



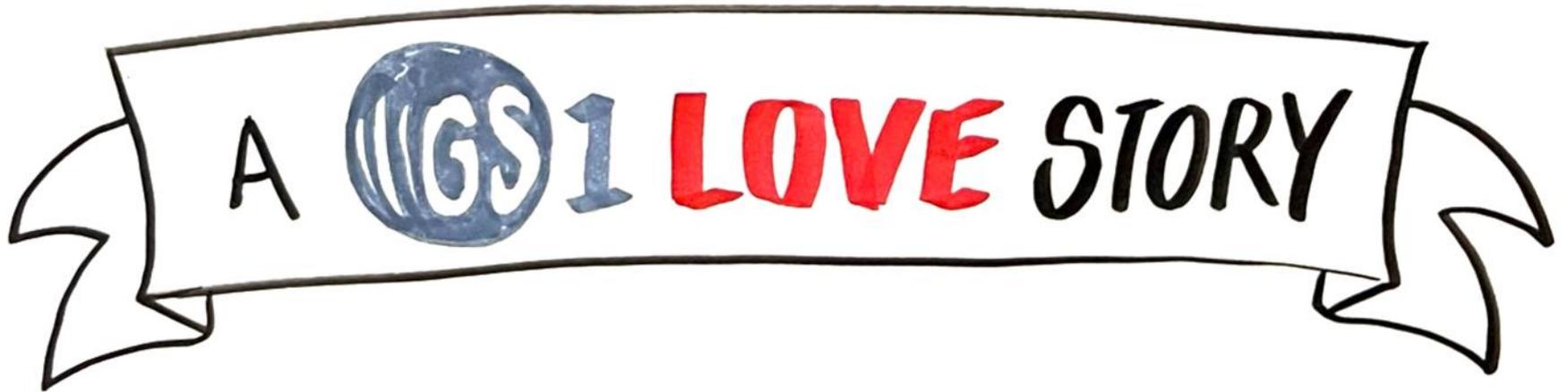
# GS1's role



**GS1 is here to support the development of globally aligned data standards and implementation guidance based on industry need and requirements.**

- Not for profit
- Industry governed
- Global footprint - 118 countries
- Technology and industry agnostic







# Once upon a time...

...on April 3, 1973

**The GS1 Barcode was born.**

- ✓ He learnt how to automate Point of Sale
- ✓ He made over 2M friends in industry.
- ✓ He was placed on over 1 billion products.
- ✓ And was invited to all the retailer parties.

He became, as the BBC declared *"One of the 50 things that made the modern economy."*

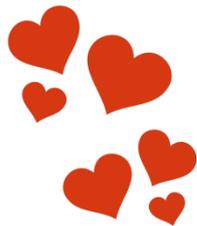
...Meanwhile...

...on January 1st, 1983 (almost exactly 10 years later) **the Internet was born.**

She also had humble beginnings, but soon shaped the way we do commerce globally!

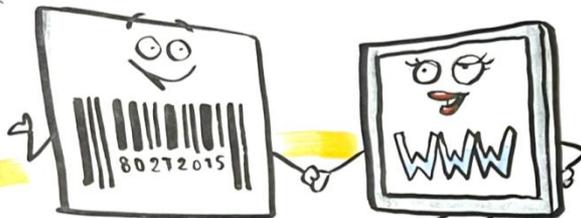


For almost 30 years they lived their lives separately, even though they had heard of one another and *had friends in common.*



I'M A BIT OLDER  
THAN YOU, BUT I  
LOVE YOU...

WILL YOU  
MARRY ME?



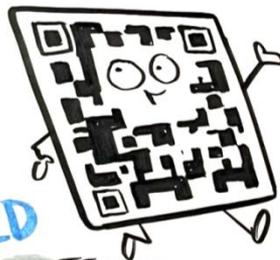
GTIN

THE INTERNET

Then, on the 7<sup>th</sup>  
of March 2014  
it all changed!

HAD A LOVE-  
BABY

IT'S  
TIME FOR THE  
NEXT  
GENERATION!



2D

The GS1 Digital Link-enabled 2D Barcode  
was born.

# GS1 Digital Link-enabled QR code is here...

---



A new dimension  
in barcodes

AS ISO/IEC 15459  
Global Trade Item  
Number (GTIN)

# The Journey to GS1 Powered QR Codes has entered its transition phase around the world





# 2027

When all retail point-of-sale systems will aim to scan 2D Barcodes, worldwide.



# Global brands that have adopted Digital Labelling overseas, are already deploying in Australia

**NUTRITIONAL LABELING**

**REGULATORY DISCLOSURE**

**CERTIFICATIONS**

**MULTIPACKS**

**RECALLS**

**RECYCLING & SUSTAINABILITY**

# Digital Product labels

Are you ready to connect like never before?



All easily accessed from a single symbol that will still go beep at the checkout!

- Brand and product marketing
- Sustainability credentials
- Nutritional facts and recipes
- Recycling methods
- Batch details
- Ingredient origins and allergens
- Promotions
- Loyalty programs
- Recall notifications

# Powered by Technology for “Tomorrow and Beyond”



**DAL GIARDINO**  
**RISOTTO RICE WITH MUSHROOMS**  
411g

ON-PACK QR CODE WITH GS1 DIGITAL LINK

Scan on-pack QR Code to access Dal Giardino authorised brand information



**GS1**  
Australia

## One Barcode. Infinite Possibility.

Explore how new 2D barcodes combined with the power of GS1 Digital Link unlock new possibilities for consumers, brands, retailers, governments, regulators and more.



SCAN QR CODE AND START EXPLORING BY CLICKING ON THE ICONS

- Retail shopper app
- Retail employee app
- Government/Regulator app
- Consumer brand experience

# Want to know more?

## De-Mystifying GS1 2D Barcodes and how they differ from your everyday QR code



National GS1  
**Traceability**  
Advisory Group

Supporting Australian industry and government to enhance supply chain traceability and trade

About NGTAG

The advisory group specifically provides recommendations on the need for supply chain traceability standards and priorities in Australia.  
<https://www.gs1au.org/standards/traceability/ngtag>



2D Barcodes

# Rock Star or Roadie

for Traceability and Trade



- **2D Summit**
- Free **Face to Face event**
- Tuesday 29<sup>th</sup> October 2024
- Waterview in Bicentennial Park, Homebush, **Sydney**
- Free Parking onsite

**Registrations will open soon – to receive an invitation email me at [bonnie.ryan@gs1au.org](mailto:bonnie.ryan@gs1au.org)**

# Update on the GS1 Global Product Registry

**543,408,739 product records across over 30 product categories**

- 20.4m building products (*5<sup>th</sup> largest category*)
- 6.3m electrical products
- 5.05m plumbing & heating
- 22m food products
- 165m clothing products (*largest category*)

**Food**

**Brand name**  
Biona

**Sub-brand** Organic

**Functional name** Peanut butter

**Variant** Smooth salted

**Product description**  
Biona Organic Peanut Butter  
Smooth with Sea Salt, 250g

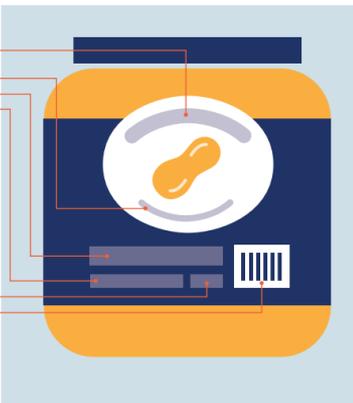
**Net content**  
250g

**GTIN**  
5032722314863

**Product image URL**  
<http://...>

**Product category**  
10006837 - Jams/Marmalades/  
Fruit Spreads (Shelf-stable)

**Target market**  
UK, France, Finland, Norway,  
Netherlands



Bonnie Ryan  
General Manager – Industry  
Engagement  
GS1 Australia

**M** +61 4 19 150 266

**E** bonnie.ryan@gs1au.org



[www.gs1au.org](http://www.gs1au.org)