

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.

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

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

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NorgesGruppen, Norway: Food waste reduction pilot illustrated 18% reduction in waste.

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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.

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Want to learn about more implementations

www.gs1.org/insights-events/case-studies