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| <b>Venue</b>                    | Dial in  |
| <b>Date</b>                     | Wednesday 29 <sup>th</sup> November 2023   |
| <b>Time</b>                     | 10.00am – 11.30 noon (AESDT)   |
| <b>Co-Chairs</b>                | Mark Dingley – APPMA / Matthews Australasia<br>Jenny Keegan – Woolworths<br>Sue Schmid & Andrew Steele – GS1 Australia |
| <b>GS1 Secretariats Minutes</b> | Sue Schmid & Andrew Steele<br>Aruna Ravikumar<br>Tracey Kelly-Jenkins  |
| <b>Next Meeting</b>             | TBD  |

### Working Group purpose/Outcome

An industry advisory group with the objective to bring together retailers, suppliers and solution providers to look at the next evolution of Data Embedded Barcodes for retail point-of- sale and come up with an industry consensus roadmap for implementation

## Agenda

| ID# | Duration      | Details   | Owner                     |
|-----|---------------|---|---------------------------|
| 1   | 10:00 – 10:15 | <b>Welcome &amp; Introductions</b> <ul style="list-style-type: none"> <li>GS1 Competition Law Caution</li> <li>Year in Review</li> </ul>                          | Jenny                     |
| 2   | 10.15 – 10.25 | <b>Next Evolution of 2D in Retail Advisory Group</b> <ul style="list-style-type: none"> <li>Introducing 2D Technical Group</li> </ul>                             | Sue                       |
| 2   | 10.25 - 10.40 | <b>Global and Regional Update</b> <ul style="list-style-type: none"> <li>Global Update</li> <li>Asia Pacific Update</li> </ul>                                    | Tania / Sue               |
| 3   | 10.40 – 11.00 | <b>Local Update</b> <ul style="list-style-type: none"> <li>GAP Solution/Romeo IGA Update</li> <li>Woolworths Update</li> <li>2D in Wine Industry Event</li> </ul> | Nathan / Roberto / Andrew |
| 4   | 11.00 – 11.10 | <b>2D Training Update</b> <ul style="list-style-type: none"> <li>2D Basics Module release</li> <li>2D Training Strategy for 2024</li> </ul>                       | Brian                     |
| 5   | 11.10 – 11.20 | <b>Marketing Update</b> <ul style="list-style-type: none"> <li>2D Webpage Revamp</li> <li>2D Keys to Success video series</li> </ul>                              | Tracey                    |
| 6   | 11.20 – 11.30 | <b>General Business, Q&amp;A's</b>  | Mark                      |

## Key Meeting Notes

### 1: Introductions & Year in Review

- Jenny welcomed everyone and read the Acknowledgement of our Country and GS1 Australia Competition Law Caution.
- Jenny outlined the agenda topics, showcased the participants profile of the group and reviewed this year's highlights for the group.

## **2: Evolution of 2D in Retail Advisory Group**

- Sue highlighted that as 2D gets further down the path of implementation there is a need to have a separate 2D Technical group to enable knowledge sharing and contribution by those that want to get more detail about 2D. The audience of the 2D Retail advisory group has been focused on building awareness of the 2D in the retail market and will continue to focus here.
- Within the GS1 Australia's 2D Strategy, there are three pillars- Building Awareness, Building Capabilities and Support Adoption. The 2D Technical Group will focus on providing a forum to enable the more detailed conversation of all things technical in 2D such as printing capability, scanning, parsing, system capabilities, GS1 standard specifications etc.
- Sue invited participants to register to the Call to Action that will be distributed and forward to the relevant people in their organisations to register. Members of the advisory group are welcomed to be in both groups there are no restrictions.

## **3: Global & Regional Update**

- Tania discussed the infinite possibilities of migration to 2D, emphasizing its use in various sectors. She highlighted many success stories from around the world.
- Tania outlined the global migration to 2D program, focusing on three pillars: community engagement, Member Organisation deployment, and technology readiness.
- Tania highlighted that pilots are taking place in 48 countries and around 177 brands/manufacturers and 89 retailers are involved in these pilots.
- Sue provided an update on Asia Pacific Regional Member Organisation Group whose focus for 2023 was on learning, sharing and exploration of 2D across the region. Plans for 2024 include preparing the community for pilot programs and emphasising the connection between 2D implementation and regulatory compliance.

## **4: Local Update**

- Andrew shared the ongoing efforts of the GS1 team to engage with the retail community, particularly focusing on the implementation of 2D barcode capable systems across retailers by 2027. He highlighted the team's collaborations with various associations, including the Australian Retailers Association, the Australian Food and Grocery Council and the drinks Association.
- Roberto outlined Woolworth's transition to 2D barcodes and their ongoing trials. He discussed the deployment of 2D barcodes in three key areas in the coming New Year – Cut Fruit and Vegetables, Hot Food and proprietary bakery barcodes and the process of deploying in New Zealand.
- Nathan presented the implementation of variable data in 2D barcodes in cooperation with Romeo's IGA. Nathan highlighted the benefits of 2D barcodes, such as improving waste tracking, but also noted the challenges, particularly the lack of standardised hardware in independent stores.
- Nathan advised that they will be implementing the 2D barcodes on deli and cheese areas for Romeos' IGA early next year.
- Andrew informed the group about the upcoming webinars and events – Wine Industry Seminar, 2D webinar for Australian Institute of Packaging and the APPEX and encouraged the group to attend.

## 5: 2D Training Update

- Brian announced the 2D Barcode Basics eLearning module which will be available to members in the new year and provided a high-level update on the 2D training plan.

## 6: Marketing Update

- Tracey gave an update on the marketing efforts for 2D barcodes, including a webpage update, key statistics, and the release of 2D Keys to Success video series and the high number of views it is generating.
- Sue and Mark thanked Tracey for the enormous amount of work that she has handled in promoting 2D barcodes.
- Mark thanked all the presenters for taking time to come and share their knowledge, experience and learnings in this group. He congratulated the team on their hard work and dedication. He highlighted that momentum is building across all areas of adoption, including practical implementations of 2D locally and across the world throughout 2023. The team looks forward to continuing the engagement in 2024 with more in-depth 2D conversations with the new 2D Technical group and encouraged participants to register for the group.
- Mark, Jenny, Sue, Aruna, Andrew, and Tracey wished everyone a merry Christmas and thanked them for their support of the 2D in Retail Advisory Group.

## 7. Resources

- [Join the 2D Technical Group](#)
- [GS1 Korea 2D presentation](#)
- [GS1 Korea 2D video](#)
- [2D in Retail Keys to Success series](#)
- [APPEX Event 2024](#)

| Question & Answers   |  |
|--|--|
| Question   | Answer   |
| Is the 2barcodes already available at GS1, if yes how do we have access to them? Thank you   | The Standards have been developed for the 2D barcodes that have been selected for Retail. QR Codes and Data Matrix using GS1 Digital Link URI encoding and GS1 DataMatrix are the selected 2D barcodes.<br>The 2024 GS1 General Specifications will include these 2D barcodes, their placement and the required Human readable text.   |
| As an OEM Supplier is there a way that I can contribute to 2D in retail? I don't have a lot of contact anymore with end users, but I have many years of experience in 2D barcoding and a good understanding of the GS1 2D Code implementation in Australia.  | The new Technical Group in 2024 may be a good forum for you. GS1 team can be in touch on this in the new year.   |
| Are there some examples of how 2D barcodes can help vision impairment?   | The basic concept is that if you can scan the 2D barcode with your phone and access online information, this can help people with vision impairment, e.g., through larger text, audio support, etc. It is an area that I hear interest in from a number of countries, and the idea that the same standardised data in the barcode that can be scanned at POS can also be used for this use case is really interesting I think.   |
| For products sold globally when do you think we can remove the 1D barcodes entirely? Supporting both takes up a lot of space on pack   | <b>2027 is the ambition date for this to happen but this is all predicated on retailers being ready</b><br>The key to enabling the choice of 2D barcodes is related to the pervasive adoption of scanning the 2D in retail barcode. GS1 is monitoring the adoption and we hope to meet this pervasive adoption in 2027   |
| Perhaps I should have asked what level of confidence we have in the 2027 changeover and if everyone is not ready, can we transition anyway? From a brand position it's very difficult to be able to tell if markets are ready or will set their own rules because they are not ready.  | Good question, this is one of the KPI's that is Tania measured, we, GS1 are doing everything we can to get the message out locally and globally, I will talk about the level of visibility at Brand and "influencer" level at the end. As a Brand you can also push too. I am confident that we will have quite a large number of retailer ready's by 2027...  |
| Hi everyone,<br>Will the 2D barcodes replace the barcodes for scanning at the check out? Or are they a separate requirement? thank you.  | 2D barcodes will not replace the current barcodes (known as 1D barcodes), they are an alternative if it fits, what is important is the merging of multiple barcodes, especially with what is called GS1 Digital Link using a QR code.....  |
| What type of technical upgrade is needed to enable Endeavour scanning machine to read both 2D and normal barcode?  | From a scanner point of view you need to have image based scanners (which you might have already), then the systems back end POS, ERP to deal with data over and above the Global Trade Item Number (GTIN) at a high level answer  |
| Will 2d barcode support marketing placeholder information for digital shelf? or ability to enable a web url ?  | GS1 Digital Link you are hearing is the web url version that supports web enablement and combines GS1 identifiers and web engagement.<br>Yes we've seen the connection to digital shelf label in pilots and the connection to a web information is the beauty of the GS1 Digital Link URI data structure   |
| 2D barcoding has a unique opportunity for connected packaging - a global standard, with retailers will help CPG move faster on this .  | I believe this was connect to the second piont from you James?   |
| For CPG, a direction is important given investment required to upgrade manufacturing lines to support dynamic 2d code creation etc .   | Most CPG products won't need variable data. Simply the CPG brand name and the GTIN in the GS1 Digital Link URI syntax will be enough for the product in the center of the store  |
| From the previous slide it looks like variable content is mandatory (specifically the best before date) - does that mean it is a requirement to apply these codes at time of manufacture rather than pre-printing?   | The variable data is not mandatory but valued at this point in time, and yes this means being able to dynamically print data online. Sue clarified that variable data is not mandatory at the moment, but its use depends on specific use cases. Roberto added that their focus is on storing variable data for product management and safety purposes. Sue emphasized that future standards in the retail market might prescribe the use of variable data, as seen in other industries like healthcare. |
| So does this mean we could reduce the size of a digital QR code to accomodate the smaller data? Just that our print testing on smaller packs has shown we can get reliable QR Codes unique to a specific version of a product down to 8.75mm (inc clear zone) and still maintaining the url capability for consumer engagement. Assume the standard will allow variable sizes to suit required data? | The General Specification sets out the minimum and maximum size for the "module size" This size will work for both smart phones and POS scanners.<br>It's important to think through the data content to minimize the size.<br>Some keys are to use as small as possible domain name. Our 2D in Retail Implementaion guide will address the optimising of 2D bacode size.<br>The guideline will be publicly avaiable in March 2024.  |
| Will Woolies be implementing 2D barcodes into the logistics chain? e.g. on shelf ready shippers and shippers?  | 2D on shippers has not yet been addressed by the standards, so as of yet from a standards point of view this is not yet on the cards, but I will say it is likely to happen over time  |
| Has Woolworths also developed a guide for suppliers for transition?  | GS1 Australia has worked on some materials in development on transition, our global standards have guidance too...<br>Good link here: <a href="https://www.gs1au.org/for-your-industry/2d-barcodes/implementing-2d-barcodes-with-woolworths">https://www.gs1au.org/for-your-industry/2d-barcodes/implementing-2d-barcodes-with-woolworths</a>  |
| Will these slides and recording be available for later review? Unfortunately, I joined late. Thank you.  | Yes they generally get sent out after the meeting with minutes   |
| The size of a 2D barcode may be too big for small packages? I.e. can we apply this to bottle labels or carton labels or both?  | There has been much work and continues to be worked on, location requirements have been established for transition period but the current location requirements are aligned with 1D  |
| How would a 2 D barcode work for a product that has a preprinted bag, for a product that has a monthly changing best before date? We are currently purchasing a 12 month supply or bags at a time.   | This is where dynamic printing is required and hence a change in approach, you can contact GS1 Australia team to start having the discussions if you want to incorporate that data into one barcode  |
| Is the markdown label changed for every different markdown? This must a added costs of relabelling.  | There isn't any additional cost involved in printing the markdown labels. Each label is printed only as needed at the time they are applied to the product from a mobile thermal printer   |
| Is DPP also driving this?  | Yes  |

**Attendees: Total – 126**

| Company                              | Name              |
|--------------------------------------|-------------------|
| AAPG                                 | Renee Ditchfield  |
| Affirmations Publishing House        | Janna Elliott     |
| AFGC                                 | Shalini v         |
| Alkoomi Wines                        | Chris Coffey      |
| Alliance Paper Pty Ltd               | Matthew Eggins    |
| APCO                                 | Sarah Sannen      |
| Australia Post                       | Garth McGuinness  |
| Australian Pure Fruits               | Philip Giesbertz  |
| Austropical PTY LTD                  | Tarcisio Carvalho |
| Avery Dennison                       | Sean Sloan        |
| Baiada                               | Wayne Tuckwell    |
| Barossa Fine Foods                   | Pat Pomery        |
| Bayport Brands                       | Carly Jordan      |
| Bickford's Group                     | Toula Cutajar     |
| Cellr                                | Daniel Hill       |
| Cellr                                | Chris Braine      |
| Chadwick Geotechnics.com.au          | Michael Poole     |
| Clark and Kealey Distilling P/L      | Bryan Clark       |
| Coca-Cola South Pacific              | James Baird       |
| Coles                                | Josh Lloyd        |
| Confectionery Trading co.            | Dean theouli      |
| Cota group                           | Judi Perry        |
| Datahash                             | David Travers     |
| De Bortoli Wines                     | Janine Harper     |
| Driscolls                            | Sonia Gabauer     |
| Ego Pharmaceuticals                  | Michaela Cooke    |
| Endeavour Group                      | Scott Tyler       |
| Essity Australia                     | Karen Jimenez     |
| Extrusion Technologies International | Mark Schofield    |
| Fluid Wholesale                      | Allan Hayes       |
| Fonterra Australia                   | Ricardo Ramos     |
| FreshChain Systems                   | Greg Calvert      |
| GaP Solutions                        | Nathan Goodacre   |
| GC Brands                            | Monique Daniels   |
| GF Oats Australia                    | Ann Terry         |
| GPK Group                            | Andy Sayer        |
| GPK Group                            | Dennis McPhee     |
| GS1 Australia                        | Marcel Sieira     |
| GS1 Australia                        | David Withington  |
| GS1 Australia                        | Peter Davenport   |

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|-----------------------------|----------------------|
| GS1 Australia               | Sue Schmid           |
| GS1 Australia               | Tracey Kelly-Jenkins |
| GS1 Australia               | Aruna Ravikumar      |
| GS1 Australia               | Andrew Steele        |
| GS1 Australia               | Brian Gemmell        |
| GS1 Australia               | Terry Papadis        |
| GS1 Australia               | Ethan Ward           |
| GS1 Australia               | Bonnie Ryan          |
| GS1 Australia               | Michael Davis        |
| GS1 Canada                  | Debby Atallah        |
| GS1 Global                  | Lori Schrop          |
| GS1 Global                  | Steven Keddie        |
| GS1 Global                  | Tania Snioch         |
| GS1 Global Office           | Tatyana Dyadyushko   |
| GS1 GO                      | Steven Keddie        |
| GS1 New Zealand             | Jono O'Grady         |
| GS1 New Zealand             | Cameron Frith        |
| GS1 New Zealand             | Richard Manaton      |
| GS1 New Zealand             | Gary Hartley         |
| GS1 New Zealand             | Raman Chhima         |
| Haribo Australia Pty Ltd    | Renato Marov         |
| Hcare Aus Pty Ltd           | Viv ying             |
| Heat and Control Pty. Ltd.  | Ross Phillips        |
| Hilton Foods                | Jaqueline Goosen     |
| Honeybee Wrap               | Calvin Sandeman      |
| Innovation Beverage Group   | Rachel Boxshall      |
| insignia                    | Helen O'Donnell      |
| Ito En Australia            | Sho Tsuruta          |
| Jet best Group              | Naleeni Deo          |
| Kimberly-Clark Australia    | Roslyn Russell       |
| Knox Business Group Pty Ltd | Minnie Singh         |
| KODA Endurance Pty Ltd      | Darryl Griffiths     |
| Kraft Heinz                 | Geoff Giddens        |
| Laucke Flour Mills          | Chris Peters         |
| Laucke Flour Mills          | Suzanne van Leeuwen  |
| Lion                        | Brinda sathiyathan   |
| LogiQ-On Tech               | Chris Fernando       |
| Mars                        | John Howe            |
| Matthews                    | Mark Dingley         |
| Matthews Australasia        | Riccardo Wong        |
| Matthews Australasia        | Braydon Cocks        |
| McCormick                   | Jay boyd             |
| MEB Foods                   | Kratesha Sharma      |
| MECCA Brands                | Elizabeth Chew       |

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|--|----------------------------------|
| Metcash                                      | Will Cartwright                  |
| Metcash                                      | Pat Hadfield                     |
| Metcash                                      | Sai Pratyusha Dendukuri          |
| Multigate Medical Products P/L               | Peter Xie                        |
| Murray Bros                                  | Matt Scarce                      |
| Murray River Salt                            | Brian Hermans                    |
| NHW  | Nick Haselgrove                  |
| Noble Nature Pty Ltd                         | Laura Castelnoble                |
| Noumi Limited                                | priya chauhan                    |
| NQ CONVENIENCE FOODS                         | Nikki Baker                      |
| Oriental Merchant                            | Chye Min Low                     |
| Pinnacle Drinks / Endeavour Group            | Andy Robertson                   |
| Proud As Punch                               | Sam Watson                       |
| Pulse Logistics Systems                      | Kerry Hutchings                  |
| Result Group                                 | Michael Dossor                   |
| RID Australia                                | Simone Linnell                   |
| Royal Selangor (Aust) Pty Ltd                | Andrew McLean                    |
| Seagull Scientific                           | Elizabeth Sinclair               |
| Sealed Air                                   | Anna Di Bello                    |
| SEE  | Daniel Di Battista               |
| SGK  | Melissa Rouvray                  |
| SGK  | Jason Farrow                     |
| Skara  | Amanda Durbin                    |
| SlumberTrek Australia                        | Coralea Byrne                    |
| Snow Brand Australia Pty Ltd                 | Jason Pettie                     |
| SunPork Group                                | Teerachart Meepornpanyataweechok |
| The Catchment Group                          | Tiphani Colls                    |
| The George Institute                         | Steve Stamatellis                |
| Thomas Foods International Australia Pty Ltd | Richard Grantham                 |
| Toshiba Australia                            | Rod Bolt                         |
| Van Dyck Fine Foods                          | Ben Clare                        |
| Vok Beverages                                | Nan Zhou                         |
| Wedderburn                                   | Mario Xuereb                     |
| Wild Earth                                   | Bart Perillo                     |
| WIPOTEC                                      | Abhijeet Purandare               |
| Wipotec Australia                            | Colin Seddon                     |
| Wipotec Australia Pty Ltd                    | Wesley Sheriff                   |
| Woolworths                                   | Noelene De Villiers              |
| Woolworths                                   | Daniel Hermo                     |
| Woolworths                                   | Roberto Olivares                 |
| Woolworths                                   | Jenny Keegan                     |
| Zebra Technologies                           | George Pepes                     |