



## Printing & Packaging News October 2022



### Ensuring scannable barcodes and traceability

We offer a wide range of solutions, services and standards to help you with your printing and packaging needs - from getting your product to shelf, promoting your brand, to meeting retailer and regulator requirements.

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## GS1 Australia takes out two awards

2DBarcodes by GS1 Australia won first place at the APPMA Awards at AUSPACK 2022 while also receiving Runner-up of the PIDA Save Food Packaging Award.

[Read more](#)



## Aspen sets serialisation standard

Aspen Australia shows how using GS1 global standards in product serialisation benefits all stakeholders while also minimising falsified medicines in the market.

[Read case study](#)

[Watch video](#)



## 2D in Retail Advisory Group Webinar

**15 November 2022**

Open to all interested industry stakeholders, join the 2D In Retail Advisory Group webinar for a jam-packed agenda including the global and local state of play for 2DBarcodes, updates from Australian retailers and a GS1 Digital Link showcase.

[Register now](#)

## The time to start your 2D implementation plan is now!

**News from GS1:** Three types of 2DBarcodes have been approved for use at Retail POS. The time is now to start to understand how 2DBarcodes can improve your business.

[Read more](#)



(01) 09506000134376  
(10) ABC  
(21) 123456  
(17) 221231

GS1 DataMatrix



<https://id.gs1.org/01/9312345670000/10/ABC123>

QR code with GS1 Digital Link URI



<https://id.gs1.org/01/09506000149301/10/AB-27?17=271231>

Data Matrix with GS1 Digital Link URI



## BarTender completes S4T certification

Download the BarTender® Scan4Transport label template for simplified compliance.

[Download template](#)



## State of play in Australia for food loss and waste

**8 November 2022**

Hosted by the Australian Institute of Packaging (AIP), this webinar is free for GS1 members and industry colleagues to attend. Keynote speakers include Mark Barthel, COO of Stop Food Waste Australia. The webinar aims to help industry better understand the 2030 National Food Waste Strategy, the roadmap to meet targets and how to get involved.

[Book your place](#)



## Getting started with your barcodes: training

Each module runs for 45 minutes and sessions can be attended in any order as they are designed to be stand-alone.

[Register for a session](#)



## Does your barcode check out?

Don't lose thousands of dollars in repackaging your product. Ensure your barcode scans first time, every time with GS1 Barcode Check. Verification reports also provide advice on how to correct errors and improve barcode performance.

[Learn more](#)



## QR Codes powered by GS1

QR Codes are everywhere but can yours carry enormous amounts of data and interact with your customers while also going beep at the checkout? Are your customers confident your QR code will take them to the intended destination? Does your QR code work in the warehouse as well as in the customer's home? Ours can. And yours can too.

[Watch video](#)

**Food&Drink**  
BUSINESS



## GS1 Digital Link

GS1 Australia Chief Global Programs Officer, Sue Schmid talks to Kim Berry about barcode technology and global benefits of GS1 Digital Link.

[Read more](#)

## Supporting your business

GS1 Australia members have access to a range of services, at significantly reduced rates.

- Check the accuracy of your barcode
- Capture all information about your product, including label content
- Product photographs for print and online marketing
- Managing and sharing your product data and photographs with your trading partners
- Being better prepared for product recalls and decreasing risk to your brand

Contact our [Service Engagement Team](#) on [1300 227 263](tel:1300227263).



Barcode  
Check



Advisory Services



National  
Product  
Catalogue



Photography



Product  
Launch



Recall



Smart Media



## Need help?

Want to know more about the benefits of GS1 standards to your business?

Contact the GS1 Australia Retail team via email [retail@gs1au.org](mailto:retail@gs1au.org)



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**GS1 Australia**

8 Nexus Court  
Mulgrave VIC 3170  
1300 BARCODE  
www.gs1au.org



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