

# 2D Barcodes

RETAIL ADVISORY GROUP

Advancing practical  
implementations

<b>Venue</b>	Dial in only
<b>Date</b>	Wednesday 10 <sup>th</sup> April 2024
<b>Time</b>	10.00am – 11.30 noon
<b>Co-chairs</b>	Jenny Keegan – Woolworths Francesco Oliveri – Perfection Fresh Sue Schmid & Andrew Steele – GS1 Australia
<b>GS1 Secretariats Minutes</b>	Sue Schmid & Andrew Steele Aruna Ravikumar Tracey Kelly Jenkins
<b>Next Meeting</b>	24 <sup>th</sup> July 2024

## 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 – 10:10	<b>Welcome</b> <ul style="list-style-type: none"> <li>GS1 Competition Law Caution</li> </ul>	Jenny Keegan
2	10.10 – 10.25	<b>Co-Chair Update</b>	Sue Schmid
2	10.25 - 10.45	<b>Global Update</b> <ul style="list-style-type: none"> <li>Global Migration to 2D Update</li> <li>2D in Retail MSWG Update &amp; Global Use cases</li> </ul>	Tania Snioch Steven Keddie
3	10.45 – 11.20	<b>Local Update</b> <ul style="list-style-type: none"> <li>AFGS Digital Labelling Project</li> <li>Non-Food 2D Journey</li> <li>APPEX review</li> <li>Marketing Update</li> <li>Training Update</li> <li>2D Work Request for Carton Marking</li> </ul>	Andrew Steele Michael Davis Andrew Steele Tracey Kelly-Jenkins Sue Schmid Sue Schmid
4	11.20 – 11.30	<b>General Business, Next meeting date</b>	Jenny Keegan

## Key Meeting Notes

## 1: Welcome and Introductions

- Jenny welcomed everyone and read Acknowledgement of our Country and GS1 Australia Competition Law Caution and outlined the agenda topics.

## 2: New Co-chair announcement

- Sue announced to the group that Mark Dingley has stepped down from the Co-chair position.
- Sue acknowledged and thanked Mark who has been with us on this journey since day one creating this group and helping us lead together with Jenny, the agendas, the content, the conversation, the awareness. He has been pivotal to helping us get this group to where it is now.
- Sue introduced the new Co-Chair, Francesco Oliveri, Chief Information Officer at Perfection Fresh Australia, one of the largest fresh produce players in Australian market.
- Francesco Oliveri said he decided to accept the invitation to be the Co-chair of this group so that he can extend his expertise in the fresh produce supply chain information technology area and the passion he has to enhance traceability and also the association that he has had with GS1 for more than 15 years.
- Andrew reiterated the Ambition 2027 date and reminded the group not only GS1 Australia but also the other GS1 Member Organisation all around the world are working with retailers in their respective marketplaces to build the capability to scan 2D barcodes at Point of sale.

## 3: Global Update

- Tania outlined the global migration to 2D program deliverables, focusing on three pillars: community engagement, Member Organisation deployment, and technology readiness.
- Tania showcased the P&G CEO letter to the Consumer Goods Forum Board, highlighting the importance of why this transition to 2D barcodes using GS1 standards is critical for the industry. The letter also had had Call to Action for both retailers and brand owners.
- Tania highlighted how 2D took centre place in the GS1 Global Forum which is a forum for 116 Member Organisations come together to share developments in different areas.
- Tania shared the important trends to be aware of namely – the value of monitoring regulatory requirements relating to retail product labelling and identification, the need to share the 2D message with brand marketers, packaging designers etc., there is ramp up of activities in the 2D space and the importance for business level messaging about technical concepts.
- Tania also showcased the deliverables that Global Office is working such as collating case studies, GS1 Digital Link business-focussed documents, releasing the 2D in Retail Implementation guideline and an updated global website.
- Steve provided an update on the 2D in Retail Mission Specific Workgroup (MSWG), as it is coming towards its end.
- Steve showcased some use cases from around the world.
  - The first use case was on PET bottles from Korea where it has been mandated to have label-less bottles for mineral water.
  - The second use case was from Brazil, where a Global Returnable asset identifier along with a Serial Number was printed in Coca Cola bottles using GS1 powered QR Codes, but this application was more for recycling the bottles and not for Point of Sale.
  - The third use case also from Brazil from Parla Deli, same where the QR Code gets scanned by both retailer (using an app) and a consumer using their native phone camera each one getting different set of information suited to their needs.

## 4: Local Update

- Andrew outlined the project that GS1 Australia is partnering with the Australian Food & Grocery Council (AFGC) on Digital Labelling, looking to harmonize the implementation of a

standardised platform or a destination that a consumer can go when they scan a GS1 Powered QR Code. One of the main drivers behind this is also the Australian Packaging Covenant Organisation (APCO) and Australasian Recycling Label (ARL) initiative and their updated guidelines now allow to include a GS1 powered QR code to direct consumers to the ARL website.

- Michael Davis advised that in the non-Food sector now they are looking at having those deeper discussions on where they can leverage 2D barcodes as the messaging and value proposition in these sectors are varied even though they do have some common themes.
- Michael showcased example of 3-1 labels where you have the EAN-13, a 2D barcode as well as an EPC RFID tag to ensure multiple use cases.
- Andrew provided an update on the APPEX Expo and highlighted how 2D was a recurring theme in many of the stands and exhibitor presentations.
- Tracey summarised a lot of activities that is happening in the marketing space including the release of the new [Keys to Success video on the Australian Cherry industry](#) using 2D barcodes.
- Sue announced the launch of 2D barcode basics eLearning training module, free of charge which is available in the MyGS1 Portal for our member community.
- Sue advised that GS1 Australia is starting to work on submitting a Work Request (WR) as part of our Global Standards Management Process to look at developing 2D barcode standards for other applications such as Carton markings in the same way it was developed for Retail POS. She also mentioned that Woolworths is supporting this WR and reached out to the group to see if others are willing to support or have any objections.
- Sue advised that the 2D Technical Group was launched in the last week of February and the kick off meeting went on successfully.

Jenny thanked all the participants and the presenters. Jenny thanked Mark for all the support and leadership that he has extended during his time as the Co-chair. She welcomed Francesco for joining this group as the New-Co-chair and looking forward working with him. Jenny thanked the whole team behind the scenes for making this meeting happen.

## Questions & Answers

**Question - Shannon Doherty (Australian Beverages Council)** – We're the peak body for non-alcohol beverage, and as you'd expect, we're very interested in this. So I am keen to know if this technology has been accepted as a valid form of barcoding by retailers and if there has been any discussion with the major retailers about an option like barcoding on the bottle caps.

**Answer - Steven Keddie (GS1 Global)** – In Korea that's exactly where they're moving towards so that they can scan this QR code because it's a QR Code with GS1 Digital Link URI. It's basically the URL of the manufacturer and the GTIN of the product. In the Korean most of the product is sold by the case. But of course, you do have individual bottles being sold in the QR code here with digital link is the plan thing to be scanned at point of sale.

**Question - Sue Schmid (GS1 Australia)** – We have standards for the location of barcodes, but with this placement of barcodes on bottle caps do you foresee any issues such as they have to probably turn the bottle upside down to scan sometimes?

**Answer - Steven Keddie (GS1 Global)** – The majority of places where they'll do the individual scan is going to be in the smaller convenience store, so they would almost always have hand scanners there. So, I don't see it being a big deal there for sure. Because at the retailer they'll be buying it as the shrink-wrapped case.

**Question - Anonymous - What is the process to get 2D barcodes, is it only from GS1 or through other providers?**

**Answer - Sue Schmid (GS1 Australia)** – You get a GTIN for your product and now you encode it in a EAN-13 symbology. Now to encode the same GTIN as it is the same product in a 2D barcode you just need to select a different symbology in the software in which the GTIN can be encoded. It either gets pre-printed based on the information going in or gets printed in-line.

**Question - Nigel Edward** – What impact does applying barcodes on the caps on production throughput rates at the factory? Does it slow down the bottling production throughput?

**Answer - Steven Keddie (GS1 Global)** – No, it did not slow down at all. That was the idea of going to this particular type of digital printer. There are other technologies out there that are technically faster than the fastest bottling line out there. The technology has moved a lot in the last few years, so this one did not slow down the line at all.

**Question - Andrew Steele (GS1 Australia)** – So the data on the bottle caps are static, did they look at pre-printing them on the caps as opposed to printing them on the line?

**Answer - Steven Keddie (GS1 Global)** - There are some difficulties with trying to do that as you would still have to use the same technology in some way. It's easier to do it the line, because you have the same cap, it can be for the 550L or 330L or whatever size of the bottle still you have the same cap. But now you are just changing the data that is coming to the printhead to print on the caps.

**Question – Georgie Johnson (Haleon)** – Is there any work being done with the consumer in the healthcare segment particularly pharmaceutical products?

**Answer – Andrew Steele (GS1 Australia)** - There is a 2D programme in healthcare that has been around for quite a while. The 2D barcode of choice in that space is GS1 DataMatrix. IF you walk in Woolworths or Coles today you will find hundreds of products ranging from lozenges to other healthcare products with a GS1 DataMatrix barcode on them. We have dedicated healthcare team who is working in this space with the likes of Priceline, Chemist warehouse.

**Question –(Anonymous)** – Do you know if there is any engagement with Bunnings with regards to 2D barcodes on timber products.

**Answer – Andrew Steele (GS1 Australia)** - We're having discussions with Bunnings and David Withington and Michael are working on that front. Bunnings are looking at 2D barcodes for several different use cases. So hopefully we might be in a position at an upcoming meeting to share some developments in that space.

**Question – Julian Syme (Codemark)** – What about small retailers, are they also aware and ready for the 2D scanning?

**Answer – Andrew Steele (GS1 Australia)** - There is an extensive list of smaller retailers that are probably not aware of the 2D programme. That is where we must work closely with key Industry Associations like the Australian Retailers Association, the National Retailer Association etc. Solution Providers also play a critical role in the space. We have an upcoming Metcash expo of all their IGA store owner in July and 2D will be a strong message from us there.

**Attendees: Total – 127**

Company	Name
7-Eleven	Mariolina Salpietro

7-Eleven Australia	Kevin Lau
ABML	Lisa Fingland
AIT	Leah Solomon
ALDI Helpdesk	Jordan Tinker
ANZCO	Sarah Asmussen
Asahi Beverages	Alison Jones
Ashbern Farms	Ashleigh Hoyle
Australian Beverages Council	Shannon Doherty
Australian Cosmeceuticals	Larisa Alexander
Avery Dennison	Sean Sloan
Avery Dennison	Cynthia Zhou
Baiada	Wayne Tuckwell
Barossa Fine Foods	Pat Pomery
Beak & Johnston NZ Pty Ltd	Mary Boulton
Bega	Mahiyar Wellington
Bega Group	Sue Bowes
Bizcaps Software	Dianna Gustin
BLM	Cecilia Manjarres
Buderim BioActive Ginger+	Ehogetoorn
Carb Manager	Shawn Boeser
Cellr	Daniel Hill
Codemark	Julian Syme
Comvita	Andrew Bykar
Country Chef	Tamsyn bartlett
Country Road Group	Karem Esqueda
CurbCycle	gordon ewart
Denada Co	Jayde Taylor
Diageo	Belinda Edis
Dotcom Logistics Pty Ltd	Nigel Edwards
dylan kain	Carlie Horne
Ego Pharmaceuticals	Michaela Cooke
Endeavour Group	Jamie Hill
Flexible World	Paula Gianni
Forward Ability Support	Mark Dawson
FreshChain	Allan Hayes
FreshChain Systems	Greg Calvert
GaP Solutions	John Goodacre
GMS Pacific Pty. Ltd.	Jeffrey Cheng
Gold Medal Snackfoods	Irene Hill
Goodman Fielder	Vince Angeloni
Goodman Fielder	Benjamin Usback
GPK Retail	Anthony Parker
GS1 Australia	Fernanda Rodriguez
GS1 Australia	Lauren O

GS1 Australia	Sue Schmid
GS1 Australia	Tracey Kelly-Jenkins
GS1 Australia	Aruna Ravikumar
GS1 Australia	Andrew Steele
GS1 Australia	Michael Davis
GS1 Australia	Caterina Slade
GS1 Australia	John LaVacca
GS1 Australia	Dharshi Hasthanayake
GS1 Australia	Brian Gemmell
GS1 Germany	Ilka Machemer
GS1 Global	Tania Snioch
GS1 Global	Steven Keddie
GS1 NZ	Jono O'Grady
GS1 Peru	Paola Carhuatanta Montoya
GS1 Peru	Maria Martinez
GS1 Peru	Hidemi Kanashiro
Haleon	Georgie Johnson
Hellers	Samantha Duffield
Hellers Australia PTY LTD	Olivia Bates
Hellers Australia PTY LTD	Julia Knight
Hellers Ltd.	Vu Tran
Heritage Accessories Pty Ltd tas Buckle	Stephen Shields
Idealpos	James Van Wijk
imglobal	Andrew Gale
IMSGLOBAL	Darren Marshall
IOTVia	Ray Garcia
IT Helpdesk	Liz Blackwood
JBS	Carla Martin
KB SEafood company	Simon Topatig
Kingsgrove Sports Centre	Christian De Sisto
Livingstone International	Jason Lo
Livingstone International Pty Ltd	Ella Jones
Maleny Dairies	Tanya Alison
Mars, Inc.	Andrew Plummer
Matthews Australasia	Braydon Cocks
Matthews Australasia	Mark Dingley
Metcash	Pat Hadfield
Metcash	Will Cartwright
Meyer Food Co	Jessica Mills
Mission Foods	Geraldine Cheong
MYER	Cameron Alp
Myer	Adelaide Naylor
Myer	Renee Nichols

Nerang Park Poultry	Craig Harvey
Nerang Park Poultry	Rob Baker
Never Never Distilling	Nick Bleeker
NT Government	Peter Kern
OneHarvest	Saurabh Mahajan
Oricom	Sarah Apostolu
Oriental Merchant Pty Ltd	Diana Neo
Packaging World	Vicky Prinsloo
Peppercorn Food Company	Paul Yick
Perfection Fresh	Francesco Oliveri
Proudi	Victoria Adams
Real Dairy Australia	Isabelle Navarrete
Reynolds Group Limited	Matt Corcoran
Reynolds Group Ltd	Paul Braddock
Scalzo Foods	Susan Barton
SGK	Jason Farrow
SICK	Praveen Kannan
Simplot Australia	Rose Grlj
SOL.HASH	Joel Webb
Squires Winery	Emily Marklew
TechnoSource Australia	Prakash Gupta
Toni Maticevski Pty Ltd	Aneta Maticevski
Toni Maticevski Pty Ltd	Viki Taipi
Treasury Wine Estates	Tristan Williamson
Treasury Wine Estates	Hudson Schilling
Treasury Wines Estate	Sally Chiswell
Tucker's Natural	Diana Swanson
UCC Coffee Australia	Natalie Bialecki
UMD	Zorain
Unique Micro Design	Paul Otto
WA Farm Direct	Adrian van Dongen
Wedderburn	Mario Xuereb
Wing Hong Foods	Kristy Luong
Wipotec	James Elmer
Wipotec	Paul Nicholson
Wipotec Australia Pty Ltd	Colin Seddon
WIPOTEC Australia Pty Ltd	Abhijeet Purandare
Woolworths	Daniel Hermo
Woolworths	Jenny Keegan
Woolworths	Roberto Olivares
Zebra Technologies	George Pepes