



# Kody 2D od GS1 - zaszyfrowana rewolucja w retail

Magdalena Bednarkiewicz

27.11.2024 r.

# Consumer Goods Forum i Rada GS1 - deklaracja



Do końca **2027 r.** wszystkie sieci handlowe na całym **świecie** będą gotowe na odczyt kodów 2D.

# Global Joint Statement

- **Ponad 26 liderów**
- **wspólne oświadczenie**
- **przejsięcie na kody QR ze standardami GS1.**

Zrewolucjonizować doświadczenia konsumentów.



The retail and consumer goods industries support the transition to QR Codes with GS1 standards



Placing QR Codes with GS1 standards on product packages worldwide will enable manufacturers and retailers to provide new powerful digital experiences, engaging consumers and shoppers as they interact with products—whether in store, at home or out in the world.

#### From GS1 barcodes to QR Codes with GS1 standards

This year marks the 50th anniversary of the first product barcode to be scanned in a grocery store. In the early 1970s, retailers and manufacturers worked together with GS1—the global organization for data standards—to adopt the barcode as the universal way to identify products. The GS1 barcode is used today on billions of products worldwide and is great for enabling many processes like scanning at checkout, category management, fulfillment in distribution centers, and much more.

Today, more than ever, consumers and regulatory bodies are demanding more product information, such as usage instructions, safety, ingredients, nutrition, certifications, recycling, etc.—and there is an ongoing need for enhanced product traceability through the supply chain to mitigate risks and improve customer service. However, the traditional barcode that has served us so well doesn't have the capacity to support these future needs.

To meet these new demands, the consumer goods industry will be best served by transitioning to QR Codes with GS1 standards, as they can store extensive amounts of product information and are easily accessible via smartphones. This would open a range of new possibilities, providing all the information consumers need and desire, improving traceability and driving efficiencies through the supply chain, while still enabling scanning at check out.

#### Sunrise 2027 Initiative

The signatories of this letter join the members of the GS1 Management Board in declaring their support for the transition to QR Codes with GS1 standards.

The companies of the GS1 Management Board aligned it would be essential for the overall success of the industry to transition to QR Codes with GS1 standards as an innovat consumer needs. The aim of this initiative is that, by the adopted: used by manufacturers on their product packages these barcodes at Point of Sale (POS).

For Sunrise 2027 to succeed, industry must once again c changes from both retailers and manufacturers. We expect that those that lead this transformation will be best posit benefits to their customers, shoppers, and consumers.

#### Together, let's start the transition to QR Codes

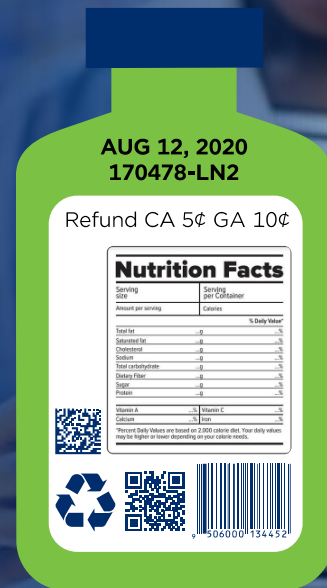
This major industry shift has already begun, with pilots in the world's GDP. This is a strong foundation, and a call



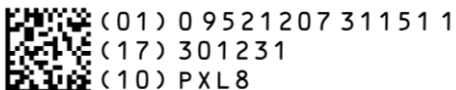
# Dlaczego potrzebna jest zmiana?

- Za dużo kodów!
- Konsumenci – informacja
- Producenci i sieci – lepsza analityka danych
- Kody EAN/UPC – ograniczenia danych

Odpowiedzią są kody 2D



## GS1 DataMatrix



IZ

(01)09521207311511  
(17)301231  
(10)PX8L

## QR GS1 Digital Link



(01)09521207311511

GS1 Digital Link URI

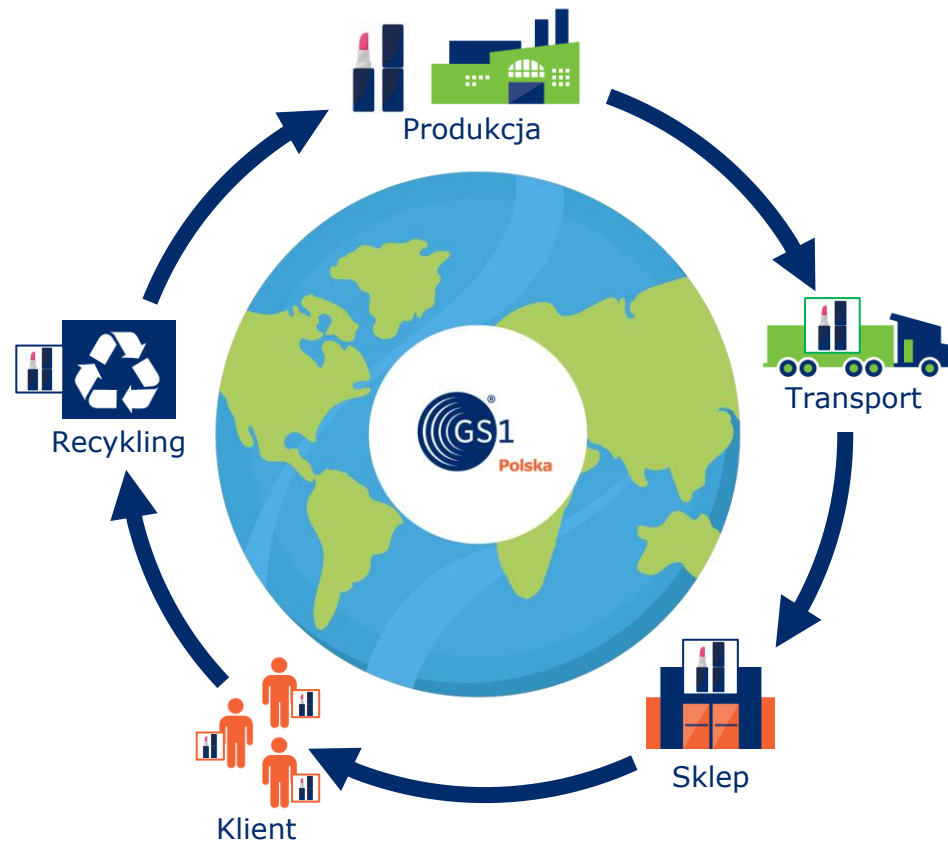
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/01/09521207311511  
/10/PX8L  
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Globalny Numer Jednostki Handlowej (GTIN): 09521207311511  
Data ważności: 31 December 2030 = 301231  
Numer partii/serii: PX8L

# Standardy GS1



(01)05901234562096  
(10)AB123  
(17)241213



# Korzyści z zastosowania kodów 2D



## Więcej informacji

Max: 7089 cyfr lub  
4296 znaków



## Mniejsza powierzchnia zadruku

Min. 2,54 x 2,54 mm lub 5,25  
x 5,25 mm



## Większa dokładność

do **60%** uszkodzeń  
w kodach.



Angażowanie  
konsumenta



Ulepszone  
opakowanie



## Elastyczność zastosowania

różne powierzchnie, języki,  
większa odległość



Traceability



Zarządzanie  
zapasami



Bezpieczeństwo



Zrównoważony  
rozwój

# Globalna migracja do 2D – okres przejściowy

Dziś

Okres przejściowy

Ambicje - 2027

**PREPARATION AND USAGE**


**Easy to Cook**

1. Empty 600 ml of water in a saucepan and bring to boil.
2. Empty the content of the bag in the boiling water and cook for 12 minutes on a medium heat without cover. Stir occasionally, until all the water is completely absorbed. For your personal final touch, add butter and parmesan cheese, as you like.

**Storage**  
Store in a cool and dry place.

**Usage**  
2 Servings

**Origin**  
Produced and packed in plant of Italy




**Ingredients**  
Carnaroli Rice (83.0%), Rice Flour, Cap Mushrooms 3% (Boletus Edulis and family), Powdered Cheese Preparation (Whey, Powdered Cheese (Milk, Salt, Rennet, Whey), Salt, Phosphorus), Natural Flavouring, Sea Salt, Powdered Olive Oil Preparation (Olive Oil, Glucose Syrup, Milkprotein, Natural Flavouring), Whole Milk Powder, Sugar, Onion, Parsley 0.2%, Powdered Garlic.

**Allergen Information**  
May Contain Oats. May Contain Crustaceans, May Contain Fish, Free From Gluten, Contains Milk, May Contain Molluscs, May Contain Soya, May Contain Sulphur Dioxide/Sulphites

Typical Values	100g	1*
Energy	1665 kJ	2030 kJ
	393 kcal	479 kcal
Fat	17 g	21 g
- of which saturates	0.9 g	0.9 g
Carbohydrate	75 g	100 g
- of which sugars	0.9 g	1.2 g
Fibre	2.0 g	2.6 g
Protein	7.7 g	7.9 g
Salt	1.6 g	3.0 g

\*Cooked product (120 g). This pack contains 2 portions.



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(01)09506000134352

# PRZYKŁADY



# Swapp!



1



2



3



4

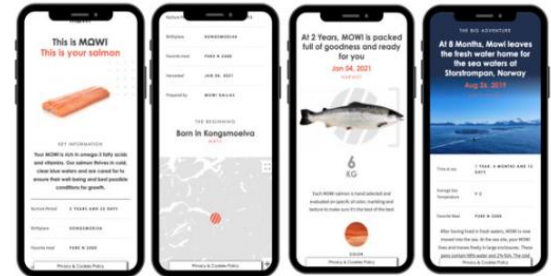


# MOWI®



<https://hriwx.etn.gq/01/5906259705312/10/026419096>

DIGIMARC



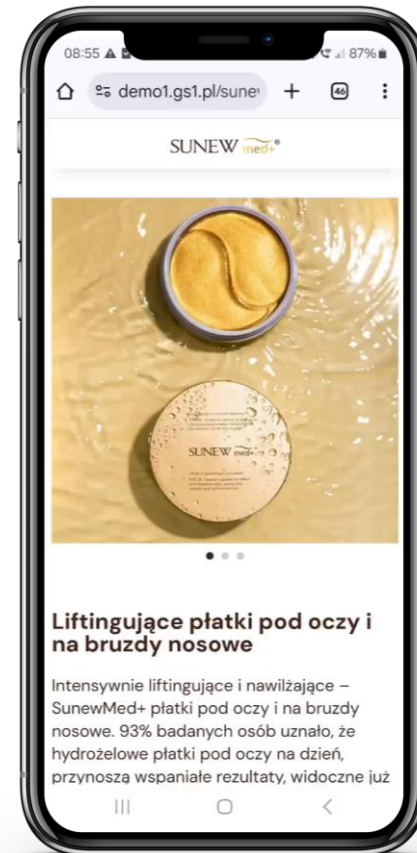
# Demonstrator kodów 2D

Angażowanie osób wykluczonych  
cyfrowo



(01)05900378737773

SUNEW med+®



# Zapraszam do kontaktu



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