GS1 Australia & GS1 New Zealand
2D Barcodes
Technical Group

Venue	Dial in only
Date	Thursday 29th February 2024
Time	10.00am – 11.30 noon
Chairs	Sue Schmid – GS1 Australia Richard Manaton – GS1 New Zealand Andrew Steele – GS1 Australia
GS1 Administrators	Aruna Ravikumar Tracey Kelly Jenkins
Next Meeting	21-May-2024

Working Group purpose/Outcome
Under the umbrella of the 2D in Retail Advisory Group, a new 2D Technical Group has been created, bringing together experts who can collaborate to increase technical knowledge, discuss challenges and build a clear understanding of GS1 standards across communities. The group provides a forum for participants to discuss technical challenges and opportunities when adopting 2D barcode technologies.

Agenda

Welcome and Introductions	– Richard Manaton
Level Set	– Sue Schmid
Governance	– Sue Schmid
Process/Operations	– Aruna & Nicky
Moving forward	– Sue & Richard
Close & Summary	– Sue & Richard

Key Meeting Notes

1: Welcome and Introductions

- Richard welcomed everyone and read the GS1 Competition Law Caution and briefed the meeting etiquette.
- Sue outlined the agenda topics and introduced the core group members.
- Sue explained that this is going to be a journey which requires everyone in the group asking questions, seeking, and sharing information.

2: Level Set

- Sue provided a high-level overview of what are 2D barcodes, how different attributes can be added to the 2D barcodes using GS1 Application Identifiers and the different syntaxes or representation that can be used to encode 2D barcodes.
- Steve emphasized with the 2D barcodes coming to point of sale means that there's a whole new level of collaboration that has to happen if more than one use case needs to be realized by both the brand and

the retailer, then a whole new level of collaboration needs to happen, so that the minimum amount of data is put into that bar code, that actually realizes those use cases for both parties.

- Sue highlighted the Ambition 2027 date by when all retail Point of sale systems will aim to scan 2D barcodes, worldwide. She added that there are lot of aspects to this, including the scanners, the backend systems capability to read and understand additional data etc. She reiterated that it does not mean that 1D barcodes are going away but only means that both 1D and 2D barcode can be scanned.
- Roberto added that even though many retail scanners have the capability to scan a 2D barcode, they still need to update those scanners to read a 2D barcode with GS1 Digital Link URI Syntax.
- Sue talked about the focus of this 2D Technical group which is to build capability and knowledge while the 2D in Retail Advisory group is more focussed on creating awareness.
- Sue called out that this is going to be a joint effort as we need expertise and inputs from solution providers in terms of printers, scanners, systems etc and that we will reach out to them shortly.

3: Governance

- Sue advised that GS1 Australia is in the process of reviewing all its charters, how we operate various work groups etc and working on creating a generic charter. Once that work is completed, we will update our 2D in Retail Advisory group charter and subsequently this group.
- Sue outlined the Global Standard Management Process (GSMP) which is a 4-step process which is built with a strong focus on consensus in the group. She highlighted that it is also built of Intellectual Property (IP) waivers. We need these to develop what we call open global standards which are royalty free and non-discriminatory. If in the future we start to think that as a group, we want to either input to some work that might be being done on the standards or get information from our current work in progress we might need your companies to sign the IP and Opt-In documentation. We don't need this for now, but it is important to raise for you to be aware for the future.
- Richard added that this is not unique to this group, if your company wants to engage at an individual level in the Standards development process, it is the same process that they need to follow.

4: Process/Operations

- Aruna advised that this 2D Technical Group will use Teams as a medium for communication. All the members will be added to the TeamSpace, and they will receive an invitation from Microsoft Team saying that they have been added as a Guest.
- Nicky took the team through how to access the team space and how you can switch from one tenant to another. Nicky also showcased a short video on some Tech tips how to set up notifications etc.

5: Moving Forward

- Richard showcased the topics that we asked you when you registered for this group and explained how the results of that exercise will help shape the agenda for the future meetings.
- Sue and Richard kicked off discussions and noted down all the topics that the group raised to be addressed in the future meeting.
- Richard announced that Steve Keddie will be in Australia on the 21st of May when we are planning to have our next 2D Technical group meeting possibly in a hybrid format.

Sue and Richard thanked everyone for their time and all the great conversations and feedback that we have received as these will help us plan agenda topics for our future meetings.

Question and Answers

Question – Rod Bolt (Toshiba) – Technically GS1 DataBar is a 2D barcode, it is a stacked 2D barcode?

Answer – Steven Keddie (GS1 GO) - GS1 DataBar not a 2D barcode. The way it is read is by actually going through line, by line, by line. And so, it's only being read in one direction. It is a stacked linear barcode. But in a 2D barcode the information is distributed in two dimensions to be able to decode.

Question – Roberto (Woolworths) – There is also a terminology that I am hearing that is QR powered by GS1.

Answer – Sue Schmid (GS1 Aus) – That is a marketing language that is being used to express QR Code with GS1 Digital Link URI.

Question – Rod Bolt (Toshiba) – Regarding the 2027 Ambition date, in 3 years are we expecting every major retailer to switch from linear barcode to 2D barcode?

Answer – Sue Schmid (GS1 Aus) – Not a switch but enable 2D barcode. One is not going away. Retailers must be able to scan both 1D and 2D barcodes at point of sale.

Question – Braydon Cocks (Matthews) – Has there been any further thoughts on the significantly high-speed lines, products like beans and other products which tend to sit on the shelf for a long time.

Answer – Roberto (Woolworths) – It is all about food safety. Personally, in my opinion any product that has a use by date should have a 2D barcode. For example, baby formula or baby products are high risk products we need to ensure that any out-of-date product does not get sold that is unsafe for a child.

Answer – Steven Keddie (GS1 GO) – So there are a lot of current printers out there that can print 2D barcodes when you move to the very high-speed lines, there are few newer technologies that can now actually go faster than the fastest bottling line. In Korea, QR code with GS1 Digital Link URI is being put on bottle caps at 1400 per minute. So, the technology is out there, and it is just a matter of time of things to start happening.

Question – Chris Peters (Lauke) – Will all these new technologies end up costing us more money from a brand owners perspective?

Answer – Steven Keddie (GS1 GO) – Lot of people think that it is going to cost more money. But in fact, what happens is quiet often the equipment that's on the line is already capable of doing 2D barcodes and it has just not been enabled. The hard part is previously you are just printing text now you need a little bit more control over the material so that you can print a 2D barcode so like an encoder has to be placed on the line etc to be able to properly track the product. So, it is actually a win-win. Now that you have these 2D barcodes on the packaging, other efficiencies are actually achieved.

Question – Chris Peters (Lauke) – But at the moment all of our barcodes are pre-printed. So, we need to install new lines on our manufacturing lines.

Answer – Sue Schmid (GS1 GO) – If there is a request from the retailer that you should encode dates and batch/lot numbers in your product, the answer would be yes.

Answer – Braydon Cocks (Matthews) – It also depends on the technology that you already have got installed. We can take this offline. You actually wouldn't need to. You could change over tomorrow. Once you turn the barcode off the packaging. Say, once you delete the background off the packaging, you could actually print yours tomorrow. The focus will be to ensure what needs to be done can be done as much possible with the existing technology that you have in many cases, but in some cases, you might look at some investment.

Answer – Roberto Olivares (Woolworths) – Reality is that any change will require an effort. But the power that you have now with additional data is not just for the retailer but can be used by anyone in the supply chain and be benefitted by that for traceability purposes, recall, wase management etc.

Question – Rod Bolt (Toshiba) – The focus here is only in retail, what about distribution and logistics?

Answer – Sue Schmid (GS1 AUS) – At this point in time 2D barcodes has been only approved for Retail and in logistics unit, you can add a 2D barcode in addition to a linear barcode. In the general distribution i.e., in warehouse scanning 2D barcodes are still not approved as yet.

Answer – Steve Keddie (GS1 GO) – 2D in Retail is a huge programme and the same will happen for distribution and logistics once we are at a certain point in Retail space. Once we receive a request from industry this again needs to be a big programme to ensure that scanning, printing, backend system are all aligned and how do we measure 2D barcodes in the realm of distribution and warehousing.

Question – Greg Calvert (Fresh Chain Systems) – Does the 2027 Ambition date hold only for private labels or does it extend to proprietary brands too.

Answer – Roberto (Woolworths) – In our private label products we aim at only having one barcode which will be the 2D barcode. Many of our private labels already have only one 2D barcode. We will try to expand this to roll out to most of our private label products in the next few years.

Attendees: Total 40

Name	Company Name
Sarah Sannen	APCO
George Zocrafos	AUSTRALIA POST
Dianna Gustin	Bizcaps Software
Julian Syme	Codemark Ltd
Greg Calvert	FreshChain Systems Pty Ltd
Aruna Ravikumar	GS1 Australia
Tracey Kelly-Jenkins	GS1 Australia
Sue Schmid	GS1 Australia
Andrew Steele	GS1 Australia
Peter Davenport	GS1 Australia
David Withington	GS1 Australia
Terry Papadis	GS1 Australia
Nicky Hayward-Wright	GS1 Australia
Melanie Wishart	GS1 Australia

Michael Davis	GS1 Australia
John Lavacca	GS1 Australia
Peter Carter	GS1 Australia
Debby Atallah	GS1 Canada
Steven Keddie	GS1 Global Office
Richard Manaton	GS1 NZ
Eugene Inbaraj	ifm pty ltd
Noel Baker	Kiwi Labels Ltd
Andrew Thomson	Kiwi Labels Ltd
Chris Peters	Laucke Flour Mills
Suzanne van Leeuwen	Laucke Flour Mills Pty Ltd
Braydon Cocks	Matthews
Elizabeth Chew	MECCA Brands Pty Ltd
Duncan Robbie	Metal Sign & Label Pty Ltd
Nigel Robinson	RBS Ltd
Michael Dossor	Result Group
Paul Braddock	Reynolds Group Limited
Daniel Di Battista	SEE
ANNIE MILLER	Taylors Wines
Roderick Bolt	Toshiba Australia
Mark Luft	Trotec Laser
Andrew Lam	Wedderburn
Mario Xuereb	Wedderburn
Jemma Mead	Wild Earth
Colin Seddon	Wipotec Australia Pty Ltd
Roberto Olivares	Woolworths