



Global Migration to 2D

Solution Provider 2D Focus Group

Call to action



Why a Focus Group?

Throughout the world, industry users have been migrating towards the use of 2D barcodes to meet pressing requirements for richer consumer engagement and regulation compliance but use cases do not end there. Improving inventory management, enhancing recall readiness, championing sustainability and ethical sourcing, addressing product authentication – the list of areas that benefit from the right data in the right data carrier is extensive across all markets and sectors.

Realising the benefits of data rich barcodes at scale is no small feat. Hardware, software, systems, and entire ecosystems will need to further adapt at scale.

GS1 is creating this focus group to bring together experts that can work together to rise and meet this challenge.

Background

Stakeholders across the globe are actively seeking a way to move forward with barcodes that are capable of meeting their needs. What has previously been nice to have has become requirements for doing business and industry is progressing at different rates towards unclear goals.

GS1 is bringing industry together to support aligning these discussions and generate globally consistent guidance for business use cases. While there is no expectation that there will be a single 2D barcode selected for all industries, GS1 will strive to enable options that allow each industry choice in how they evolve towards more capable barcodes while ensuring globally consistent implementations now and in the future. GS1 believes in the power of standards to transform the way we work and live. GS1 is:

- Neutral and not-for-profit
- User-driven
- Global and local
- A collaborative platform

governed by competition laws

GS1 is able to bring together solution providers to share, learn and grow to better support their interests and their customers.



50 Years of Collaboration

Benefits to participants

- Opportunity to network and collaborate with other thought leaders and tap into the global experience
- Gain valuable insights and influence the future of AIDC
- Better understand market drivers, key messaging components and overall user demands for improved data through 2D
- Have first access to GS1 tools to support integration of GS1 syntaxes and data carriers into your solutions
- Stay informed on updates to GS1 standards that impact your business and your customers
- Be able to leverage standards to meet needs and innovate as an early adopter

Group objectives

- Increase knowledge throughout the solution provider community on the drivers and benefits of barcodes leveraging GS1 element string and GS1 Digital Link syntaxes
- Ensure clear understanding of standards and guidance across communities
- Share learnings and best practices to simplify and streamline use of standards
- Support the creation of guidance for 2D barcode implementation

 Review AIDC testing requirements and participate in analysis. This includes testing optimum placement for multiple barcodes on-pack and more.

Who should join this Focus Group?

This group is designed for solution providers and other stakeholders (e.g., retailers) across all markets that support on-pack coding solutions. This would include those involved with scanning systems, printers, data storage, system integration, etc.

How will the Focus Group operate?

This focus group will operate under the GS1 IP policy in the context of the GS1 ID SMG to bring the solution provider community together to collaborate towards a shared vision. There will be time zone sensitive calls twice per month for approximately 3 months and periodic update calls thereafter.

Next steps

Come have a seat at the table and help change the way the world uses data carriers forever. Join the focus group by using this <u>Link</u>

- Kick-off: Mid-September 2021
- IP policy information is available at these links, <u>GS1 Standards IP</u>, <u>GS1 IP FAQ</u> and <u>GS1</u> <u>IP Made Simple</u>

Help, questions, or need for more information, please contact: Email: <u>Steven.Keddie@GS1.org</u>



A new dimension in barcodes