



The Global Language of Business

2D in Retail Advisory Group

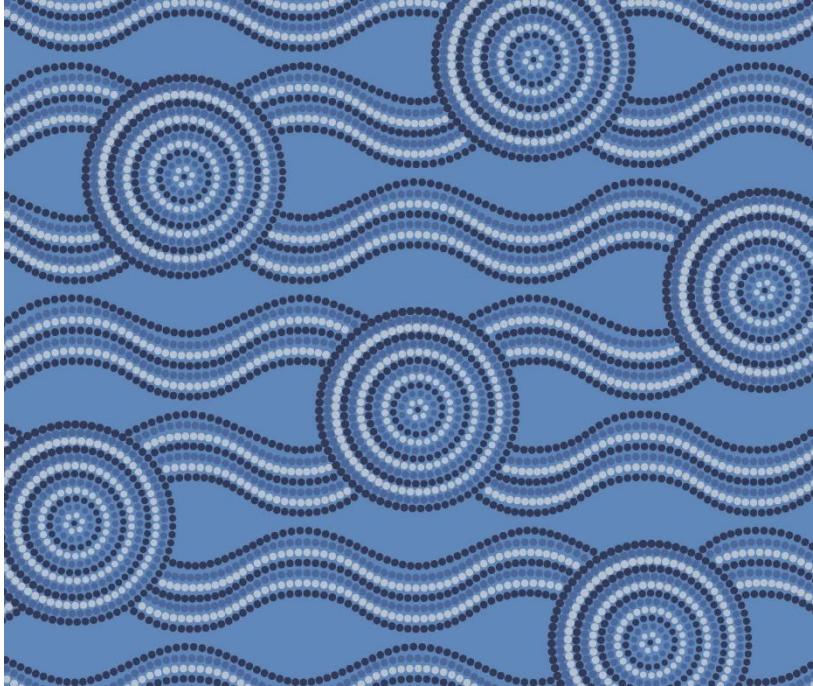
Advancing practical implementations

Jenny Keegan, Woolworths Mark Dingley, APPMA & Matthews

Meeting #12, August 2023



Welcome to 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>

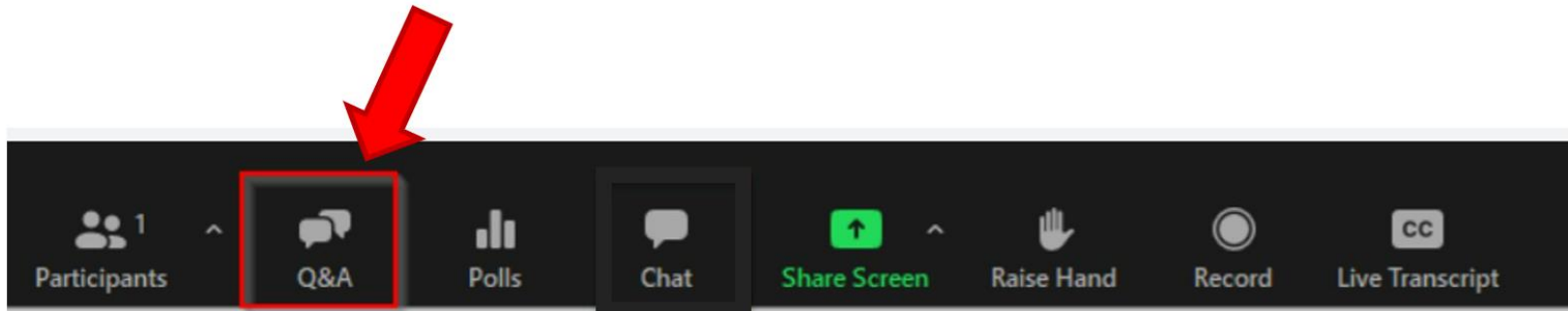
Introduce Yourself
When asking a question

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



Agenda

Welcome and Introductions

Global Update

Standards and Technical Update

Local Update

Marketing Update

General Business, Q&A



Online video series



- **First episode developed** – What are 2D Barcodes? (will be showcased in today's meeting)
- **Second and third episodes** – In development - Key Drivers for 2D Barcodes
- **Next episodes:** Implementation at Woolworths, Types of 2D Barcodes, Barcode Placement

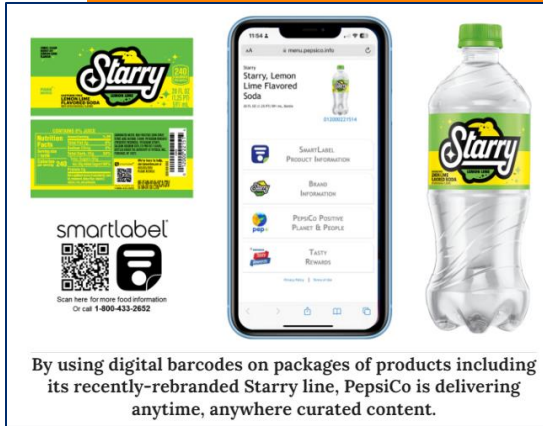
Global Update

Lori Schrop, GS1 Global
Sue Schmid, GS1 Australia



- 1. Sector focus:** Tailor 2D messaging and collateral to meet sector-specific needs
- 2. Training and Education:** Expand access to technical and standards information for diverse audiences
- 3. KPIs and metrics:** Track MOs doing pilots/implementations and their progress against the roadmap and explore how to monitor global adoption through Solution Provider insights
- 4. Community engagement:** Continue to support the MO Community and Industry with relevant collateral, tools and engagement opportunities for their 2D journey

Brands recognize benefits of 2D



smartlabel

Scan here for more food information
Or call 1-800-433-2852

By using digital barcodes on packages of products including its recently-rebranded Starry line, PepsiCo is delivering anytime, anywhere curated content.

2D BARCODES/RFID TAGS

- 2021: All products tagged with RFID/2D barcodes at factories
- Warehouses and stores can also print 2D barcodes
- 2D Barcodes used for:
 - RFID POS Integrations
 - UPCs no longer used in stores
 - Loss Prevention
 - Consumer Engagement
 - Increase customer dwell time
 - AR Experiences
 - Marketing



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GS1 Connect **ASCEND**

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9

Integrated Consumer Experience



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How Industry is viewing 2D barcodes

2DBarcodes
RETAIL ADVISORY GROUP

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Visibility of product data and access to information that is relevant to individuals.

TESCO

Customer facing: Giving customers access to more information (e.g. packaging materials recycling information, ingredients, nutrition, provenance) and rich content. Promotions!

Operational: more product information for traceability and dynamic Inventory management.

Sainsbury's

Recipes, provenance, sustainability, ingredients & nutritional info! Promotions & marketing content!

 **Nestlé**

Packaging material & recycling information!
Carbon footprint & sustainability story!
Wellbeing & additional health information!
Product recipes & ingredient provenance!
Promotions & coupons!

Kellogg's

Brand loyalty!
Increased sales!
Building consumer trust! Supply chain savings!

 **Unilever**

Room to shout about your products in many ways!
Allows consumer to find relevant information with ease. Provenance & sustainability info for the conscious consumer. Flexible and adaptable information that can be targeted (e.g. based on geo-location).

Harrods

How Industry is viewing 2D barcodes

Ability to talk to consumers about sustainability, recipe inspiration and other marketing info related to new products – **we can never get enough on physical packs.**



We are already successfully using QR codes to connect with consumers on freshly made items in store. This is successful in talking to consumers around food safety, allergens, provenance and quality.



Opportunities around item traceability and stock handling decisions that comes from using 2D barcodes on pack.

Continuing post purchase conversations and education with customers around marketing, sustainability, ingredients, product quality and provenance.



Reaching consumers around **sustainability alongside on pack offers and promotions.**



Inclusivity and accessibility for shoppers is also key area here. How can we use digital solutions to help overcome any visual impairments.

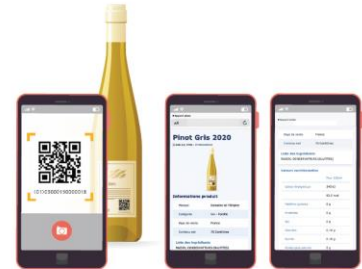
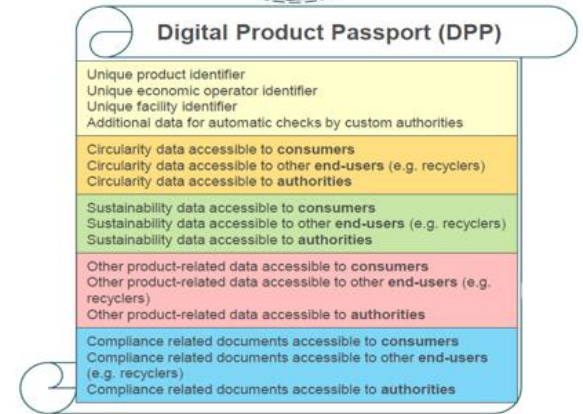


Talking about sustainability and perfect serve are some of the most important areas for us. **Getting the right content, keeping the content interesting and engaging for shoppers is priority.** We need to understand how to keep content fresh. In an ideal idea world we could use this to create tailored content for consumers.



Other Regional Initiatives

- Digital Product Passport (DPP) – EU-wide circular economy initiative
 - Initial focus on battery recycling and upstream textile raw material traceability
 - While food-based products are out-of-scope for now, the initiative is driving EU interest and activity around 2D barcodes for delivering additional product and traceability information
- Alcoholic beverages labeling – EU initiative
 - Improve consumer transparency on product information via 2D barcodes
 - [EU Implementation guide](#) available
- Deposit Return Schemes
 - Multiple MOs are either starting this work to include 2D, or are considering how to adapt existing 1D DRS implementations to using 2D barcodes





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Thank you



Standards & Technical Considerations





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Standards Update

Phase 1 and Phase 2 Outcome Summary

Aruna Ravikumar, GS1 Australia



2D in Retail MSWG Deliverables

Develop Current State Application Standard Profiles



Phase 1

Develop Future Conformance Application Standard Profiles



Phase 2

Human Readable/Multiple Barcode Management/Barcode Placement



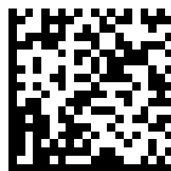
Phase 3

Develop Implementation Guideline (by
March 2024)

In Progress

2D Barcodes for Retail POS

GS1 DataMatrix



(01) 09506000149301
(10) AB-27
(17) 271231

QR Code with GS1 Digital Link



<https://id.gs1.org/01/09506000149301/10/AB-27?17=271231>

Data Matrix with GS1 Digital Link



<https://id.gs1.org/01/09506000149301/10/AB-27?17=271231>

Symbol Specification Tables

Symbol(s) specified	X-dimension mm (inches)			Minimum symbol height for given X mm (inches)			Quiet Zone	Minimum quality specification
	Minimum	Target	Maximum	For minimum X-dimension	For target X-dimension	For maximum X-dimension	Surrounding Symbol	
GS1 DataMatrix (ECC 200) (*)	0.396 (0.0150")	0.495 (0.0195")	0.990 (0.0390")	Height is determined by X-dimension and data that is encoded			1X on all four sides	1.5/12/660
Data Matrix (GS1 Digital Link URI) (ECC 200) (*) (**)	0.396 (0.0150")	0.495 (0.0195")	0.990 (0.0390")	Height is determined by X-dimension and data that is encoded			1X on all four sides	1.5/12/660
QR Code (GS1 Digital Link URI) (*) (**)	0.396 (0.0150")	0.495 (0.0195")	0.990 (0.0390")	Height is determined by X-dimension and data that is encoded			4X on all four sides	1.5/12/660

Figure 5.12.3.1 3. Symbol specification table 1 addendum 2 for 2D barcodes

Symbol(s) specified	X-dimension mm (inches)			Minimum symbol height for given X mm (inches)			Quiet Zone	Minimum quality specification
	Minimum	Target	Maximum	For minimum X-dimension	For target X-dimension	For maximum X-dimension	Surrounding Symbol	
GS1 DataMatrix (ECC 200) (*)	0.743 (0.0292)	0.990 (0.0390")	0.990 (0.0390")	Height is determined by X-dimension and data that is encoded			1X on all four sides	1.5/20/660
Data Matrix (GS1 Digital Link URI) (ECC 200) (*) (**)	0.743 (0.0292)	0.990 (0.0390")	0.990 (0.0390")	Height is determined by X-dimension and data that is encoded			1X on all four sides	1.5/20/660
QR Code (GS1 Digital Link URI) (*) (**)	0.743 (0.0292)	0.990 (0.0390")	0.990 (0.0390")	Height is determined by X-dimension and data that is encoded			4X on all four sides	1.5/20/660

Figure 5.12.3.2. Symbol specification table 3 addendum 1 for 2D barcodes

Application Standard Profile

Figure 8.2.1 ASP 1 conformance requirements

Conformance requirements	General retail products
Basis of conformance requirements	Section 2.1.3.1 Fixed measure trade items scanned at retail POS using GTIN-12 or GTIN-13 Section 2.1.3.2 Fixed measure trade items scanned at retail POS using GTIN-12 carried by a UPC-E barcode Section 2.1.3.3 Fixed measure trade items scanned at retail POS using GTIN-8 Section 2.1.3.6 Fixed measure fresh food trade items scanned at retail POS
Identifier choices	GTIN-8, GTIN-12, GTIN-13
Mandatory attribute(s)	N/A
Optional attribute(s)	See section 3.2 for the list of GS1 Application Identifiers that may be used with the identifier
Mandatory choices for a data carrier	EAN-8, EAN-13, UPC-A, UPC-E, GS1 DataBar Omnidirectional, GS1 Data Stacked Omnidirectional, GS1 DataBar Expanded, GS1 DataBar Expanded Stacked
Agreement on conformant data carriers in the future	Any one of the mandatory data carriers or any one of the data carriers below will be conformant in the future once POS system support for these three 2D data carriers below reached pervasive adoption and becomes part of the global application standards. In the migration period, one of the data carriers below may be used in addition to the mandatory data carrier selected. <ul style="list-style-type: none"> □ GS1 DataMatrix □ Data Matrix (GS1 Digital Link URI) □ QR Code (GS1 Digital Link URI)
Barcode size and quality specifications	Figure 5.12.3.1-1 Symbol specification table 1 contains barcode quality and size specifications for trade items scanned in general retail POS and not general distribution Figure 5.12.3.1-3 Symbol specification table 1 addendum 2 for 2D barcodes
Mandatory choices for GS1 syntax	Plain, GS1 element string
Agreement on conformant syntax in the future	Any one of the mandatory GS1 syntaxes or the uncompressed form of GS1 Digital Link URI syntax SHALL be conformant in the future once the POS system support for interoperability between all three GS1 syntaxes has reached pervasive adoption and becomes part of the global application standards.

Figure 8.2.2 ASP 1 cross-application rules

Cross-application rules	Description	Section
GTIN rules	Rules for GTIN management of uniqueness and allocation, and responsibility for allocation.	4.2
Data relationships	Rules that apply when a company changes legal status as a result of an acquisition, merger, partial purchase, split, or "spin-off."	1.6
Human readable interpretation	Rules for allowed combinations of element strings on the same physical entity, irrespective of the data carrier(s) applied to the entity.	4.13
Multiple barcode management	Human readable interpretation (HRI) rules used to standardise printing requirements and facilitate training of staff on how to deal with GS1 AIDC data carriers that fail to scan or read.	4.14
Symbol placement	Rules for implementing multiple barcodes on the same trade item.	4.15
	Rules for barcode placement on trade items that will be scanned at point-of-sale.	6.3

Reminder...

2027

2D at Retail POS



Transition

1D Mandatory plus optional 2D



Future

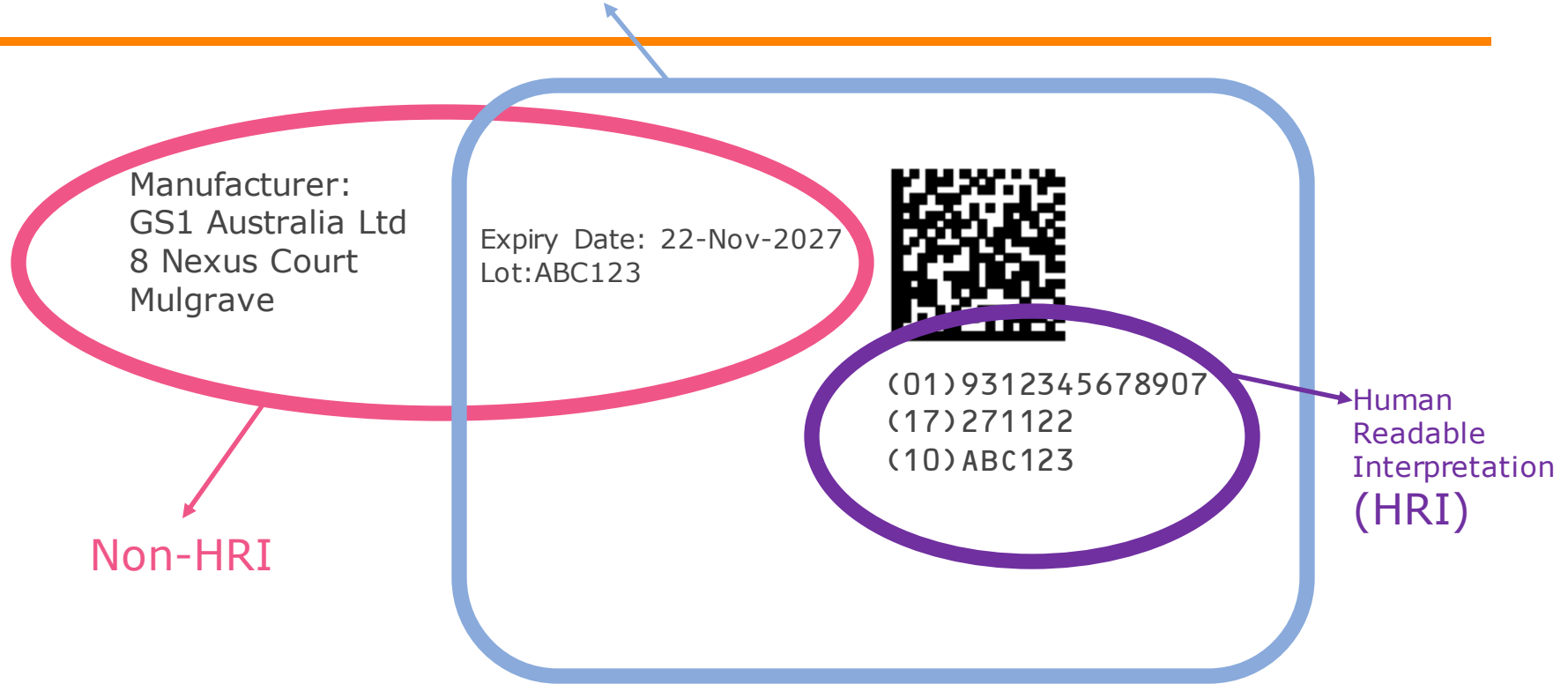
1D or 2D



OR



Human Readable text



Human Readable Interpretation for GTIN



GS1 DataMatrix
(GS1 element string syntax)



(01)09524810000339

QR Code
(GS1 Digital Link URI syntax)



(01)09524810000339

Human Readable Interpretation Rules

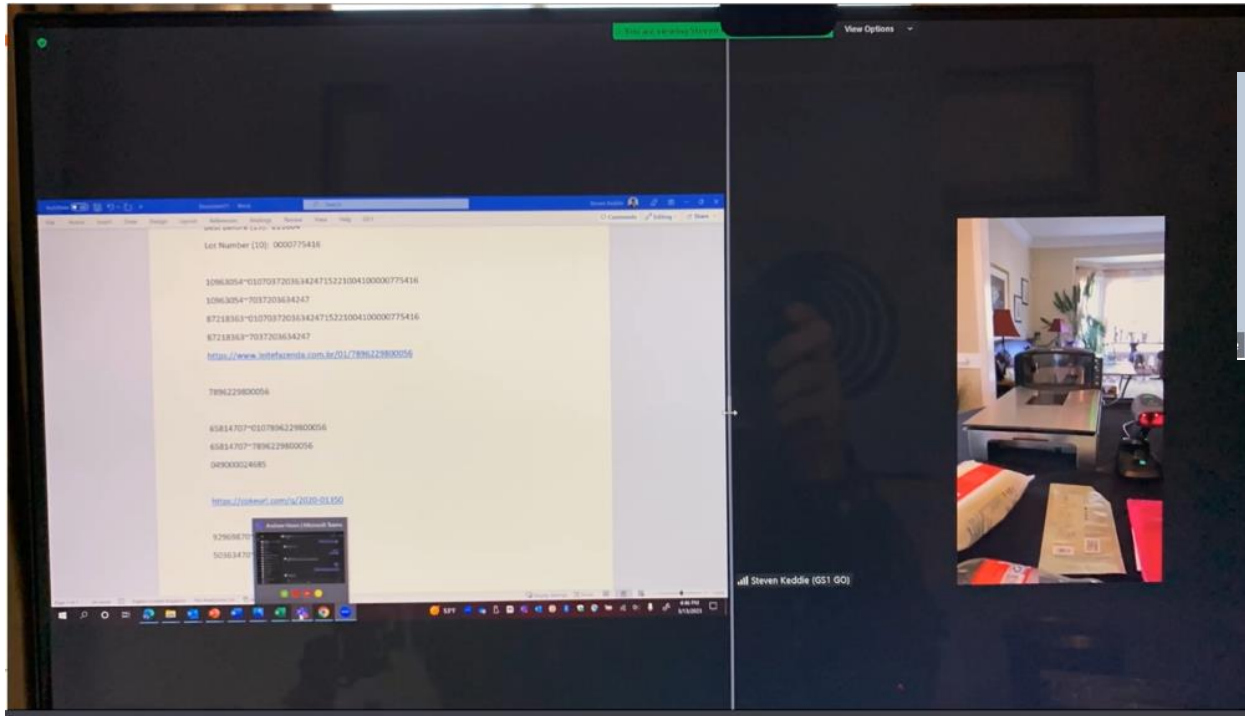
Point of Sale

HRI is sufficient in the linear barcode

HRI for any additional consumer engagement
(extended packaging) barcode encoding GS1 Digital
Link URI SHALL be left to the discretion of the brand
owner

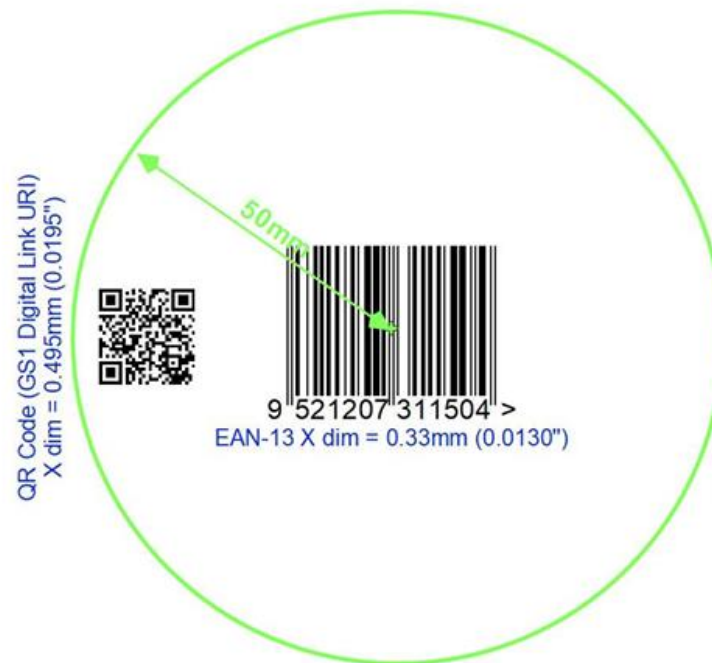


Previous Scanner Demo



Preferred Barcode Placement

The entire 2D Barcode, including Quiet Zones, SHOULD be placed within a 50mm radius from the centre of the linear barcode.



Important !

Implementation Advice for Retailers

POS systems should be programmed;

- To scan both the barcodes BUT only process one set of desired data in the final transaction
- Scanning systems should only produce one BEEP when multiple barcodes are scanned from the same trade item

Reiteration – Basic Rules



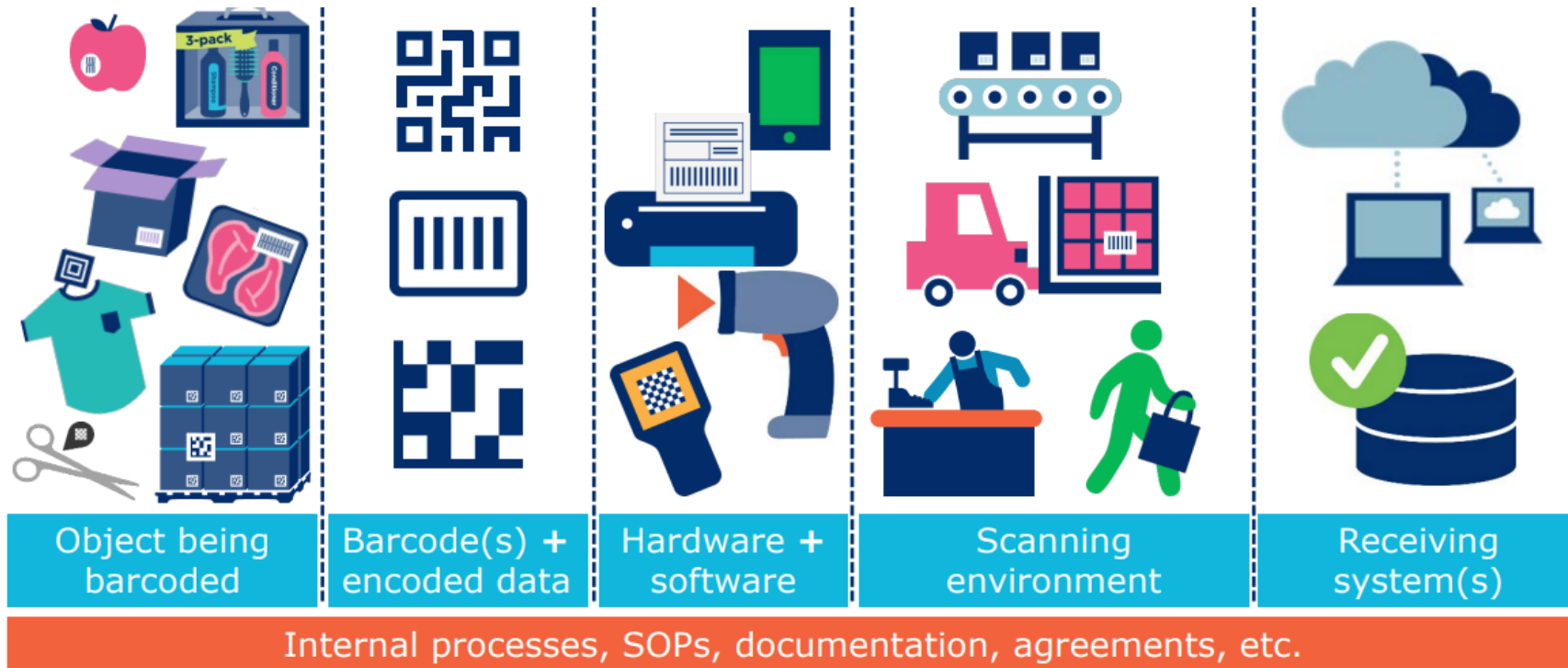
(01)09524810000339

Linear Barcode GTIN = 2D Barcode GTIN

Implementation considerations

2D Barcodes
RETAIL ADVISORY GROUP

Advancing practical
implementations



Preliminary Table of Contents

Table of Contents

1 Executive summary	
1.1 The changing landscape of the retail in	
1.2 Ambition for 2027	
1.3 What you'll discover!	
2 Background	
2.1 Purpose	
2.2 Scope	
2.3 About this document	
2.3.1 How do I use the document?	
3 Terms, definitions, symbols and a	
3.1 Terms and definitions (Glossary).....	
3.2 Symbols and abbreviated terms.....	
3.2.1 Symbols.....	
3.2.2 Abbreviated terms	
4 General guidance	8
4.1 GTIN explanation	9
4.2 GTIN's attribute data (Application Identifiers)	9
4.3 Benefits of implementing GTIN with attribute data	9
4.4 Benefits of implementing Web friend GTIN with attribute data structures.....	9
4.5 Retail POS compliant barcodes.....	9
4.5.1 Barcodes	9
4.5.2 Placement	9
4.5.3 Human readable text	9
4.6 Optimising 2D barcodes.....	9
4.7 Printing, reading and processing barcodes and POS data	9
4.7.1 Printing	9
4.7.2 Reading (scanning).....	9
4.7.3 Receiving systems	9
4.7.4 Static vs. dynamic data	9
5 Implementation guidance for brand manufacturers (Laure -Nestlé and Amber-GS1 US)	10
6 Implementation guidance for retailers (Roberto-Woolworths & Peta-GS1 GO)	10
7 Implementation guidance for AIDC equipment and software companies (David-iD Tech, Aruna-GS1 AU & Steven-GS1 GO)	10
8 Appendix	10
8.1 What's possible for 2D barcode printing and reading (scanning) (David-iD Tech, Aruna-GS1 AU & Steven-GS1 GO)	10





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Solution Provider Update

Steven Keddie, GS1 Global



2D Transition
Solutions

What is possible for
printers?





2D
Optimisation

What's possible for printers?

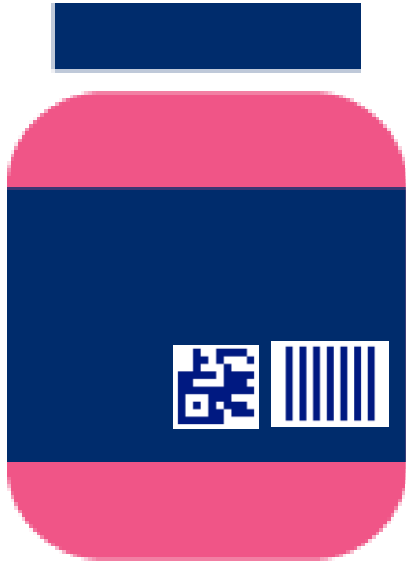
- Printer capability discovery
- Current industrial printer technology basics & video examples
 - Continuous InkJet (CIJ)
 - Thermal InkJet (TIJ)
 - DoD Piezo...
 - Laser
 - Thermal Transfer (labels and/or film)
 - Print and Apply
 - Digital Printers Piezo
- Newer printer technology & video examples
 - Super Piezo InkJet (SPI) Laser
 - VARELase diode array laser with thermal reactive ink
 - BiDiLase array laser
- “What you need to know” to print quality 2Ds with today’s printers. Will be used in Implementation guide for 2D in Retail

Solution Provider videos
DataLase
Domino
Markem-Imaje
Matthews
Macsa
ProMach (Greydon/WLS)

2D Printing

Technology	Max Speed (m/min) (Size 18X18)	Image
CIJ (Continuous Ink Jet)	~45m/min	
TIJ (Thermal Ink Jet)	~60m/min	
TTO (Thermal Transfer Overlay) Labels and Film	~24m/min	
Laser (CO ² 30W)	~60m/min	

Optimising 2D Barcodes



- Optimising the size is important for:
 - Small trade items
 - Marketing
 - The transition period
 - Circularity and DPP
- Clothing labels





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2D in Retail AIDC Lab Testing Results

Steven Keddie, GS1 Global

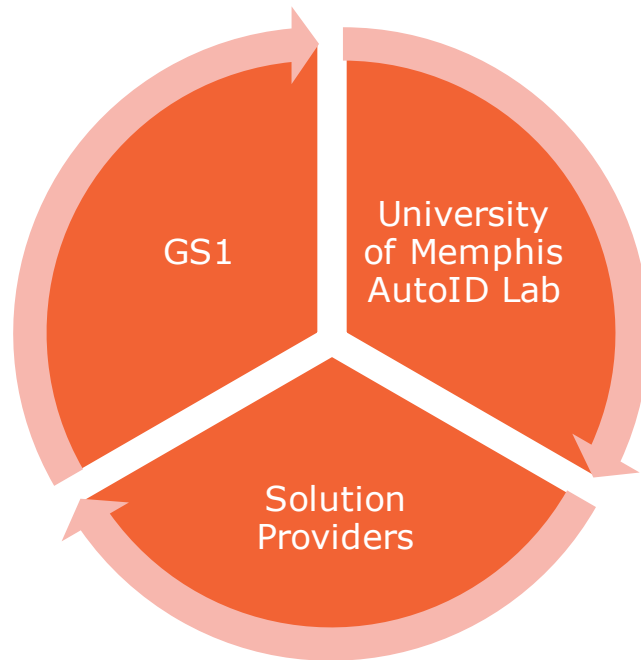


Testing Partnership

Global experts have partnered with GS1 to create requirements, conduct testing, analyse results and provide recommendations to support industry's migration to 2D Barcodes



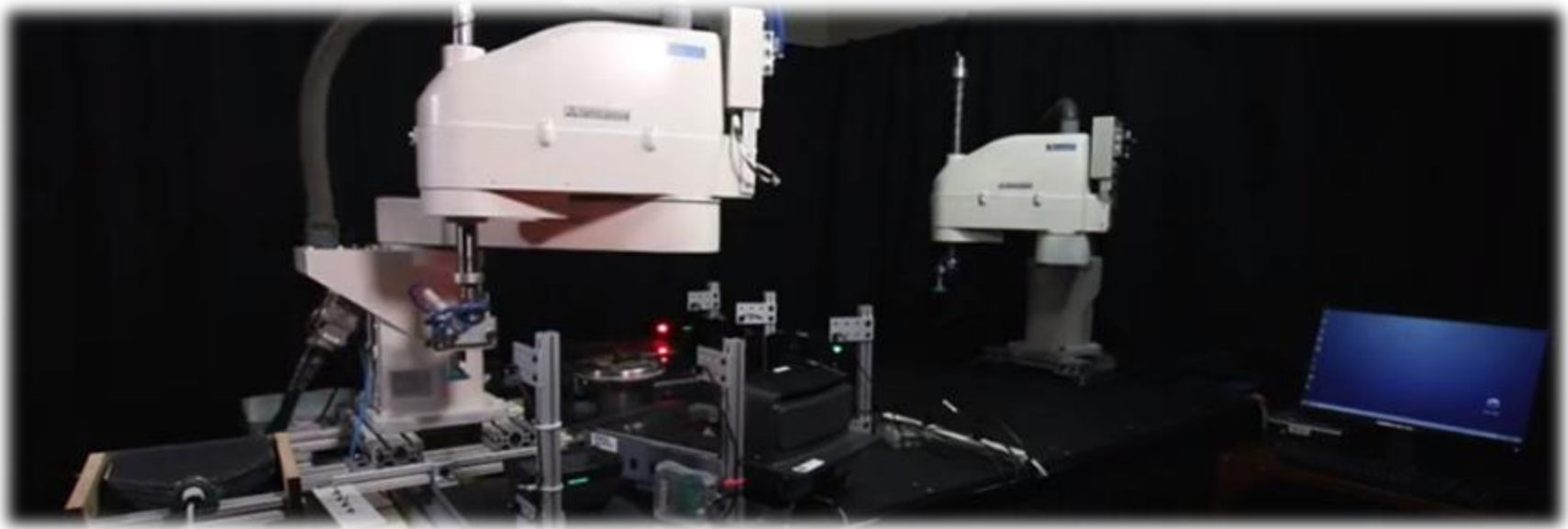
A new dimension
in barcodes



Memphis & GS1 AIDC Lab

Bi-optic scanners

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2D in Retail Test Scenarios

Tier 1: Baseline controls

Establish a common baseline for barcodes with only GTIN

[Tier 1 final report](#)

Tier 2: GTIN+

Understand how additional data affects scan performance and throughput

[Tier 2 final report](#)

Tier 3.1: Multiple barcodes

Determine how the location of barcode combinations impact scanning

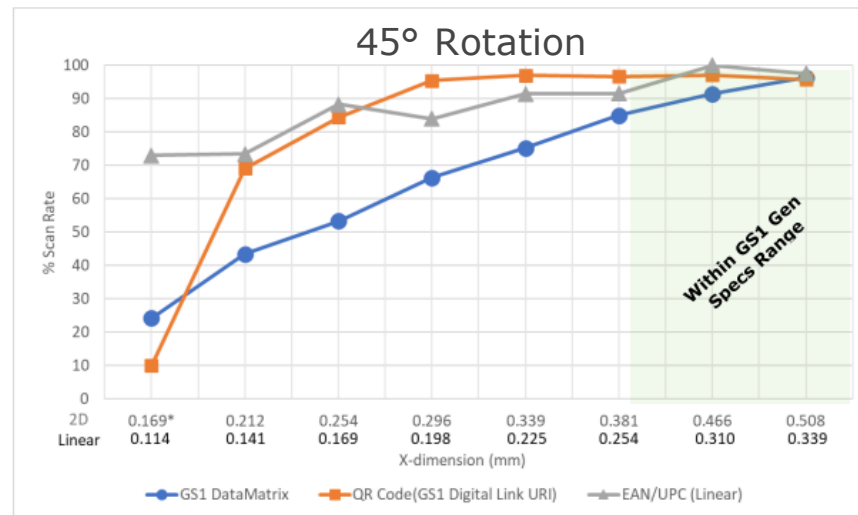
[Tier 3 final report](#)

Tier 3.2, X-dimensions stress test

Linear & 2D barcode scanning: reduced
X-dimension stress test

[Tier 3.2 Final Report](#)

- Test results prove the range in the Symbol Specification Tables validated
- QR Codes fared better with challenging x-dim



Scanner Testing

- **Are presentation and hand scanner ready for 2D in Retail?**
 - Tests will follow the same process
 - Tier 1 (GTIN only)
 - Tier 2 (GTIN + attributes)
 - Tier 3 (Co-located barcodes)
- **Presentation testing is underway**
- **Hand scanners wait for Tier 1 labels**



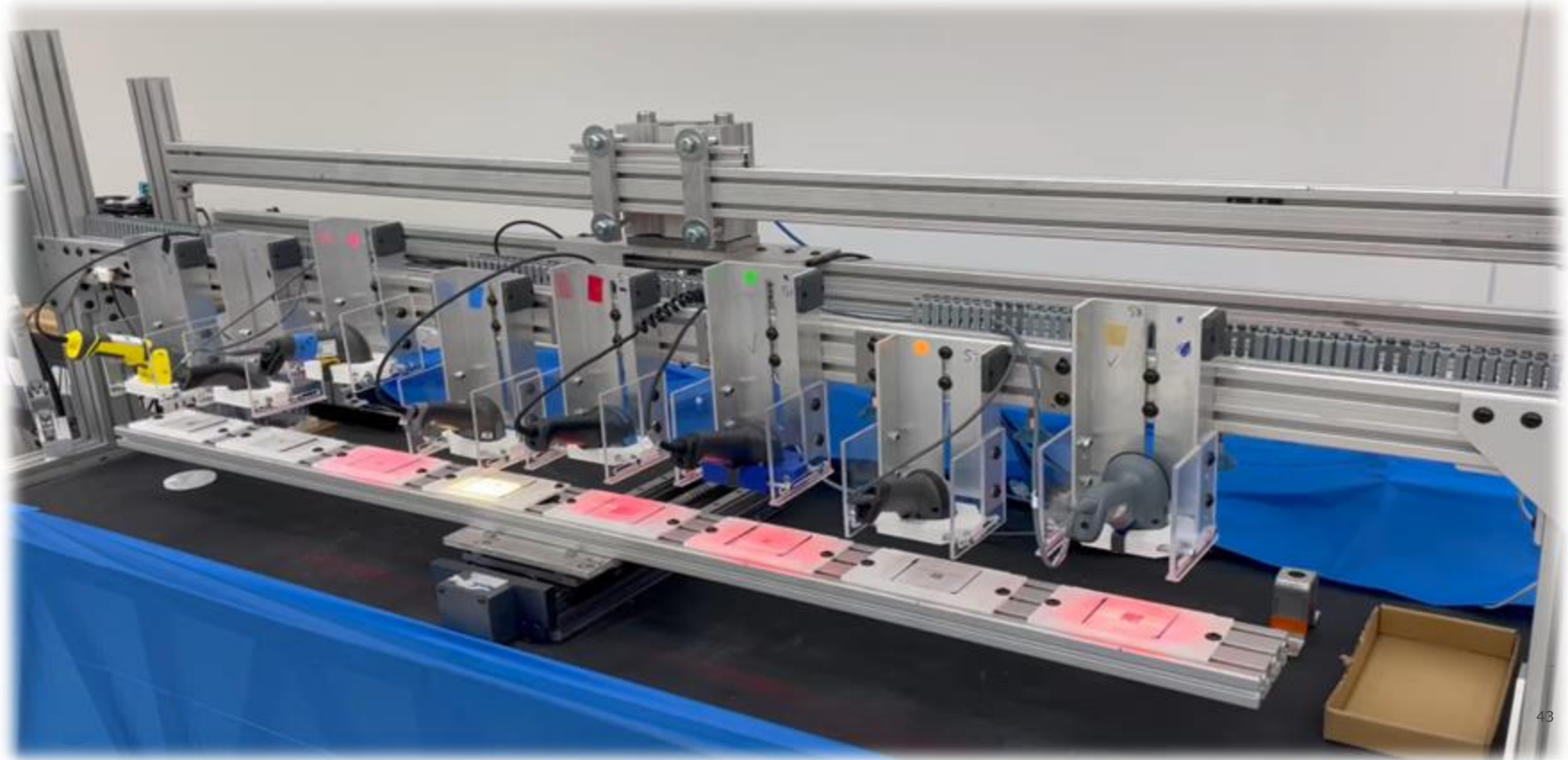
Presentation Scanner

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Hand Scanner

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Industry Engagement Update

Andrew Steele, GS1 Australia



9 506000 14930 1

Industry Engagement

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GS1 Australia

2D Barcodes Transforming Retail

**A global date of 2027
has been set**

When all retailers should enable point-of-sale systems to scan web-enabled 2D Barcodes at point-of-sale. 1D barcodes, although fit for purpose for the past 50 years, are giving way to web-enabled 2D Barcodes as the global solution in retail. GS1 is working with industry, unlocking the future of retail by combining two of the greatest inventions of all time - the Internet and the Barcode.

This is GS1 Digital Link

Embed your product's GS1 Digital Link into a QR code, to generate a GS1 compliant web-enabled 2D Barcode that can enable consumer engagement and go "beep" at the point of sale.

Offering retail brands new possibilities through the power of personalisation. Products turn into a dynamic communication tool that captures attention, tells the brand story and establishes a personalised connection with consumers.



GS1 GTIN
9312345678907

www
www.yourwebsite.com.au

GS1 Digital Link
www.yourwebsite.com.au/01/9312345678907

Opportunity to collaborate

Retailers in Australia, and around the world, are already embracing 2D Barcodes, with Woolworths scanning over 9 million 2D Barcodes at point of sale every week.

However, a 2023 survey by GS1 Australia revealed 85% of retail industry stakeholders are not aware that by 2027 all retailers will be able to scan web-enabled 2D Barcodes at point-of-sale.

GS1 Australia requests the assistance of the Australian Retailers Association Tech & Innovation Committee, to provide Australian retailers with thought leadership and guidance regarding the transformation to 2D Barcodes.

This could potentially include, but not limited to:

- Webinars for ARA members on the 2D migration
- Techn & Innovation Committee white papers on the subject
- Presentations by GS1 Australia at ARA events
- Assisting ARA members with 2D Readiness Assessments
- Partnering with retailers and solution providers for pilots

GS1 Australia welcome your support as a trusted partner of industry. We look forward to working with you and will be in contact to facilitate further discussions.

CONTACT US

Andrew Steele
Director Retail Food & Beverage
M +61 417 377 374 E andrew.steele@gs1au.org

Michael Davis
Director Retail General Merchandise & Apparel
M +61 423 884 455 E michael.davis@gs1au.org

Liquor Sector Update

drinks association Supply chain forum

Intelligent Packaging through 2D Barcodes



Liquor 2D Use Cases for Point of Sale



Use By Date

1st January 2024

(01)GTIN + (17)Use By Date



Consumer Product Variant

Vintage Identification - 1991

(01)GTIN + (22)CPV



New European Regulations

WINES & AROMATISED WINES



New specific rules will be compulsory: all wines and aromatised wine products commercialised in the EU, independently of their origin, will have to **communicate the list of ingredients and the full nutrition declaration on-label or online.**

New requirements enter
into force at the end of
2023

ceev
Comité Européen
des Entreprises Vins

SPIRITS



The spirits sector already committed to **providing energy information on label** and **ingredient information online** in its 2019 [“Memorandum of Understanding on the Provision of Nutrition Information & Ingredients”](#)

Self-regulation (MoU)

+

*EU regulation n°1169/2011 is
under revision*



GS1 Digital Link URI



(01)09506000151533

<https://id.dalgiardino.com/01/09506000151533>



Brand domain name



Product identifier
(GTIN)



Brand Owner Created QR Code

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https://e-label.pernod-ricard.com/L01575

MARTELL VS
40%

Alcohol & Health

Responsible Drinking

Ingredients
Cognac (wine distillate), Water, Sugar, Colour (plain caramel)

Nutrition Facts

	per 30 ml	per 100 ml
Self (g)	0	0
Protein (g)	0	0
Carbohydrate (g)	0	0.7
Sugars (g)	0	0
Fat (g)	0	0
Saturated Fat (g)	0	0
Energy (kJ/kcal)	278 / 67	927 / 224

About Us

MARTELL
www.martell.com

Pernod Ricard
www.pernod-ricard.com



QR code
designed by
Pernod Ricard

Printed on
back label
identifier

Embedded in
URL: L0157

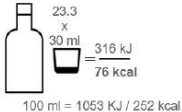
U-Label Proprietary QR Code

re.u-label.com/qr-code/eu/eng-GB/9519cb455d91e


INGREDIENTS

Whiskey (Cereal distillate and water)

NUTRITION DECLARATION



	100ml	30ml
Energy	1053kJ	316kJ
	252kcal	76kcal
Fat	0g	0g
of which		
Saturates	0g	0g
Carbohydrate	0g	0g
of which		
Sugars	0g	0g
Protein	0g	0g
Salt	0g	0g



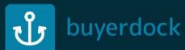
Identifier
embedded in
URL [9519cb455d91e](https://re.u-label.com/qr-code/eu/eng-GB/9519cb455d91e)

(proprietary
identifier generated
by U-label solution)

Buyerdock Liquor Engagement

2DBarcodes
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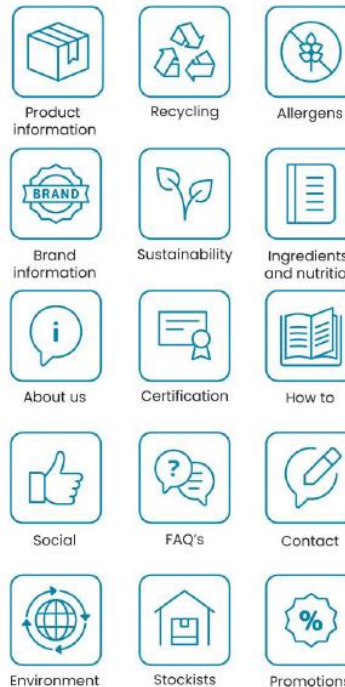
BARON
HERZOG



IAN
MACLEOD
DISTILLERS



Accelerating the **Circular Economy** through product transparency and consumer choice



Global Wine Producer Traceability

2D Barcodes
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FIELD INFORMATION



- Field map;
- Geo-localization;
- Type of field;
- Crop treatments (e.g. fertilization, watering)

VINEYARD



- Vine variety (e.g. black pinot, chardonnay, vermentino);
- Vine's story;
- Grape's color;
- Organoleptic features.

TREATMENTS



- Crop treatments (e.g. pruning, shielding, peeling, harvest);



- Sustainability impact of bottling;
- Sustainability impact of grape processing;
- Sustainability impact of crop cultivation and the treatments (i.e. CO2 emissions and fuels)

- Crushing;
- Fermentation;
- Vinification;
- Racking;
- Refinement.

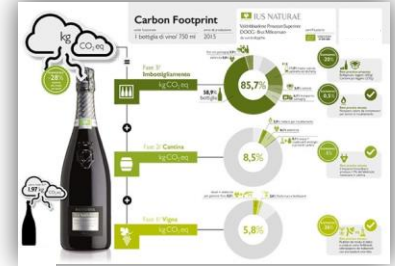
- Storytelling;
- Fidelity program;
- Recall;
- Brand protection vs gray markets;
- Sustainability and recycling

RESULT
GROUP OF COMPANIES



ANTARES VISION
GROUP

SUSTAINABILITY



PRODUCTION PROCESS



CONSUMER ENGAGEMENT





Check Locally Australasian Recycling Label Style Guide



This guide outlines the best practice and sizing options for packaging components assessed as being able to carry the ARL with instructions to "Check Locally".

3. URL:

The ARL website URL must always be present when using the "Check Locally" ARL logo.

- Without QR: "Get latest recycling advice at arl.org.au"
- With QR: "Get latest recycling advice via QR or arl.org.au"



GS1 is seeking expressions of interest to participate in workshops with APCO later this year to test QR Codes with GS1 Digital Link. Email: standards@gs1au.org

Optional: QR with GS1 Digital Link

Companies wanting to future-proof the QR for Point-of-Sale scanning, may use GS1 Digital Link, a standard that allows the product identifier (GTIN or barcode number) to be added in the QR URL.

- Add your product barcode number to the QR URL. E.g.: <http://www.arl.org.au/01/09312345678907>

Supporting your Journey



Training



Guides



Advisory

Endeavour Group Update

Scott Tyler
Group Quality Assurance Manager
Endeavour Group



Woolworths Update

Roberto Olivares, Woolworths Group



2D Barcode Summary

+9m

2D Barcodes scanned per week

New

Trialling NOW

Background

- To date, +9M 2D barcodes are scanned in stores and online per week nationally.
- 2D Barcodes were introduced in 2020 for the purpose of adding additional valuable information in the articles barcodes such as Expiry Dates (Food Safety, Out of Code Management and Online), Weight (Meat), Date & Time of Production (In Store Production) and Batch / Serial ID's (traceability).
- 2D Barcodes were chosen due to their higher data capacity, compact size symbology and error correction capabilities.

Proprietary Bakery

- The new Bakery Expiry Date labels with 2D Barcodes are applied over the existing linear barcode when the item is thawed.
- The new 2D barcode contains the expiry date. The registers prevent the sale of the item if expired.
- These articles are also added to the Out of Code system automatically, when the expiry date label is printed.
- The expiry label is being trial in 15 stores since 10 July.



2D Barcodes in Proprietary Bakery

2DBarcodes
RETAIL ADVISORY GROUP

Advancing practical
implementations

Customer and Team benefits

1. Food Safety by preventing the sale of expired products
2. Streamline Out of Code Markdowns by adding the item expiry date in the barcode and Out of Code system
3. Support improvements in key performance indicators of waste reduction and productivity

New



Before



In-Store Fruit & Vegetable Labels

New In-Store F&V labels went live on Monday 26 June in 10 Woolworths stores.

28 freshly cut F&V articles, such as watermelon, are using the new in-store F&V labels.

Benefits for Customers and Team Members

1. Production traceability added with **Date & Time of Production**
2. Streamline process and print labels on demand as needed
3. Reduce number of labels from 28 SKUs to 1.
4. Reduce unnecessary pre-printed labels
5. Keep F&V prep area clean and tidy from labels



2D in Retail Market Survey

John LaVacca, GS1 Australia



June 2023

546 participants

Retail and Brands

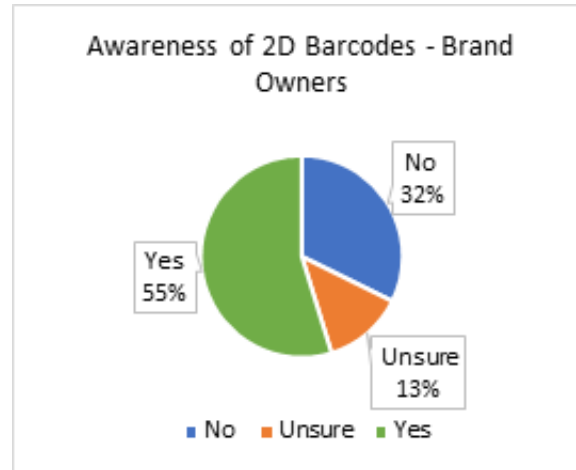
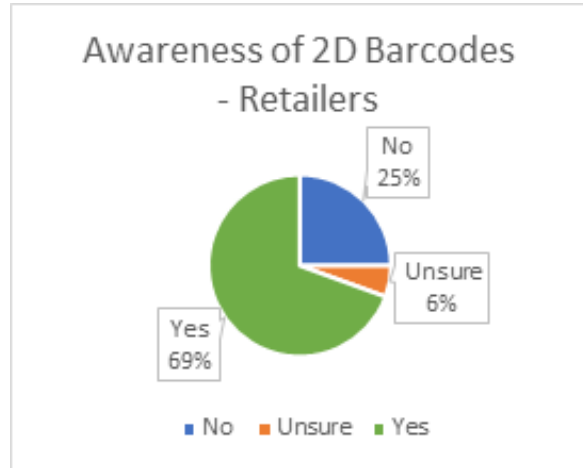
Demographics

- GS1 Australia, AFGC, ARA, NRA and Drinks Association members
- 546 participants
- 86% Brand owners
- 31% CEO (17%) or Senior Executive (14%)

Topics

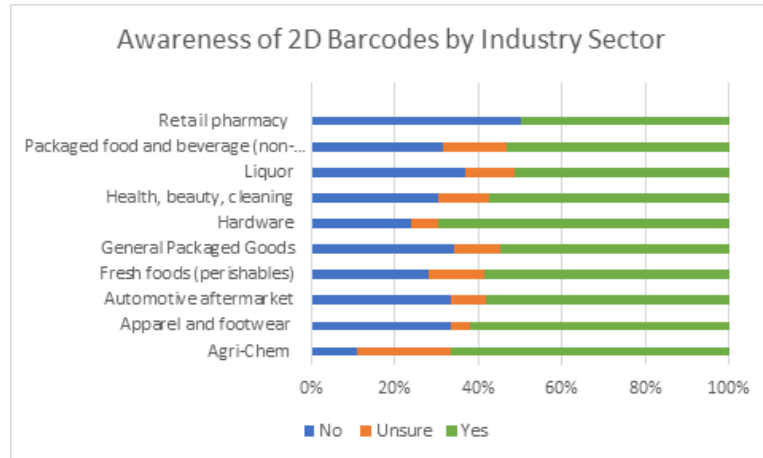
- Awareness of 2D Barcodes
- Perceived value
- Usage and Plans

Overall - 57% are aware of 2D Barcodes

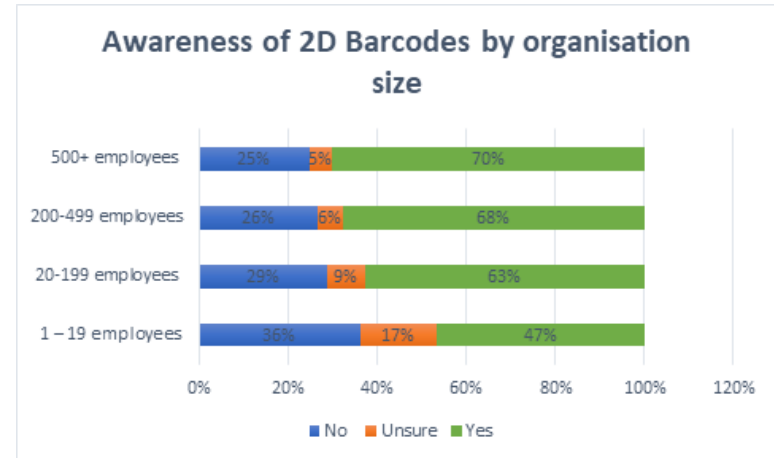


Awareness

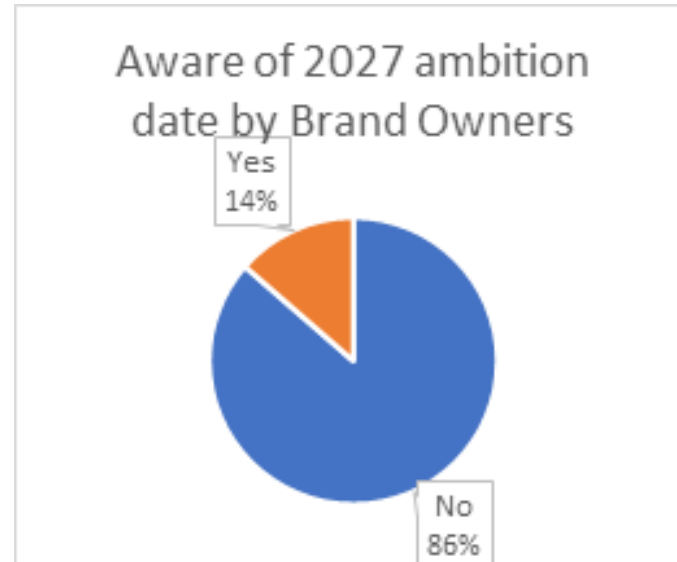
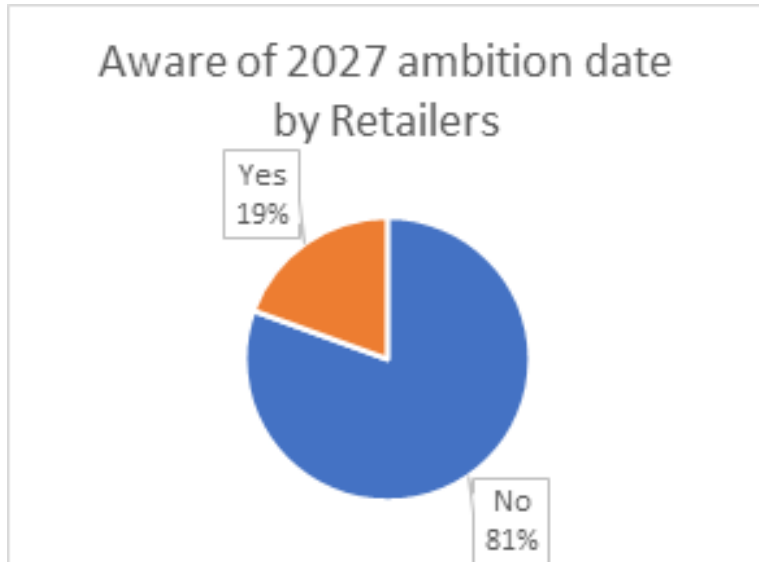
Consistent across segments, larger organisations more aware than small companies



Note: Low sample size in some sectors

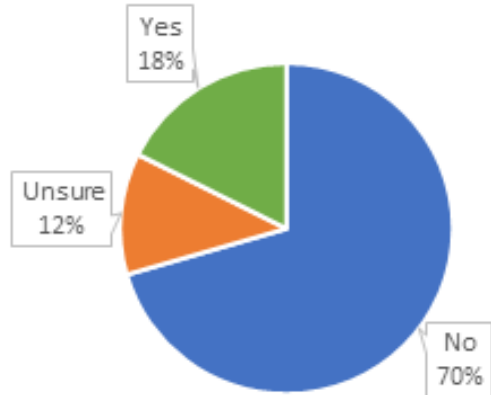


2027 Ambition date

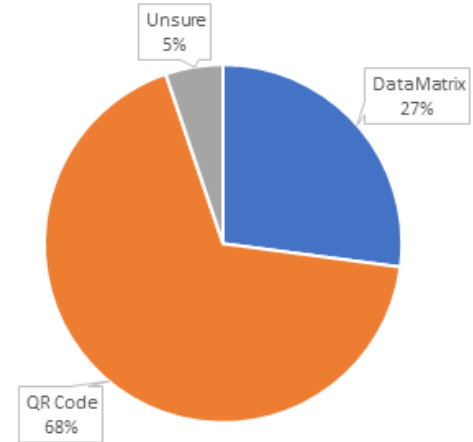


2D Barcode Usage

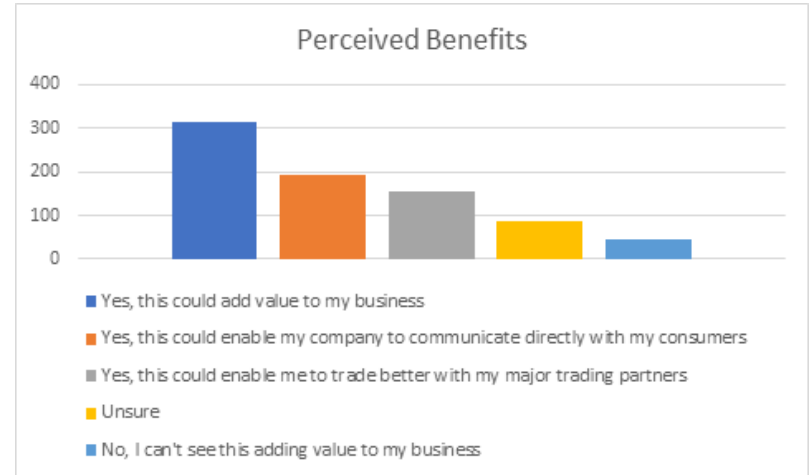
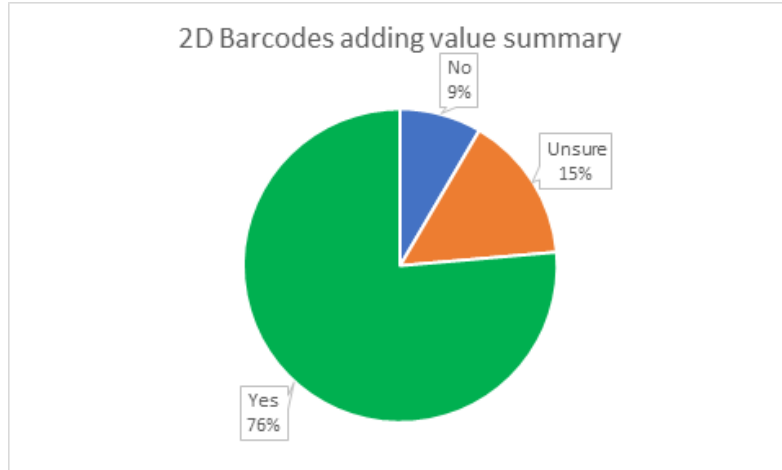
Currently printing 2D Barcodes



Types of 2D barcodes printed



Benefits



"2D Barcodes will unlock a lot of opportunities..."

"a great idea."

"...people are well equipped with the know-how of scanning these barcodes..."

"excited to see how this goes and...what changes this will make to businesses."

Industry is planning to expand 2D usage and GS1 is investing to support adoption

- Survey respondents
 - See benefits and planning to expand use...but uncertainty exists
- GS1
 - “Keys to Success” videos
 - Retail Comms Pack
 - New webpage
 - New training modules
 - Support services alignment
- Questions / Thoughts?

Marketing Update

Tracey Kelly-Jenkins, GS1 Australia



2D Barcodes

2DB in Retail Advisory Group Hub

Welcome to the central hub for the 2D in Retail Advisory Group. Here you will find the most recent materials, including meeting agendas, minutes and presentations for Advisory Group meetings.

Meeting documents 2023

March

[Agenda](#)

[Minutes](#)

[Presentation](#)

[Advisory Group Hub - GS1 Australia](#)

General Business

Q&A





The Global Language of Business

Thank you

