We're now able to scan new 2D GS1 DataMatrix barcodes in our stores

Food safety for fresh foods is entering a new era, with one small barcode revealing a wealth of information that couldn't be projected onto a traditional linear barcode!

What is GS1 DataMatrix?

GS1 DataMatrix barcode symbol is a two-dimensional (2D) barcode, consisting of black and white "cells" or modules that can be arranged in a square or rectangular matrix which can print information in a barcode data carrier, at high production rates.

They also provide additional valuable information such as use-by and best-before dates, batch/lot ID, weight and price.

How do they benefit our Customers, Suppliers and Stores?

Product identification and information is contained on the barcode and will be valuable:

- For our Customers: product safety, provenance information and reduction of food waste.
- For our Suppliers: reduction of food waste and targeted recalls/withdrawals.
- For our Stores: reduction of food waste, food safety, sustainability credentials and traceability.

These barcodes add an additional line of defence to our established food safety protocols by preventing the sale of expired items and guaranteeing a minimum shelf-life for fresh items ordered online. In the future, our customers will be able to access the information contained within 2D Barcodes on their smartphones.

Want to know more about 2D barcodes and our journey?

Reach out to your Category Manager or email us at datamatrix@woolworths.com.au.