Woolworths network.”

Richard Plunkett
General Manager Business Enablement
Woolworths



GS1 2DBarcodes can be in the format of either a GS1 DataMatrix or a GS1 QR code. The same data and GS1 formats can be encoded in either barcode.

GS1 DataMatrix



(01)09312345755165

NOTE: Only the Global Trade Item Number (GTIN) is printed below the barcode – all other data is printed as text on the label.

Solving today's business challenges

Customer	Supplier	Retailer
<ul style="list-style-type: none"> • Reduce food waste • Traceability and provenance • Increased food safety • More product information available • Increased customer confidence 	<ul style="list-style-type: none"> • More targeted product recalls/ withdrawals • Reduced food waste • More on-pack space • More data - internal POS and traceability 	<ul style="list-style-type: none"> • Improved inventory management • Increased food safety • Enhanced traceability • Simpler, more efficient processes • Expiry date management • Reduced food waste

Imagine being able to stop the sale of an expired product at POS, or prevent affected products being sold by batch/lot code.

One of the big wins

2DBarcodes can stop the sale of expired or recalled products.

Smarter

The business case for GS1 2DBarcodes is simple: more data is available to all stakeholders

Fresher

More accurate expiration date management, automatic markdowns, improved stock control and less food waste

Safer

Enhanced end-to-end traceability, consumer confidence, faster and more targeted recalls

Faster

GS1 DataMatrix has a much better read rate at point-of-sale resulting in fewer delays at check out

Smaller

2D symbols occupy a lot less space than other GS1 barcodes, providing suppliers more valuable space on product packaging for greater branding, consumer messaging and regulatory information.

Variable measure fresh foods

Migrating from the existing variable measure numbers to the GS1 Global Trade Item Number (GTIN) will enable retailers and suppliers to realise new financial opportunities.

The next step for the Australian retail sector is to take advantage of the significant business opportunities that 2DBarcodes offer. GS1 Australia is actively working with industry to develop strategies and implement a future roadmap to enable the adoption of 2DBarcodes.

Suppliers who already have the capability to print the new barcodes can contact GS1 Australia now and start to realise the benefits of the new dimension in data carriers.

“The data carrier is limitless in solving industry and business issues for all retail companies.”

Jennifer Keegan

Head of Support Portfolio Delivery
Woolworths.

Further information

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W www.gs1au.org/2d-barcodes

About GS1 Australia in Food and Beverage

GS1 is a neutral, not-for-profit organisation that develops and maintains the most widely used global standards for efficient business communication. We are 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 115 countries, 2 million user companies and 6 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

GS1 Australia

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