

Recall reassurance

GS1's electronic Recall platform provides additional protection and peace of mind for manufacturers when it comes to product recall.

GS1 Australia delivers a powerful force for food and beverage supply chains to protect consumers and brands.

The electronic Recall platform coupled with the latest dimension in barcodes is a game-changer in the battle against product recalls, food waste and brand damage.

The Recall platform streamlines and improves processes in the event of a product recall or withdrawal, enabling fast and effective removal of products across the supply chain. It communicates information automatically and in real-time with all trading partners and regulators including Food Standards

Australia New Zealand and the Australian Competition & Consumer Commission.

GS1 2DBarcodes have the targeted ability to stop the sale of expired or recalled products



at the checkout by accessing information encoded within the single symbol's capability to contain multiple data elements.

Australian Packaging and Processing Machinery

Association chair Mark Dingley explains: "If a batch of meat was found to be contaminated, then using 2DBarcodes, that single batch is easily traceable

The Recall platform communicates product recall in real time.

and can be quickly recalled. It means a 'blanket recall' – with its associated panic and financial implications – is avoided as only the affected products need to be recalled."

The information supplied by 2DBarcodes will also allow retailers to pinpoint the specific batches affected by a recall or withdrawal and trace it back through the production line, making it easier to identify the source of contamination.

Both the GS1 Recall platform and 2DBarcodes have been developed to diminish risk and improve consumer safety, proving highly beneficial to brand owners and manufacturers. *

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