



PRESS RELEASE

For immediate release

14 September 2021

GS1 Australia named 2021 Zoomtopia Innovation Awards winner

GS1 Australia is very proud to have been named the Overall Winner of the 2021 Zoomtopia Innovation Awards. As well as winner of the Defining the Hybrid Workspace category.

The citation stated that “as a non-profit that develops global standards for business communication with over 2 million user companies, GS1 Australia has been leveraging Zoom for seamless communication and collaboration since 2018. GS1 deployed Zoom to empower its remote workforce and continue serving its customers during the pandemic, and as the company has implemented its new hybrid working model, it has used the platform to transform its operations once again.

From converting its auditorium space into both a production studio and Zoom Room to using the Virtual Receptionist feature to protect the health and safety of their receptionists and visitors, GS1 Australia is leveraging a number of Zoom solutions to create a true ‘work-from-anywhere’ workforce.”

[Watch the video](#) that demonstrated GS1 Australia’s Hybrid Workspace model leading to the big win.

“We are incredibly proud of how quickly this technology was rolled out across the company and how it really evolved the way staff could continue their day-to-day activities in a more efficient manner and serve our members more effectively,” said Maria Palazzolo, Executive Director and Chief Executive Officer, GS1 Australia, in acknowledging the awards.

The Zoomtopia Innovations Awards highlight inspiring and innovative ways that Zoom customers are using the product. It is an annual contest that recognises organisations that embody innovation, inspiration, and creativity in their use of the Zoom platform.

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About GS1 Australia

GS1 Australia is the Australian arm of the 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 the efficiency, safety and visibility of supply chains across physical and digital channels in 25 sectors. With local Member Organisations in 114 countries, 2 million user companies (over 22,000 in

Australia) and 6 billion transactions every day, GS1 standards create a common language that supports systems and processes across the globe.
For more information visit the [GS1 Australia website](#) or follow us on [LinkedIn](#), [Twitter](#) and our [YouTube channel](#).

