Discover the opportunities with next generation barcodes

By 2027, all retailers will be able to read next generation barcodes at retail point-of-sale.

Revolutionise your operations and deliver a seamless shopping experience. Next-generation barcodes empower Retailers to:

**Improve the consumer experience:** Providing better quality information to shoppers and having greater control of stock within facilities means greater consumer trust.

**Boost operational efficiency:** Staff can instantly prevent expired items from reaching shelves and proactively discount nearing-expiry products, minimising food waste and ensuring consumer safety.

**Improve recall management:** In the event of a recall, retailers can swiftly identify affected products, notify consumers, and remove items from shelves, minimising potential harm and demonstrating a commitment to consumer safety.

Learn about some of the retailer implementations from around the world:

- **7-Eleven Thailand:** Ensuring that expired products are not being sold to consumers through improved inventory management process.
  - Learn more

- **Parla Deli, Brazil:** Driving improved inventory accuracy from receiving and inventory to POS, reduced food waste through expiry date management and consumer engagement.
  - Learn more

- **Marizuru Department Store Co. LTD, Japan:** Implemented efficient dynamic pricing, aiming to improve operational efficiency and reduce food loss.
  - Learn more

- **NorgesGruppen, Norway:** Food waste reduction pilot illustrated 18% reduction in waste.
  - Learn more

- **Zhenjiang Province, China:** In 2022, the Zhenjiang Food Traceability Chain involved 5,200 retail stores, 67,000 food companies and 111 million consumers scanned QR Codes powered by GS1.
  - Learn more

- **Woolworths Australia:** Making expiry date management more efficient has meant up to 21% improvement in productivity.
  - Learn more

Want to learn about more implementations
www.gs1.org/insights-events/case-studies