



The retail industry across the globe is transitioning to 2D Barcodes, supporting digital transformation.

The ambition date, when all retail POS systems will aim to scan 2D Barcodes, is 2027.

Will you be ready?



2D BARCODE
Adoption Checklist for
Retailers

NEXT STEPS

Reach out to a retail expert at GS1 Australia for an initial discussion on getting started with your transition to 2D Barcodes.

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www.gs1au.org/2D-Barcodes



Strategic Checklist

Define strategic objectives for adopting 2D.

- Customer Engagement - Ability to connect and enhance the customer experience
- Profit Management - Waste/Markdown management
- Risk Management - Product traceability within the network
- Supply Chain - Inventory visibility



Technical Checklist

Evaluate POS infrastructure.

- Investigate POS hardware requirements to enable 2D Barcode scanning capability
- Investigate software requirements and partner capability for enhancements
- Evaluate internal IT capabilities required for backend system upgrades to leverage additional data
- Reference [GS1 2D getting started guideline](#) documents



Stakeholder Checklist

Identify Category/ Brand/Product to begin developing the business case including private label products.

- Identify trading partners to align on business use case development and trial/proof of concept phases
- Identify common goals and measures with collaboration partners
- Identify solution providers required to partner ensuring all aspects of implementation are captured; make sure POS checkout is updated and configured for your business use cases
- Identify educational requirements for internal and external stakeholders
- Identify communication requirements for consumer awareness