

# GS1 INTERACT

HYBRID EVENT, VIENNA, AUSTRIA  
17 OCT 2024, 10 - 16h CEST



Sponsored by



**Vladimir Achejev**  
IT Analyst  
Berto



# Implementation 2D codes at Berto Trade Ltd., Slovakia

Vladimír Achejev

GS1 InterACT, 17.10.2024



# Berto Trade Ltd.

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- Berto company was founded in 1991 as a small family company focusing on meat processing and meat production under the brand name **Berto**.
- Nowadays **Berto** is situated with headquarters and production line in the village Vysoka pri Morave in Zahorie.
- The **Berto** meat products are sold all over Slovakia, in the chain supermarkets such as Billa, CBA, Coop Jednota, Kaufland, Metro, Terno, Tesco as well as the products can be found in the small specialized stores or supermarkets.

# Why Berto and the standard GS1

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## **Without GS1 standard:**

The issues:

- product exchange
- incorrectly stated lot
- the product was after use by or short use by
- the weight difference between the actual product and the delivery note
- long lasting processes of dispatching or admitting to the warehouses

## **GS1 standard:**

Achievements:

- correctly allocated product
- correctly stated lot
- the warning about the short use by or after use by
- the product weight information corresponds with the delivery note
- the faster process of dispatching and warehouse admitting



# Why Berto and the standard GS1

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## **The result:**

- more effective functioning of the production, warehouse and dispatching
- the customer has correct data about the product and these data can be used further effectively

## **Used:**

- for dispatching of meat products
- for the warehouse
- for the production

# Implementation of 2D codes GS1 DataMatrix at Berto



A product in retail packaging sold at the self-service counter per piece:



GTIN: (01)08588006029222  
Lot: (10)308701088  
Use by:(17)230419

Advantage:

- smaller code size
- except GTIN, other additional data as well
- selfcorrection
- the possibility to add the necessary parameters in future

# GS1 Digital link – the initial cooperation with GS1 Slovakia



GTIN: (01)08588006029222  
Lot: (10)308701088  
Use by:(17)230419

<https://resolver-dv1.gs1.org/01/8588006029222/10/308701088/?17=230419>

Same information as in GS1 DataMatrix as well as **GS1 Digital link** provides the product information for the customer through website.

Sme jednotka v kvalite

Hľadáme kolegov

Zadajte hľadáný výraz

O nás Výrobky Súťaž Recepty Informácie Novinky Kontakty

**93% PODIEL MÄSA**

**POCTIVÉ PÁRKY**

**POCTIVÉ PÁRKY**

V spoločnosti Berto si ctíme tradíciu a ponúkame kvalitné výrobky. Pochtivé párky sú tradičným produktom Pochtivé párky, ktoré sme pre Vás pripravili s najvyšším obsahom mäsa a s vysokým podielom prírodných surovín, keď každý párky obsahuje 93% mäsa.

Upozorňujeme, že obsah mäsa Pochtivé párky je 93% vrátane prírodných surovín, ktoré sú pridané do výrobku.

✓ ŠTAVNATÉ A POZABRYZNUTÉ MÄSOM POKRÁJ  
✓ VYSOKÝ OBSAH MÄSA  
✓ MENŠIE PREDMÄTŤOVÉ LÉTKO  
✓ ZAJEVOU A CHUŤU!

Úvod > Výrobky > Párky a párkoviny >

**Pochtivé párky**

Pochtivé párky sú typické svojou vyváženou chuťou, jemnou textúrou a šťavnatosťou. Napriek vysokému obsahu mäsa sú šťavnaté, po zahryznutí krásne puknú a vytečie z nich šťava. Párky sú plnené do prírodných baraních čriev a dostupné okrem kilového aj v praktickom duopack balení.

# Implementation of GS1 Digital link at Berto Trade, Ltd.



[https://berto.sk/\\_01/8588009713098/10/408601137?17=241104](https://berto.sk/_01/8588009713098/10/408601137?17=241104)

↓  
domain

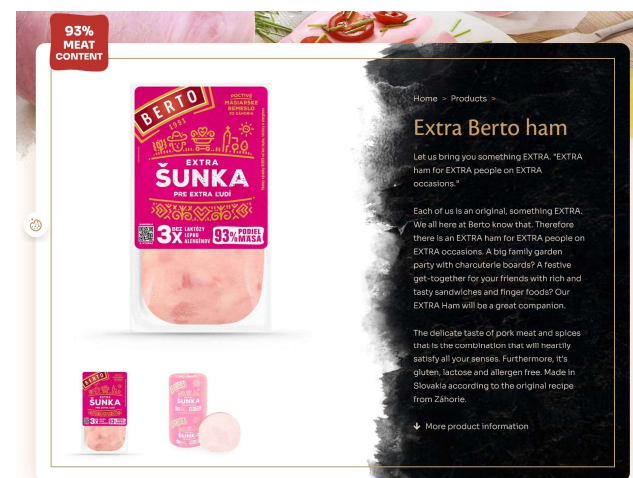


**Coded in 2D code:**

GTIN: 8588009713098

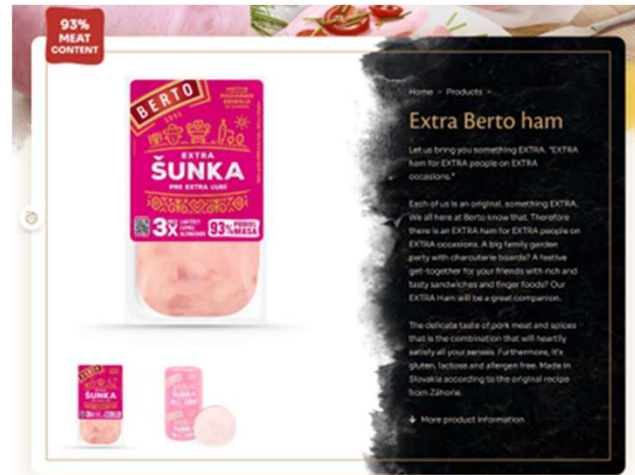
Lot: 408601137

Use by: 241104 (4 November 2024)



Nutrition information per 100g of product		Packaged in a protective atmosphere	
Energy	461 kJ / 110 kcal	Packaging	Shelf life
Fat	3,7 g	100 g	21 days
of which saturated fatty acids	1,5 g	c. 2.400 g	30 days
Carbohydrate	<1,0 g	Product number	
of which sugars	< 0,6 g		4/956
Protein	19,0 g	Use by	
Salt	1,4 g	4.11.2024	
Ingredients			
pork meat min. 93%, water, salt, stabilizers: sodium nitrite, diphosphates, antioxidants: sodium ascorbate, flavour, tapioca starch, dextrose, thickener: carrageenan, yeast extract, flavour stimulator E621. Origin of meat ingredient: EU.			

# GTIN + data + web = GS1 Digital link



Interpretation in mobile device



Nutrition information per 100g of product		Packaging		Shelf life	Product number
Energy	461 kJ / 110 kcal	100 g	21 days	44855	
Fat	5.7 g	e 2 400 g	30 days	44855	
of which saturated fatty acids	1.8 g				
Carbohydrate	<0.0 g				
of which sugars	<0.0 g				
Protein	19.0 g				
Salt	1.4 g				

Use by: 4.11.2024

Ingredients: pork meat min. 55%, water, salt, stabilizers, sodium nitrite, diphosphates, potassium sorbate, sodium polyphosphate, potato starch, dextrose, thickener, carrageenan, yeast extract, flavour stabilizer E625, Oxide of meat ingredients, EU.

Interpretation in information system	
GTIN	8588009713098
Use by	04.11.2024
Lot	408601137

<https://berto.sk/01/8588009713098/10/408601137?17=241104>

# What do we need to start using GS1 Digital link



- labelling machine or printer that supports printing of QR codes
- equipment software that supports creating of GS1 Digital link
- other devices, other software
- created website with product information: GTIN, photo, description of a specific product, ingredients and nutrition information, possible product packaging



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## THANK YOU !!!

THE SLIDE DECK AND THE RECORDING OF  
THE SESSION WILL BE SHARED AFTERWARDS



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**Wouter Schaekers**  
Director Product Supply &  
Sustainability  
Procter & Gamble



# Who am I



**Mission & Belief: “Circular economy enabled by GS1 standards driving value for companies and the planet.”**

- P&G – 20 years expertise in supply chain
- GS1 BELUX – Engaged since 2008, Board member / (vice) Chair since 2015 & chair innovation,
- GS1 GLOBAL - Co-chair of MSWG on Circularity





# Future of Barcode - Role of manufacturers

---

1. intentional **integration** in company strategy
2. to follow the GS1 Digital Link **minimum standard** to print 2D codes
3. to determine **what data is right for us**
4. to determine consumer experience and **web landing page**.
5. to provide **trusted data**
6. be ready for **DPP** and gradually explore and implement **new use cases**



# 1. Intentional integration in company strategy

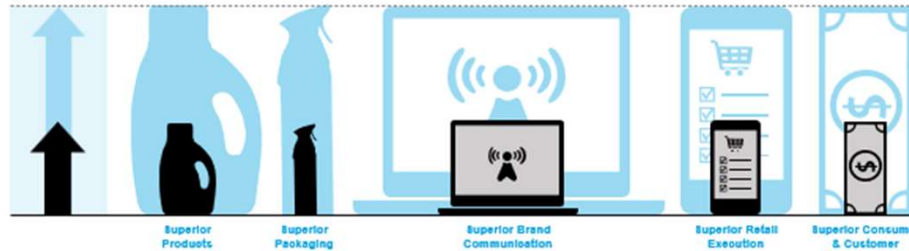
## INTEGRATED GROWTH STRATEGY

Business Use

PORTFOLIO: PERFORMANCE DRIVES BRAND CHOICE

SUPERIORITY  
TO WIN WITH  
CONSUMERS

New Standard  
Of Excellence



PRODUCTIVITY TO FUEL INVESTMENTS

CONSTRUCTIVE DISRUPTION ACROSS OUR BUSINESS

EMPOWERED, AGILE, ACCOUNTABLE ORGANIZATION



LEADERSHIP  
SPONSORSHIP



BUSINESS  
VALUE

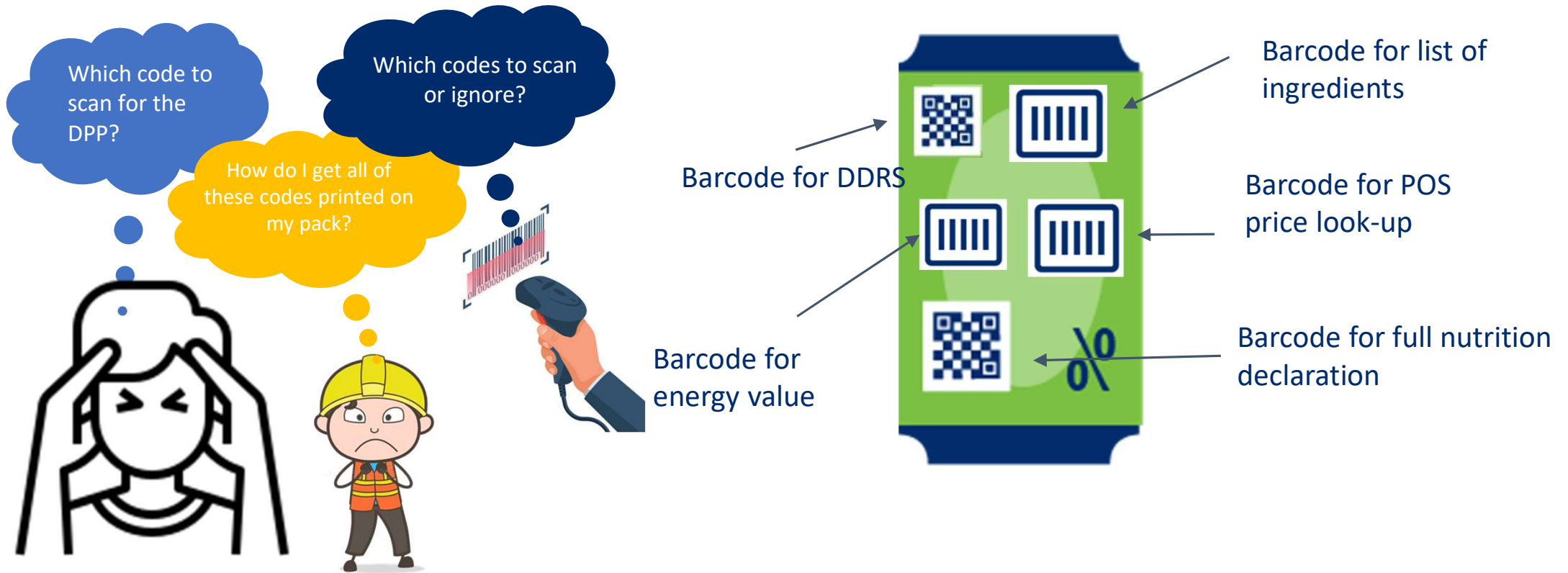


# 1. Intentional integration in company strategy

a single code on pack that serves multiple **VALUE** use cases:



# 1. Intentional **integration** in company strategy



## 2. to follow the GS1 Digital Link minimum standard

# TODAY



# 2027





# FUTURE





## 2. to follow the GS1 Digital Link minimum standard

- ✓ 2D Codes powered by GS1 Digital Link
- ✓ Need for single implementation guideline across the region / globe for transition period and future state

Transition Period	Ambition for 2027
 <p>9 521101 530001 &gt; (01)09521101530001 (01)09521101530001</p>	 <p>9 521101 530001 &gt; (01)09521101530001 (01)09521101530001</p>
Dual-marking transition phase EAN/UPC <b>and</b> a 2D barcode	EAN/UPC <b>or</b> a 2D barcode



### 3. to determine what data is right for us

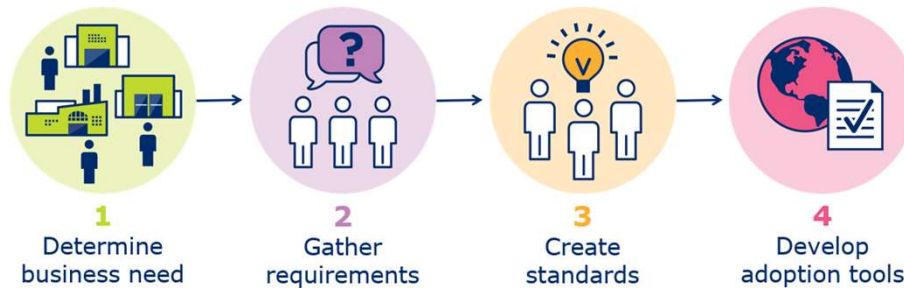
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- ✓ GS1 to define the menu of standard options available
- ✓ Within that menu:
  - ✓ Cross-sector: GTIN + Product Variant
  - ✓ By sector: to define the set of relevant attributes (included in the link and/or in exchanged data)



### 3. to determine what data is right for us

Engage in our **GLOBAL** Standards Management Process



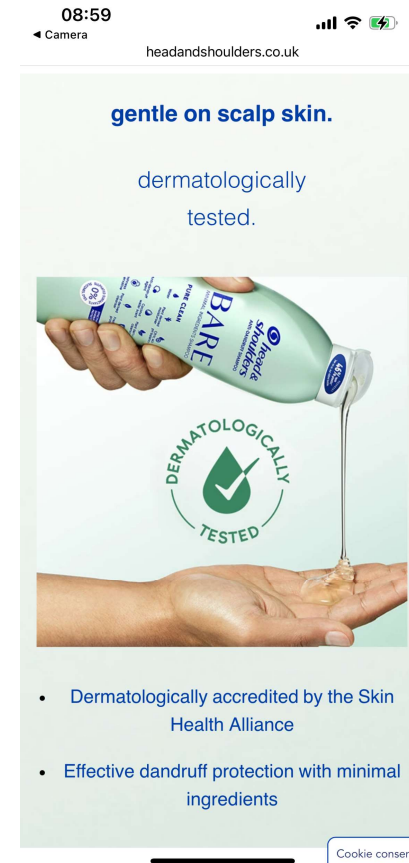
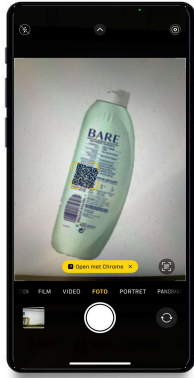
Global Standards Management Process  
GS1 Circularity -  
Digital Product Passport  
Mission-Specific Working Group  
Call to Action

Legislation is shaping up in delegated acts by sector, we need to get organised by sector also within GS1 scope (GS1 offers the HOW, sector associations the WHAT)

Engage with other **SECTOR ASSOCIATIONS** outside **GS1 scope** to complement each other's standards.



# 4. to determine consumer experience and web landing page



## 4. to determine consumer experience and web landing page

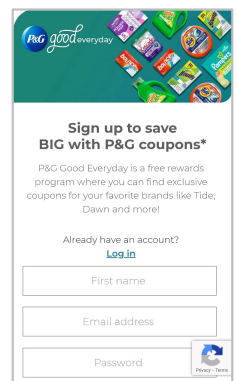
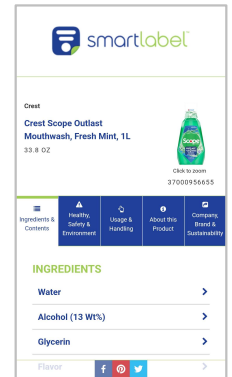


Scope Brand Site

Transparency Sites like SmartLabel or Digital Product Passport

How-to page in Scope Brand Site

P&G Good Everyday or similar consumer loyalty page





## 5. to provide trusted data

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### Master Data Management



### Culture of Data Quality and Transparency



## 5. to provide trusted data

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- ✓ P&G strategy to be on the forefront of developing, piloting, AND adopting initiatives to support data accuracy
  - GS1 focus on enabling, creating visibility, not on blocking
- ✓ Expand data sets based on actual use cases driving value
  - GS1 to facilitate exploring new use cases and drive towards integrated standard across region





# 6. gradually explore and implement new use cases



## SMART PACKAGING SORTING FOR A CIRCULAR ECONOMY

2 Standard high resolution camera detects the digital watermarks & decodes their information



3 Packaging waste is sorted into different streams for recycling (e.g. food vs non-food)

1 Packaging waste coded with digital watermarks arrives at the sorting plant



LOOKS LIKE THIS



PERFORMS LIKE THIS



## 6. gradually explore and implement new use cases

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### Emerging technologies



UV ink  
printed



Artwork  
embedded



Mold  
embedded

### Success means:

1. Build on existing standards for identifier, data carrier and data exchange
2. Unleash value behind More and Better Recycling



# Future of Barcode - Role of manufacturers

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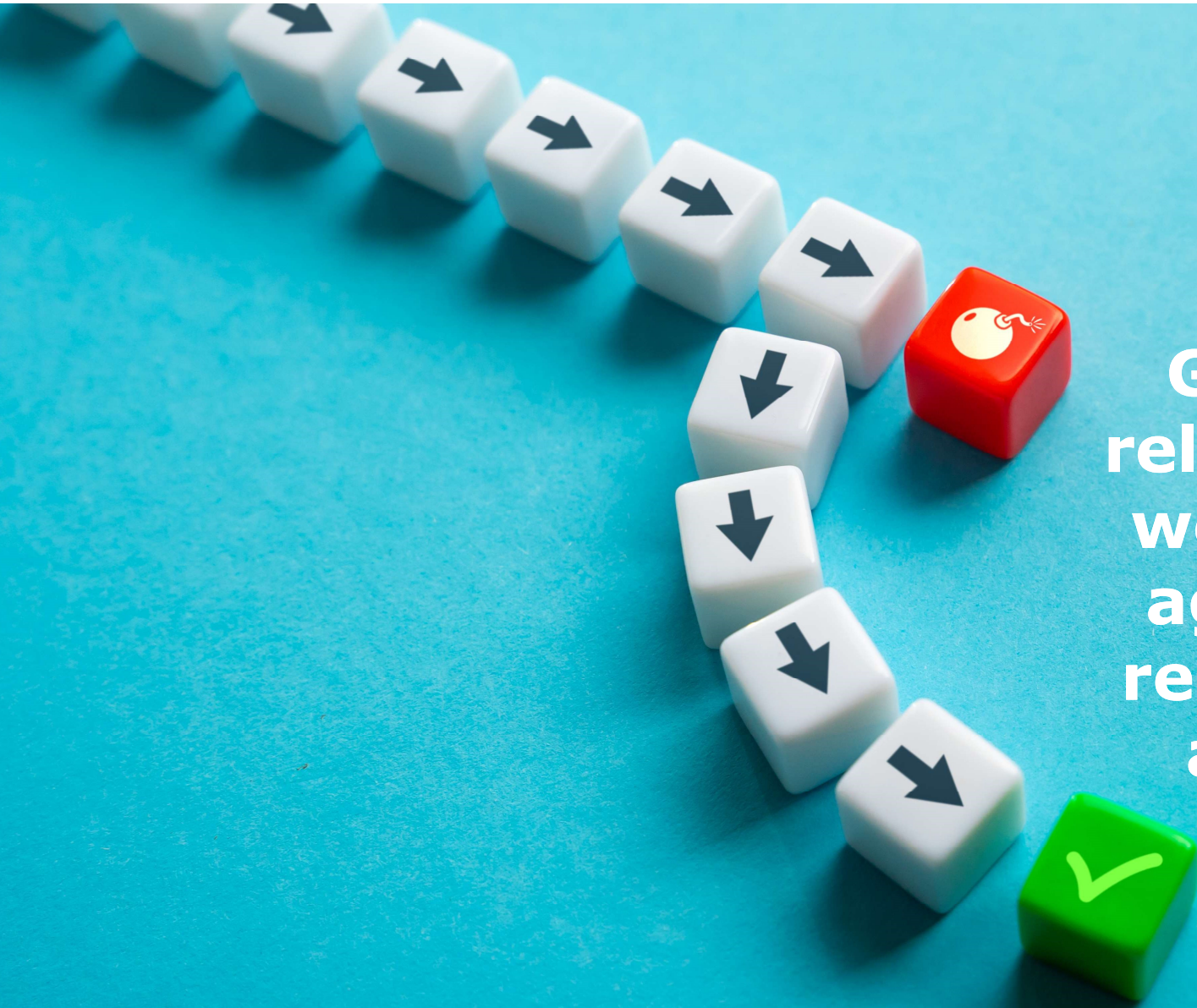




A network diagram is shown on a light blue background. It consists of several white building blocks with a circular hole in the center, arranged in a circular pattern. A single red building block is positioned in the center of the circle. Bright blue lines connect the blocks, forming a network structure. The text is overlaid on a dark blue rounded rectangle at the bottom of the image.

**Talk and act as 1 GS1 Europe framework  
as trusted partner for sectors**





**GS1 can be more relevant than ever if we are intentional, agile and ready to re-invent ourselves as a community**

**#WE ARE GS1**



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**Alice Rackley**  
CEO Polytag  
**Laura Fernandez**  
Senior Sustainability Manager  
Ocado Retail



# Welcome to the future

 x  Polytag



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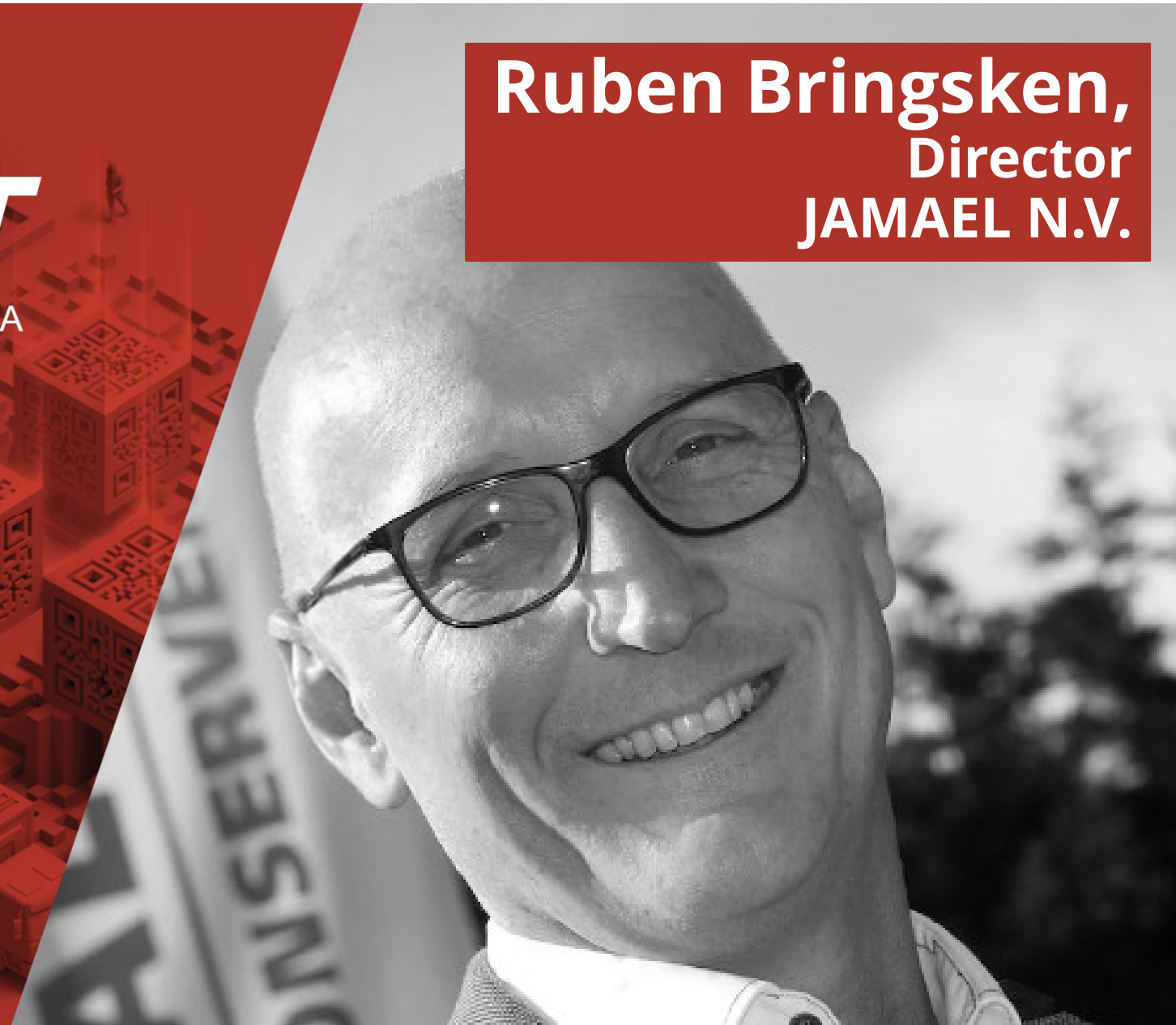
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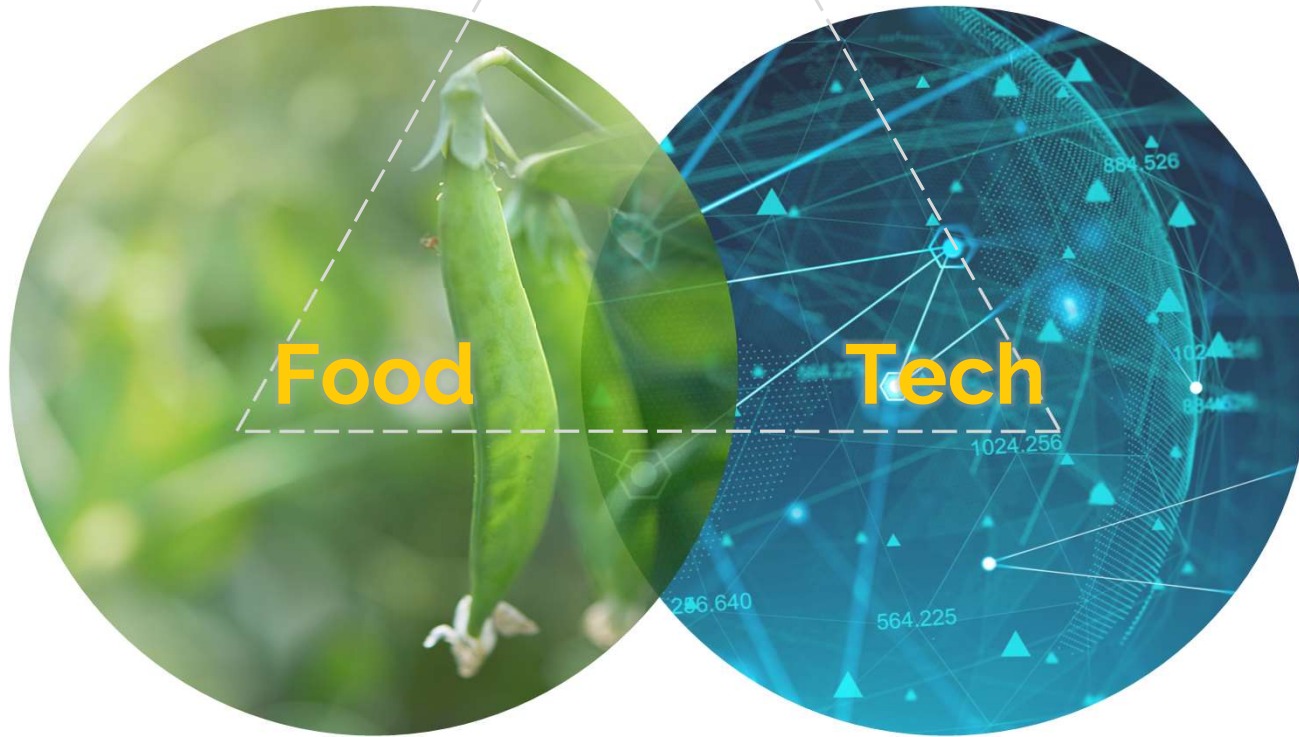
**Ruben Bringsken,**  
Director  
**JAMAEL N.V.**

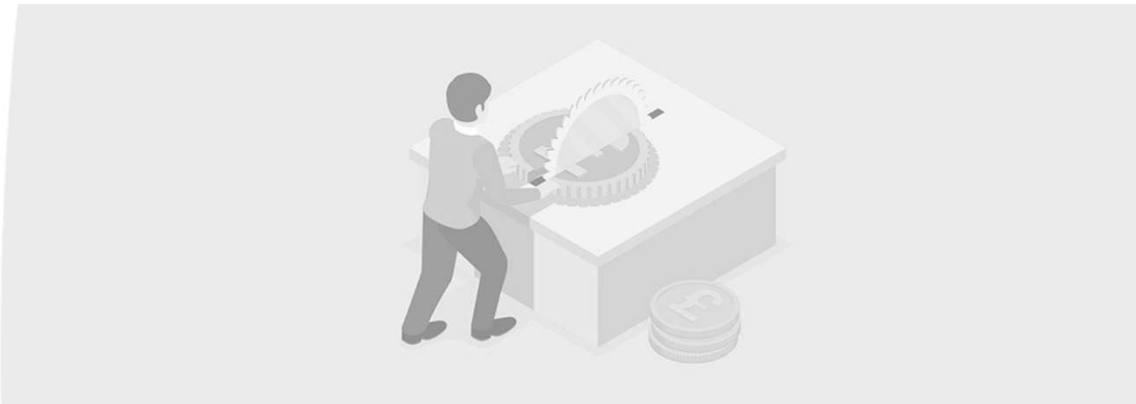




# Jamael

FOR A FAIR, SUSTAINABLE WORLD











FOOD GROUP

**Our foodchain is on many levels  
unhealthy, and therefore unsustainable.**

**We believe digitalization can help to create  
a more transparent and sustainable  
foodchain**





## GOALS

### Initiating and facilitating far-reaching chain cooperation

- As little waste and emissions as possible
- Fair prices for all links in the chain
- Access to healthy and affordable food for everyone, with all the information they need for a well-considered choice



## Better Eating made easy.

- Healthy, delicious and easy-to-use plant-based foods for a better diet
- Locally grown as much as possible to minimize our footprint
- Traded in short chains in which every link in the chain can earn a good living
- Full transparency by using digital technology
- Efficiently processed and responsibly packaged to avoid waste



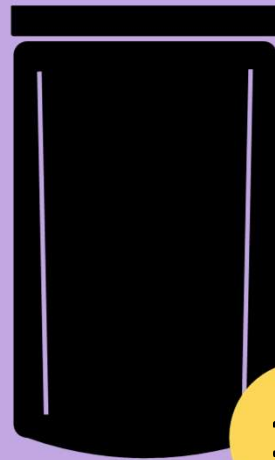


# IT MUST, AND CAN BE DONE DIFFERENTLY

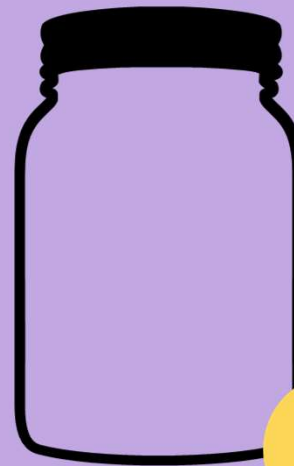
CO<sub>2</sub>



Index  
100



150



400



500





**PITTIGE BRUINE BONENSOEP MET GEBAKKEN UITJES**  
 Voor 2 personen | Bereidingstijd: 30 minuten | Lekker met aardappelkruidenbutter

**INGREDIENTEN**

- 2 pakken BOON Bruine bonen
- 250 g fijne suiegronthe
- 2 slengels bleekvleedij
- ½ groentebouillonblokje
- 2 el gebakken uitjes
- 1-2 el sambal (branda)
- 2 teen knoflook
- 1 laurierblad
- ½ tl gemalen kruidnagel

Scane de QR code voor de bereiding van dit recept of ga naar [boonboonen.nl](https://www.boonboonen.nl)



Deerweessaggestie

**PLAATPIZZA MET MEDITERRANE ZWARTE BONEN**  
 Voor 2 personen | Bereidingstijd: 30 minuten > 30 minuten oventijd

**INGREDIENTEN**

- 1 pak BOON Zwarte bonen
- 1 pak vers pizzadeeg met tomaten saus
- 1 gele paprika
- ½ courgette
- 75 g rucola
- 50 g olijvenlagade
- 200 g mozzarella

Scane de QR code voor de bereiding van dit recept of ga naar [boonboonen.nl](https://www.boonboonen.nl)




Deerweessaggestie

**GOULASH MET KIDNEYBONEN EN PAPRIKA**  
 Voor 2 personen | Bereidingstijd: 30 minuten | Lekker met chaptagnel!

**INGREDIENTEN**

- 1 pak BOON Kidneybonen
- 150 g meergranenrijst
- 2 paprika's
- 2 uien
- 1 teen knoflook
- 5 el tomatenpuree
- ½ tl kurjzaad
- ½ tl goulash kruidenmix
- 1 el bloem
- 4 el olie

Scane de QR code voor de bereiding van dit recept of ga naar [boonboonen.nl](https://www.boonboonen.nl)




Deerweessaggestie

**MAROKKAANSE KIKKERERWENSTOOF**  
 Voor 2 personen | Bereidingstijd: 30 minuten | Lekker met wat saffraan!

**INGREDIENTEN**

- 1 pak BOON Kikkererwten
- 150 g couscous
- 8 bospapen
- 1 courgette
- 1 witte ui
- 2 tl harissa
- 8 bakjes platte peterselie
- ¾ tl ras el hanout
- 5 el olie

Scane de QR code voor de bereiding van dit recept of ga naar [boonboonen.nl](https://www.boonboonen.nl)



Deerweessaggestie

**LINZENSALADE MET GEROOSTERDE GROENTEN EN GEITENKAAS**  
 Voor 2 personen | Bereidingstijd: 15 minuten > 30 minuten oventijd | Lekker met knoflook

**INGREDIENTEN**

- 1 pak BOON Linzen
- 2 rode bieten
- ½ sinaasappel
- 100 g geitenkaas
- 1 sjalot
- 1 tl fijne mosterd
- 1 el balsamicoazijn
- 5 el milde olie

Scane de QR code voor de bereiding van dit recept of ga naar [boonboonen.nl](https://www.boonboonen.nl)



Deerweessaggestie

**CURRY MET LUPINE EN PAKSOI**  
 Voor 2 personen | Bereidingstijd: 25 minuten | Lekker met knoflook

**INGREDIENTEN**

- 1 pak BOON Lupinebonen
- 150 g (gem)rijst
- 250 g bloemkool
- 1 paksoi
- 100 g taugé
- 1 witte ui
- 50 g rode currypasta
- 200 ml kokosmelk
- 1 el soja saus
- 4 el olie

Scane de QR code voor de bereiding van dit recept of ga naar [boonboonen.nl](https://www.boonboonen.nl)



Deerweessaggestie

**ROMIGE RAVIOLI MET LIMABONEN-PADDENSTOELENSAUS**  
 Voor 2 personen | Bereidingstijd: 20 minuten | Lekker met Parmezaanse kaas

**INGREDIENTEN**

- 1 pak BOON Limabonen
- 250 g verse ravioli
- 200 g paddenstoelenmelange
- 100 g babyspinazie
- 125 ml slagroom
- 2 sjalotjes
- 1 teen knoflook
- 4 takjes verse tijm
- 2 el boter

Scane de QR code voor de bereiding van dit recept of ga naar [boonboonen.nl](https://www.boonboonen.nl)



Deerweessaggestie

**BRUINE BONENSTOOF MET RIJST EN SPERZIEBONEN**  
 Voor 2 personen | Bereidingstijd: 25 minuten | Lekker met knoflook

**INGREDIENTEN**

- 1 pak BOON Bruine bonen
- 100 g (gem)rijst
- 250 g sperziebonen
- ½ komkommer
- 2 uien
- 15 g afzet stampor in stoof
- ½-1 tl sambal oetok
- 2 el olie

Scane de QR code voor de bereiding van dit recept of ga naar [boonboonen.nl](https://www.boonboonen.nl)




Deerweessaggestie

**SHAKSHUKA MET KIDNEYBONEN**  
 Voor 2 personen | Bereidingstijd: 25 minuten | Lekker met aardappel

**INGREDIENTEN**

- 1 pak BOON Kidneybonen
- 150 g (gem)rijst
- 3 tomaaten
- 1 ui
- 2 teen knoflook
- 4 eieren
- 4 takjes verse tijm
- ½ tl komjazaad
- 15 ml olie

Scane de QR code voor de bereiding van dit recept of ga naar [boonboonen.nl](https://www.boonboonen.nl)



Deerweessaggestie

**KIKKERERWENCURRY MET SUGARSNAPS EN PINDA'S**  
 Voor 2 personen | Bereidingstijd: 30 minuten | Lekker met limoentje

**INGREDIENTEN**

- 1 pak BOON Kikkererwten
- 150 g rijst
- 1 rode puntpaprika
- 200 g sugarsnaps
- 1 bol basil
- 75 g pinda's
- 3 el olie

Scane de QR code voor de bereiding van dit recept of ga naar [boonboonen.nl](https://www.boonboonen.nl)



Deerweessaggestie

**ZWARTE BONEN IN TERIYAKISAUS MET NOEDELS EN PAKSOI**  
 Voor 2 personen | Bereidingstijd: 15 minuten | Lekker met knoflook

**INGREDIENTEN**

- 1 pak BOON Zwarte bonen
- 150 g noedelde
- 1 rode puntpaprika
- 1 paksoi
- 2 perlabollo paddenstoelen in teriyakisaus
- ½ limoen
- ½ besje bieslook
- 2-4 el sashi gember
- 4 el olie

Scane de QR code voor de bereiding van dit recept of ga naar [boonboonen.nl](https://www.boonboonen.nl)



Deerweessaggestie

**TAGLIATELLE MET PITTIGE LINZEN, AUBERGINE EN MOZZARELLA**  
 Voor 2 personen | Bereidingstijd: 20 minuten | Lekker met knoflook

**INGREDIENTEN**

- 1 pak BOON Linzen
- 150 g (gem)rijst
- 1 aubergine
- 1 bol mozzarella
- 2 teen knoflook
- ½ rode chili peper
- 2 el verse platte peterselie
- 3-4 el pijnboompitten
- 4 el olie

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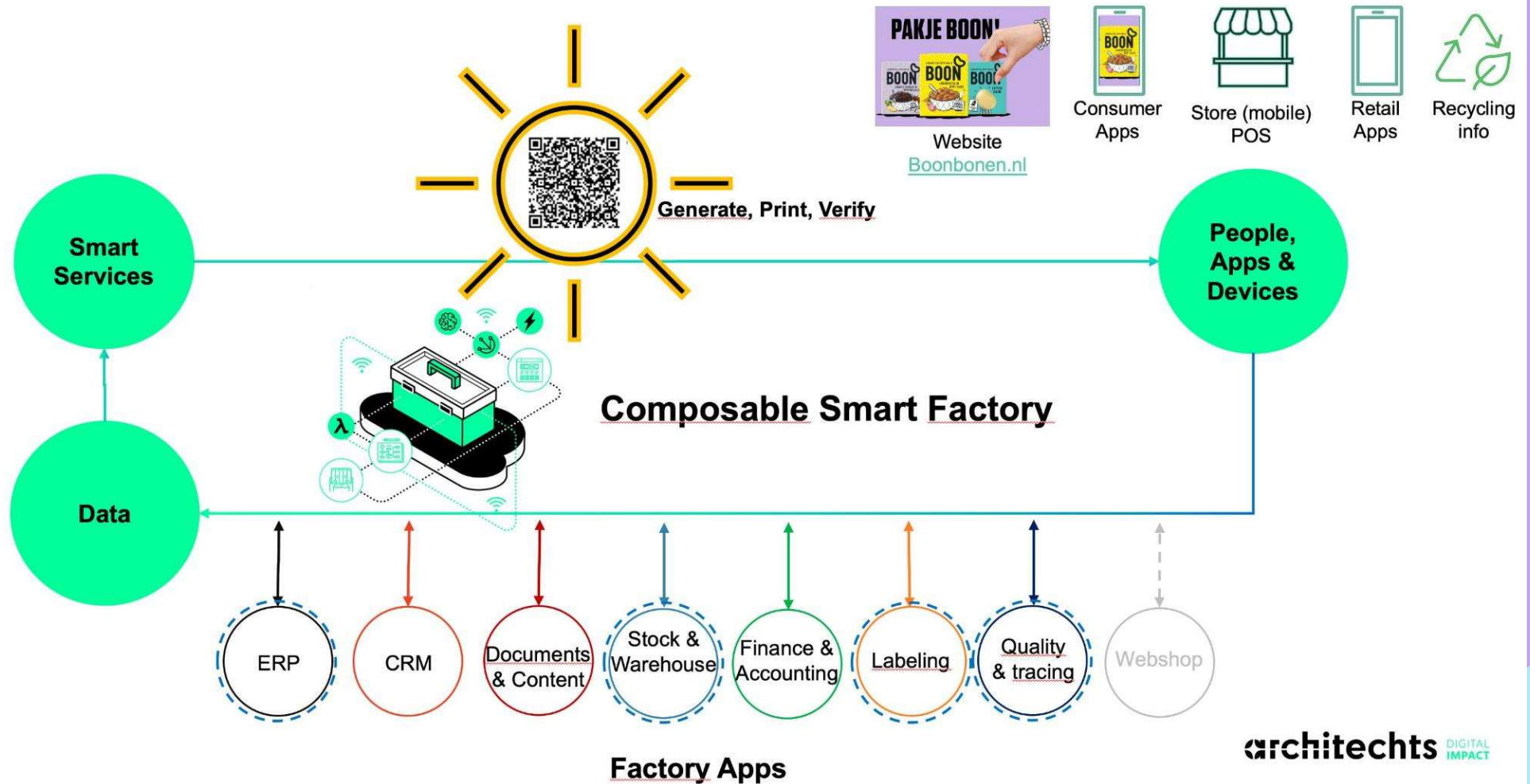
Deerweessaggestie







# Composable Smart Factory



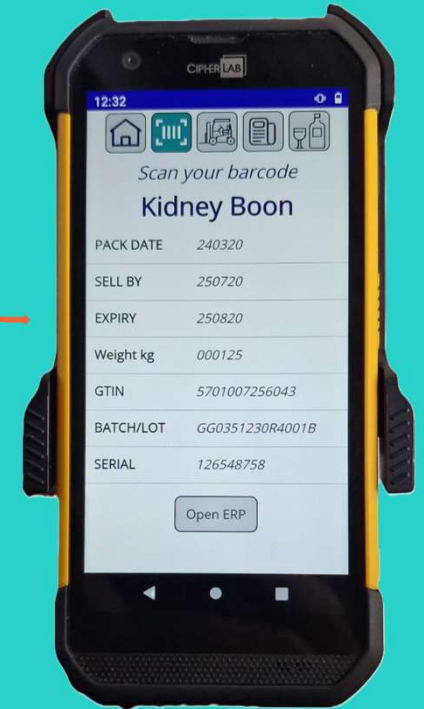


# DEMO 2D-QR on pack



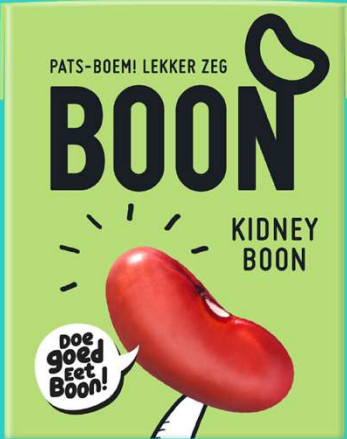


# Producer



Scanning by orderpicking

# Consumer – scanning with smartphone



(01) 8710646900085



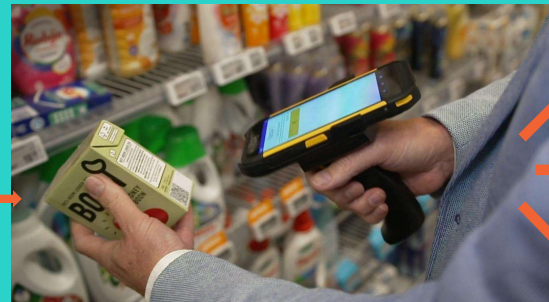
Scanning in supermarket or @home



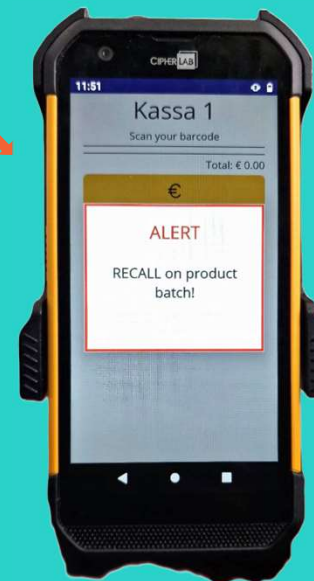
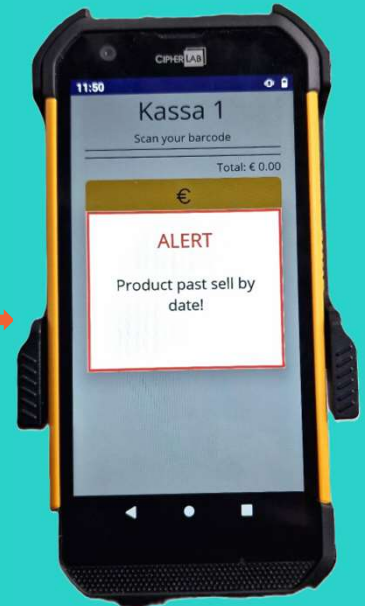
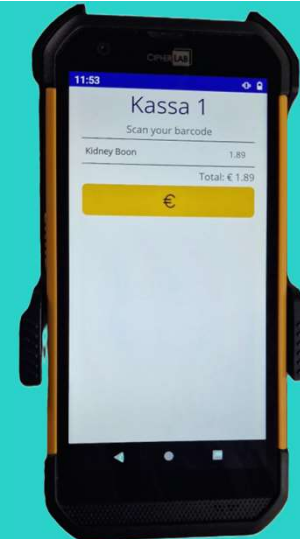
# Scanning in the supermarket



(01)8710646900085



Scanning by consumer or cashier



- GTIN
- Packaging Information
- Batch information
- Expiry date



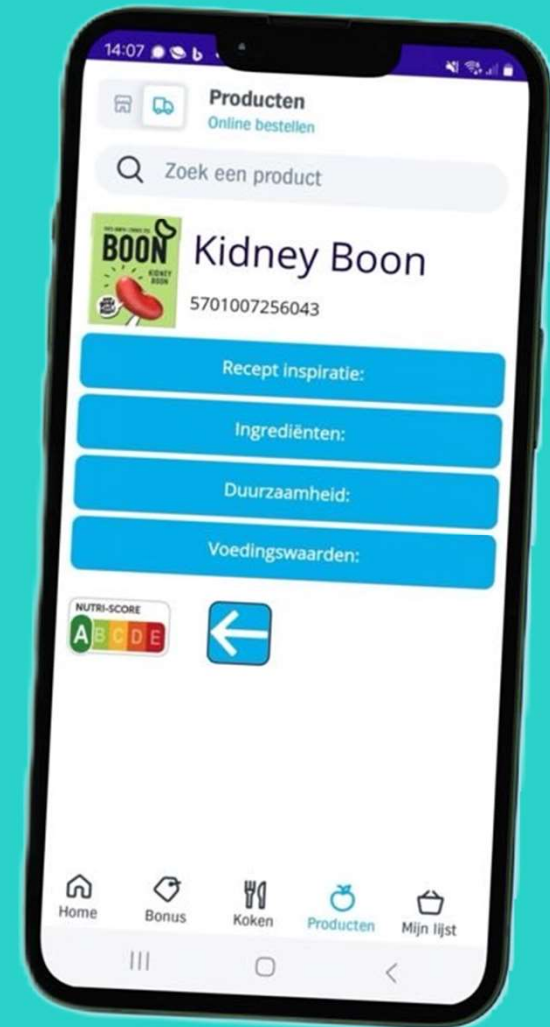
# Retailer – active recall on a batch



- GTIN
- Packaging Information
- Batch information
- Expiry date

Scanning by supermarket employee taking out of the store shelves only the wrong batch.

Less foodwaste



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## THANK YOU !!!

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Ukraine



Uzbekistan



Türkiye



UAE

00:30:00

MIN

SEC

MS



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- TO ALL OUR **SPEAKERS**
- TO OUR **SPONSOR VIDEOJET**
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- TO THE **GS1 IN EUROPE TEAM**
- TO THE **TECHNICAL TEAM**

**AND SEE YOU NEXT YEAR!!!**



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