



END OF THE LINE FOR BARCODES: ARE YOU READY FOR 2027?

Camilla Young – GS1 UK

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Our purpose

As a neutral, not-for-profit membership organisation, we bring our members together to address industry problems that companies can't solve alone.

We harness the power of standards to transform the way people work and live.

GS1 UK



60,000 members

76% from the retail industry

10bn barcodes scanned everyday

The next generation of barcodes

1974



2024

GS1®



(01)05060243860040



Consumers want to know more

How do I recycle this?

Do other people like this brand?



Is it responsibly sourced?

Is it safe for me to consume?

What other products are in the range?

AI is only as smart as its sources



**Large
language
modules**



**Trusted
external data
sources**



**More
accurate
responses**

Global regulatory pressure

The regulatory pressure comes from all corners of the world, with the European Union (EU) leading

The image provides a high-level, non-exhaustive, overview of current mandatory regulations and voluntary disclosures that have high impact on organisations. The purpose is to exemplify the current complex regulatory sustainability landscape*.

Canada

- **Bill S-211** Fight Against Forced Labor and Child Labor in Supply Chains Act
- **TCFD** Taskforce on Climate-Related Financial Disclosures (being adopted)

USA

- **CAA** Clean Air Act
- **CWA** Clean Water Act
- **California Climate Disclosure Bills** (SB-253 and SB-261)
- **New York Fashion Sustainability and Social Accountability Act**
- **SEC** Mandatory ESG Reporting
- **ULFPA** Uyghur Forced Labor Prevention Act

Brazil

- **CVM 193 Resolution** based on ISSB
- **National Solid Waste Law**

Germany

- **LKSG** German Supply Chain Due Diligence Act

France

- **AGEC** Anti-Waste Law

European Union (EU)

- **CBAM** Carbon Border Adjustment Mechanism
- **CSDDD** Corporate Sustainability Due Diligence Directive
- **CSRD** Corporate Sustainability Reporting Directive
- **ESPR** Eco-Design for Sustainable Products Regulation (incl. Digital Product Passport [DPP])
- **ESRS** European Sustainability Reporting Standards
- **EU Taxonomy**
- **EUDR** EU Deforestation Regulation
- **GPSD** General Product Safety Directive
- **GCD** Green Claims Directive (incl. Empowering Consumers Directive [ECD])
- **PPWR** Packaging & Packaging Waste Regulation
- **WFD** Waste Framework Directive

Non-Exhaustive

South Africa

- **CIPC's** ESG Reporting Framework
- **JSE** Johannesburg Stock Exchange's ESG Reporting Requirements

Australia

- **Mandatory Climate Reporting Bill** (draft ISSB aligned legislation)
- **Modern Slavery Act**

Creating complexity in a global trading environment

- Packaging is getting smaller to reduce waste
- Multi-language packs and increasing iconography (47 different icons and waste disposal systems)
- Digitalisation is leading to more codes on pack



What is a QR code powered by GS1?



<https://id.brand.com/01/05060336506022/10/ABCD/21/123?17=241225>

Product information

Product history

Certifications

Carbon footprint

Recycling information

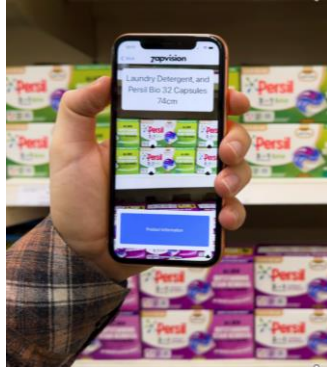
One smarter scan, many possibilities



Unlocking a world of possibilities



**Engaging and
informing
consumers**



**Providing access to
vital information
for ALL**



**Safer, more
efficient recalls**



**Reducing food
waste**



**Enabling the
circular economy**

Different use cases = different print requirements



<https://dl.ulcp.io/01/05000184161028>



<https://www.tesco.com/01/00000010043240/10/182193?15=250406&90=DPT3>

Global industry support



Ambition 2027

By the end of 2027, all retail POS systems should be capable of reading and processing a defined set of 2D barcodes with GS1 standards, in addition to existing linear barcodes.



2026 - 2027

- Majority of retailers able to scan at POS
- Integration with back-end software
- Scaling of retail pilots



2024 - 2025

- ↑ • POS upgrades
- Scanning tests and landscape readiness
- Small scale retail pilots



2027 - 2037

- Phase out the barcode

It's time to get ready:

- Familiarise yourself with the new standards
- Ask your customers about their implementation plans
- Future proof:
 - Artwork design
 - Dynamic print capability
 - Governance & verification





Thank you

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