



Online Marketplaces Industry News

August 2020



GS1 Australia Online Marketplaces Industry News is specially designed for businesses selling through online channels such as Amazon, eBay and Google. The newsletter contains useful and often authentic information sourced from trusted partners in the exciting world of digital retail.

amazon.com.au

Amazon Australia launches alcohol platform

Amazon.com.au has launched a Wine, Beer and Spirits store featuring emerging local

brands together with well-known brands.

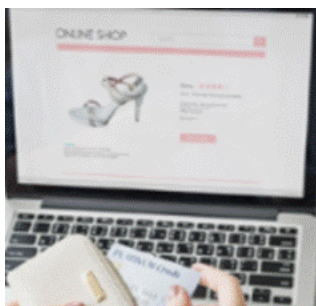
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Make your product shine

More than ever, consumers expect high quality photos when they are looking to purchase your product. Our Photography service showcases your product for eCommerce, marketing, catalogues and mobile apps.

[Learn more](#)



Is online growth here to stay?

In a new report from Australia Post, the first three weeks of July saw a 100% increase in growth for eCommerce in Victoria. This comes off the back of a record-breaking month of April, due to the first lockdown measures in March.

[Read more](#)



RFID Coalition hears from international speakers

A great opportunity to join normally closed group meetings. The RFID Coalition will hear from three industry experts about their successful RFID journeys around the world.

[Register now](#)



Buy Aussie Now marketplace

Looking to harness the power of social media to support local businesses, a new marketplace for Australian-made products is now live.

[Find out more](#)



Cross-border eCommerce grows 21%

While consumers across the world may be wary of venturing out to physical stores, many are not apprehensive about shopping from retailers outside their home countries.

[Find out more](#)

Supporting your business

GS1 Australia members have access to a range of services, at significantly reduced rates.

- Check the accuracy of your barcode
- Capture all information about your product, including label content
- Product photographs for print and online marketing
- Managing and sharing your product data and photographs with your trading partners
- Being better prepared for product recalls and decreasing risk to your brand

Contact our [Service Engagement Team](#) on [1300 227 263](tel:1300227263).



Barcode Check



Consult



Locatenet



National Product Catalogue



Photography



Product Launch



Recall



Smart Media

Need help?

Contact GS1 Australia [Online Marketplaces team](#) or phone [1300 227 263](tel:1300227263).

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GS1 Australia
8 Nexus Court
Mulgrave VIC 3170
1300 BARCODE
www.gs1au.org

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