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The pandemic has highlighted the importance of all aspects of packaging and its design, as consumers are pushed towards being more engaged with, and reliant upon, online shopping.

Q How can industry and GS1 support suppliers in their move to 2DB?

As with any change, patience is a strong virtue. All partners in the supply chain need to understand why the transition is occurring and if they need to be ready for change themselves.

Being mindful of the journey ahead, keeping channels of conversation open and updating businesses they deal with will help suppliers as they progress their transition.

GS1 can certainly help here, as well as support those that see the opportunity to be early adopters with proof of concepts and developing a good level of knowledge and learnings.

This will drive internal benefits that will support future return on investment.

Q What is the number one thing suppliers should consider when moving to 2DB?

Ensure that what you print inline will scan first time at POS.

For most suppliers looking to adopt GS1 2DB, it will most likely mean moving away from pre-printed barcodes, typically on a label or on the package, to inline printing.

The process changes, impact to the package itself, and the production line requirements to maintain a high quality 2DB inline print to ensure successful scanning at POS, will be the main considerations for suppliers. 🌟

Small space, big data

The national rollout of GS1 2DBarcodes by Woolworths heralds a new era for the food and beverage sector. Chair of the Australian Packaging and Processing Machinery Association (APPMA) Mark Dingley answers questions about what it means for suppliers and manufacturers.

THE evolution of barcodes sees retailers, suppliers and consumers reap the benefits of accurate product identification to keep customers safe and store shelves full. In the May/June issue of *Food & Drink Business*, GS1 Australia CEO Maria Palazzolo explained how 2DBarcodes (2DB) – a small, square, on-pack symbol made up of individual dots or squares – can hold enormous amounts of information for the retailer, supplier and consumer when scanned at point-of-sale (POS).

Information that can be stored includes: the product use-by date; best before date; batch number; lot number; serial number; pack date; product weight; and price.

APPMA chair Mark Dingley answers some key questions about 2DB:

Q What do suppliers know about 2DB?

The national rollout by Woolworths and its suppliers Hilton Foods and Inghams

raised its prominence, but many Australian manufacturers may still be unaware of the benefits the GS1 2DB evolution at POS will bring for both suppliers and retailers.

Q For suppliers, how do they transition to 2DB?

Before saying, “Let’s move to 2DBarcodes,” I’d recommend suppliers and food manufacturers consider their product, equipment and processes to understand any potential gains, rather than just assuming they will appear. For instance, is their product variable or fixed weight? This determines when the products will transition to 2DB.

Which type of 2DB do they need? Not every 2DB format works at POS. Does the packaging need to be redesigned? 2DBarcodes are a different shape to linear barcodes, transitioning to 2DB may offer an opportunity to redesign packaging.

Then look at the factory floor.

Does the business have the right operational equipment to print and use 2DB?

Q What benefits will the move to 2DB provide for suppliers?

The benefits to suppliers are numerous as it can hold a lot more information than traditional barcodes.

Improved date-code management ensures products are not sold that have passed their use-by date.

It enables more targeted recalls, limiting the impact on industries when products do not have the level of traceability required to accurately and quickly identify impacted products.

The 2DB prints in a smaller space, giving designers more freedom to use the highly valuable on-pack ‘real estate’ to create designs that are visually appealing and brand sensitive, while still including all information required legally and for efficient supply chain movement.