GS1 Australia

CONNECT TO SUCCESS

The Next Evolution at Point-of-Sale

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Who is GS1?

GS1 develops and maintains the most widely used global standards for identification and data sharing.

Specifically; we

- Issue ISO & Australian Standards compliant identifiers for products, places, assets, etc (identifiers).
- Operate global and local registries to support implementation and use (identity).
- Develop royalty free standards for business process based on our identifiers (e.g.; traceability).
- Build and support communities of businesses, peak bodies, government and solutions providers.

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2027

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

Ambition 2027 for Retail

There is **a rapidly increasing demand for more information** about the products we use and consume. To meet this demand, **industry has set a goal** that, **by the end of 2027, all retail POS systems should be capable of reading and processing a defined set of 2D barcodes** with GS1 standards, **in addition to existing linear barcodes**.

As the transition to scanning of 2D barcodes with GS1 standards at POS unfolds progressively on different timelines across the globe, **brand owners should already be exploring and implementing the most appropriate 2D barcode to address priority use cases** for their products and meet critical consumer and business needs.

(01)09521101530001

QR Code powered by GS1

(01)09521101530001

GS1 DataMatrix

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Data Matrix

** These three barcodes are allowed in the General Specifications for Retail POS scanning.*

Most common barcodes used for Ambition 2027 in retail

(01)09521101530001

QR Code powered by GS1

- Used for **consumer engagement** as it connects to the web **without needing an app or specialised solution**
- Scans at **point-of-sale**
- **Encodes additional data** e.g., for traceability and safety

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GS1 DataMatrix

- **Encodes additional data** e.g., for traceability and safety
- Essential for **regulated healthcare products,** including those sold directly to the consumer
- Scans at **point-of-sale** and **point-of-care**
- Provides opportunities to connect to the web **using apps and specialised solutions**
- Offers a **very compact** way to encode data

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Transition in retail: From today until 2027 and beyond

From now **until the end of 2027**, **the linear barcode remains** on the product packaging and **a 2D barcode can be added** to start realising associated benefits.

After 2027, **if retail points of sale are capable** of reading 2D barcodes, **the linear barcode can be removed**, and only the **2D barcode would remain** on the product packaging. **For some products** the **linear barcode** would still be used.

Thank you

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