GS1 2D Talk

Jake's Beverages GmbH

Jake's Beverages GmbH

Jake's Beverages GmbH (JBC)

Transforming the FMCG market by building the
brands of tomorrow

www.jbcglobal.de

EatFresh GmbH

Revolutionizing Convenience
Food Vending

www.eat-fresh.me
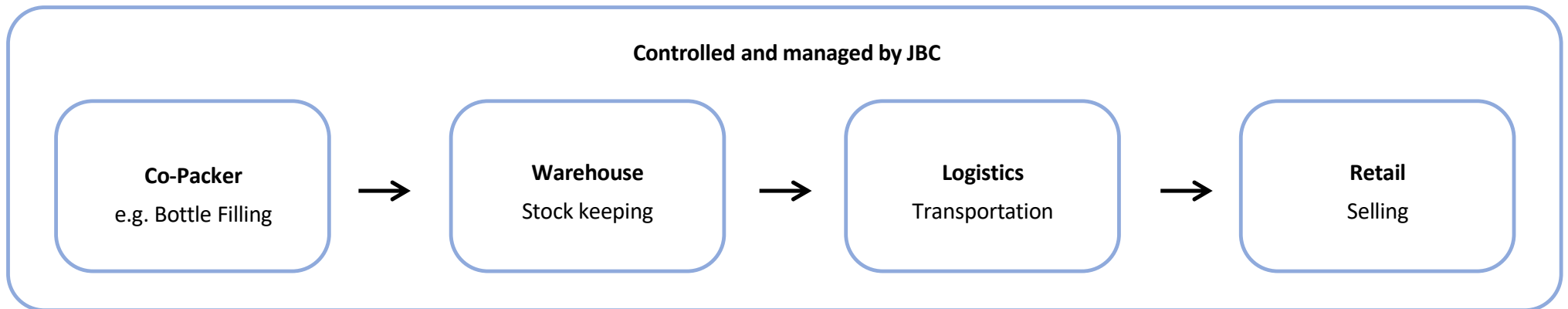
Problem

JBC

How can we get more transparency and control over our supply chain, especially with a circular economy?

Controlled and managed by JBC

Co-Packer		**Warehouse**		**Logistics**		**Retail**
e.g. Bottle Filling	→	Stock keeping	→	Transportation	→	Selling

Static Data

Item master data, Packaging number, Deposit of data in the resolver service

Dynamic Data

Serial number, production time, best before date, etc.

(*In the future at serial level*)

3

Using a standardized QR Code with GS1 Digital Link encoding

Why?

- **Low-cost:** No changes in production needed

- **Flexible**: Adaptable even after printing

- **Easy Monitoring**: Via Gs1 resolver service

- **Consumer-friendly**: No app required

- **Familiar**: QR codes are well known and easy to use

- **Multiple Product Information**: Various data points accessible through GS1 Digital Link

Link in QR Code: https://id.gs1.de/01/04270001501202/10/1202202201
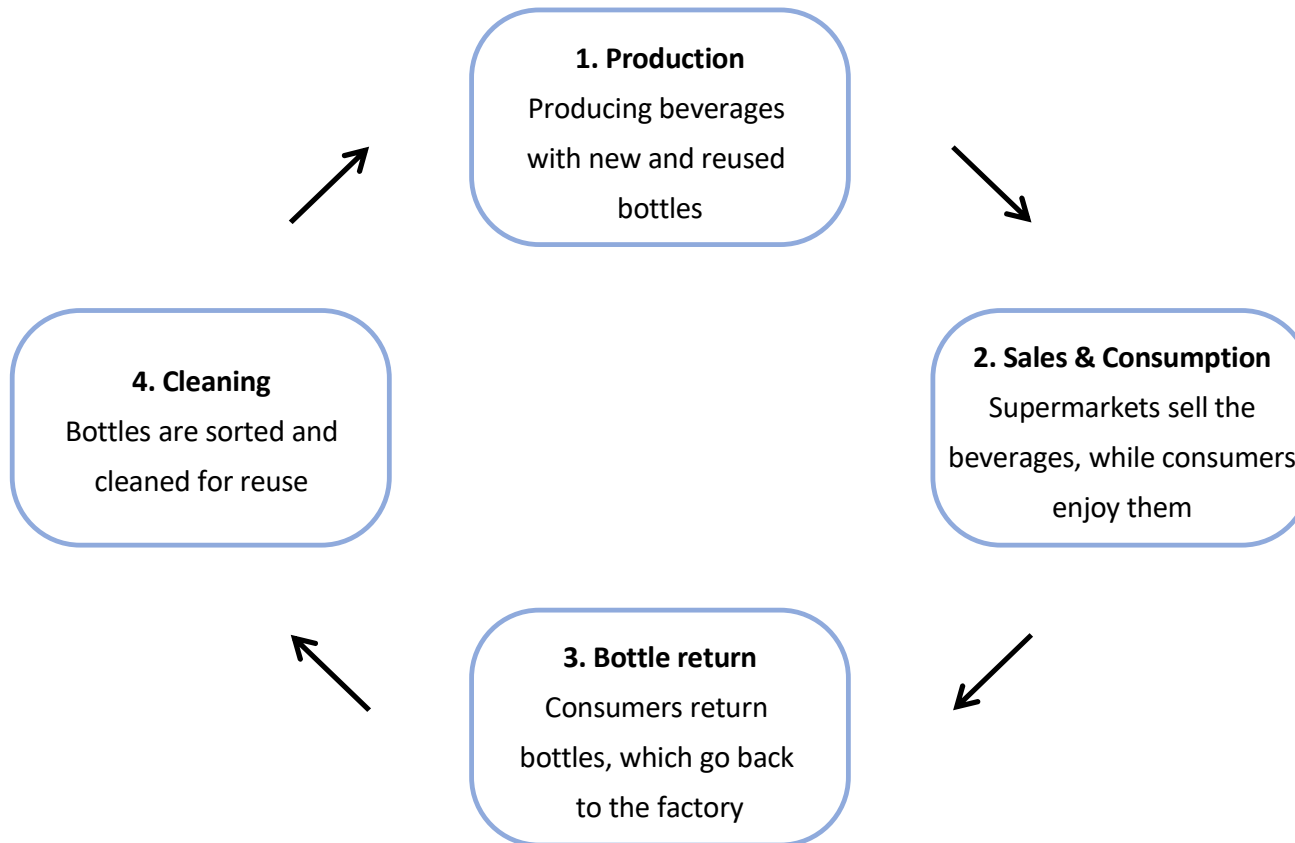
GS1 Domain   GTIN AI   GTIN   Batchnumber AI   Batchnumber

But how do you digitalize the reusable system in market?

1. Production
Producing beverages with new and reused bottles

2. Sales & Consumption
Supermarkets sell the beverages, while consumers enjoy them

3. Bottle return
Consumers return bottles, which go back to the factory

4. Cleaning
Bottles are sorted and cleaned for reuse

Multiple advantages in our supply chain:

A - Sorting
Current: Sorting bottles by batch number
Future: AI-based image capture for old batch detection and sorting on serial level

B - Counting
Tracking bottle circulation via QR code scanning

C - Purchasing Decisions
Optimized bottle purchasing based on real-time bottle pool data in circulation.

D - Measure
Measurement of returnable bottle flows with future AI-driven logistics optimization.

How can we better interact with the consumer?

Cooperations with retailers
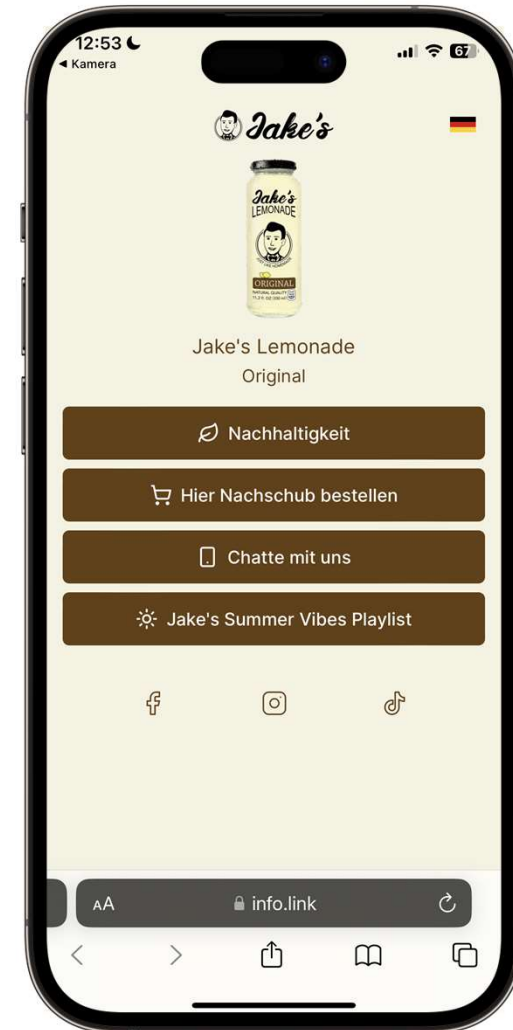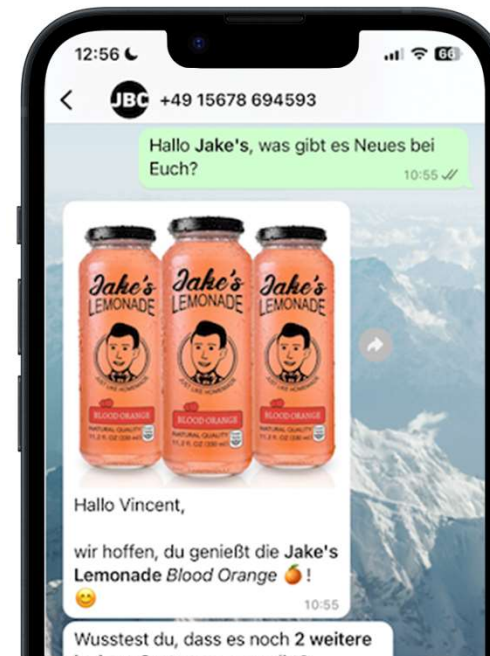
E.g. coupons / recommendations / landing page

Customer loyalty program

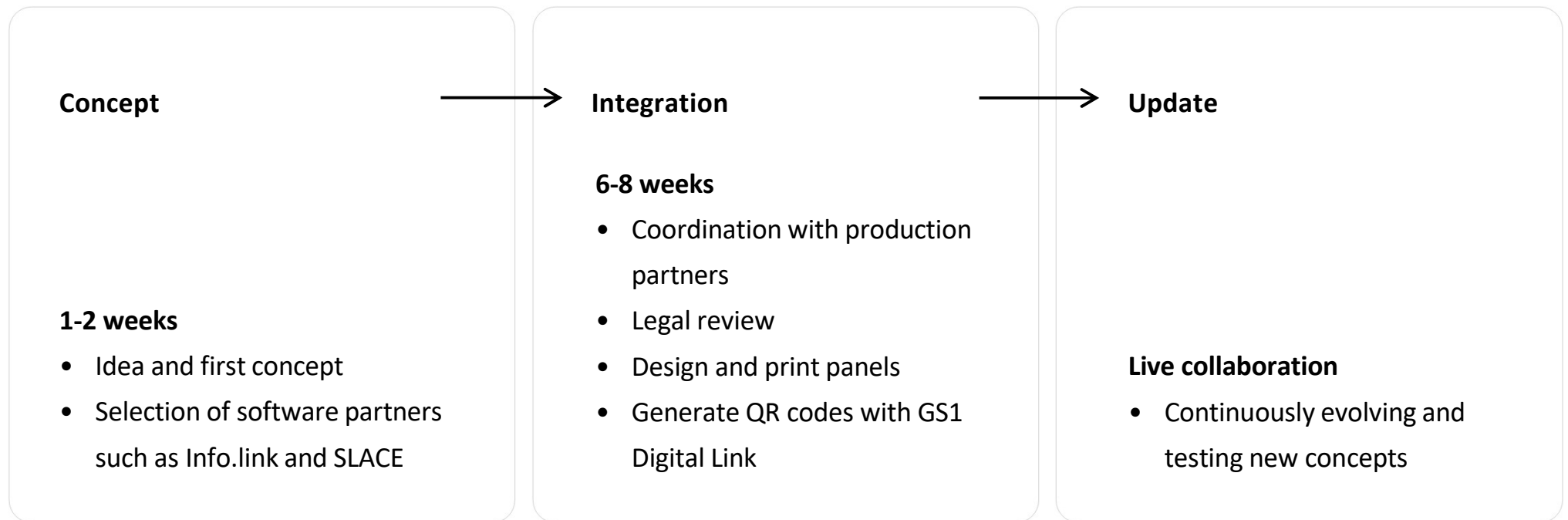E.g. scanning earns loyalty points / WhatsApp receipt promotion

Custom app / Landing page

E.g. for individual brands and flavors

Our journey from concept to market

Concept

1-2 weeks

- Idea and first concept
- Selection of software partners such as Info.link and SLACE

Integration

6-8 weeks

- Coordination with production partners
- Legal review
- Design and print panels
- Generate QR codes with GS1 Digital Link

Update

Live collaboration

- Continuously evolving and testing new concepts

Thank you for your attention!

JBC

If you have any questions or suggestions, we are happy to help!

Please contact us at:

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GS1
INTER**ACT**

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

GS1
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THANK YOU !!!

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

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Rolf D. Kienapfel
Head of IT
METRO Austria

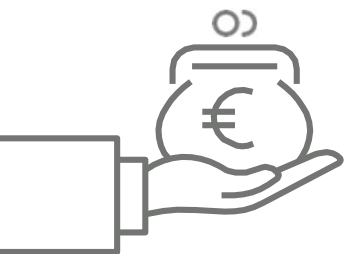# METRO meets the Matrix

GS1 DataMatrix@METRO

Vienna, October 17th 2024

Metro at a glance

METRO is Europe's top player in food wholesale

€22,988 million
Group revenue

€805 million
EBITDA[1]

91,201
employees[2]

In **33** countries

At **624** locations

METRO

What is the GS1 DataMatrix?

In principle the GS1 Data Matrix stores the same information as GS1-128

(01)99012345000014
(3103)001456
(15)250521
(10)12345678

oder

(01)99012345000014(3103)001456(15)250521(10)12345678

GS1 DataMatrix mit

GTIN: 99012345000014
Nettogewicht: 1,456 kg
MHD: 21.05.2025
Charge: 12345678

GS1-128 mit

GTIN: 99012345000014
Nettogewicht: 1,456 kg
MHD: 21.05.2025
Charge: 12345678

METRO

What's wrong with the good old barcode?

Try scanning the following barcodes...

© METRO AG.
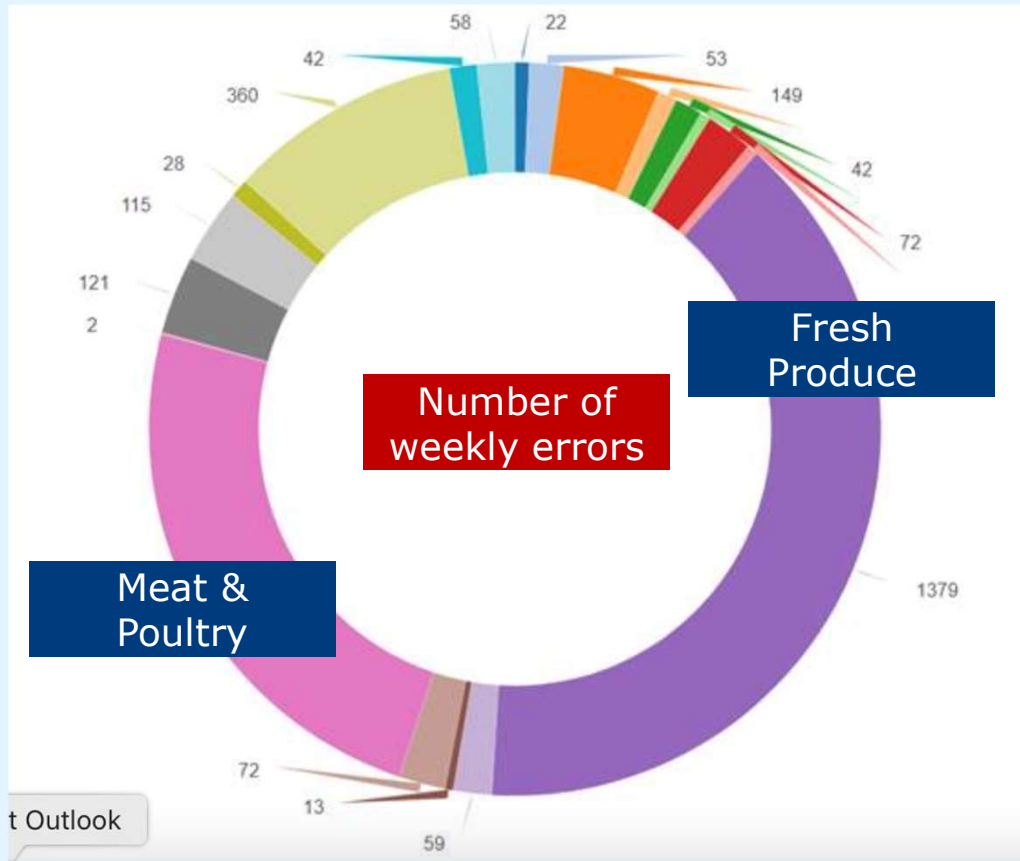
METRO

Where can the GS1 DataMatrix help?

- **Readability** is faster, more reliable and omnidirectional

- **More data** using less space on the product (lot number, weight, expiry date)

- **Improved checkout process** through quicker scanning and less manual interventions

- **Costsavings** and gains in efficiency

Reduction of error rate

40%

» **98,3% of all relevant scans correct at checkout**

METRO

Where does it work best?

Two thirds of errors at METRO appear in two categories related to Ultra-Fresh

What does it take to get it right?

$CORE

1 Supplier

Committement to standards

Getting data integrity right

Overcoming logistical challenges

2 Checkout team

Key enabler role

Committmement to improvement

Communication skills

3 Infra-structure

Combination of scanner, software and infrastructure
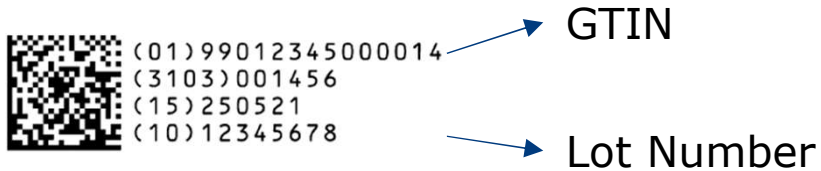
METRO

Spot the beauty...

Can you tell the difference?

© METRO AG.

But there is much more...

METRO uses GS1 DataMatrix for additional applications like traceability

(01)99012345000014 → GTIN
(3103)001456
(15)250521
(10)12345678 → Lot Number

- GTIN & Lot Number can serve as the basis for many applications linked traceability

- With METRO ProTrace, customers in many countries can trace back their products to the source in various categories

Where to next?

- GS1 DataMatrix optimization is a process – so we'll keep on improving step by step

- Information requirements and regulations will keep on growing in areas like supply chain monitoring, regionality etc.

  -> GS1 DataMatrix is a useful support

METRO

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