



# GS1 INTERACT

## SUSTAINABILITY UNVEILED

CONNECTING THE DOTS  
WITH GS1 STANDARDS

25 JUNE, 10:00 TO 16:00, AMSTERDAM  
HEINEKEN EXPERIENCE AND ONLINE

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# Agenda for the day

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01

## Sustainability demystified

Heineken  
Playdesign / Vox  
Barilla  
Nestlé

02

## One barcode fits all

GS1  
EuroCommerce  
AISE



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**Pere Rosell**  
CEO GS1 Spain

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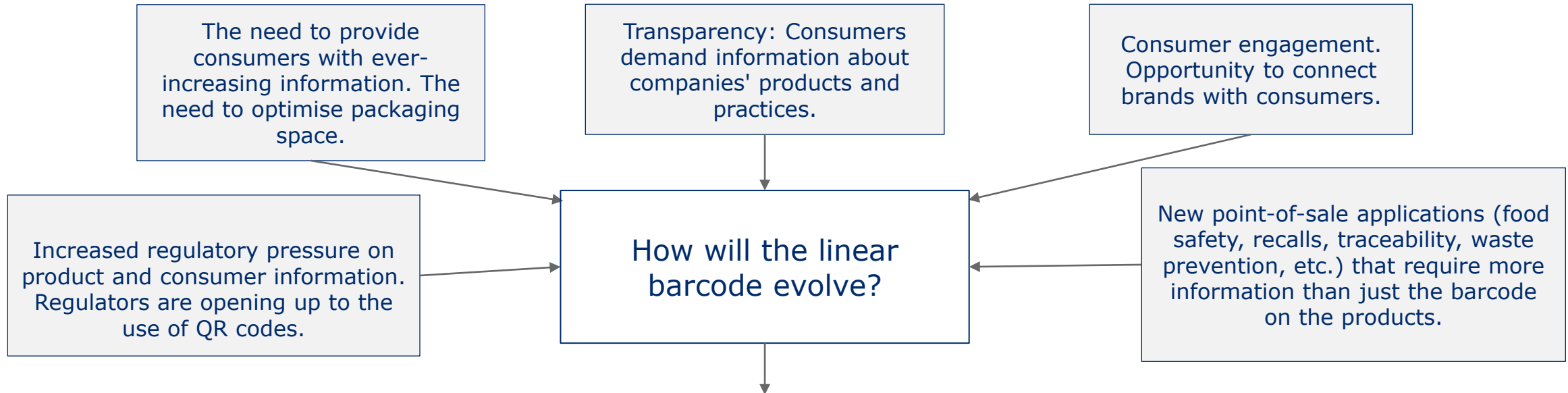






Pere Rosell  
CEO GS1 Spain  
Amsterdam, 25th June 2025

# The next barcodes (r)evolution – QR codes powered by GS1



- 1. A single barcode (QR Code) to connect with the consumer and for the point of sale:**
  - Packaging on the market with QR codes powered by GS1
  - Use of the QR Code also at the point of sale and in the supply chain.
- 2. GS1 Global Project, horizon 2027.**
- 3. (r)evolution compatible with the use of Radio Frequency Identification (RFID).**



Images generated with Google Gemini – They are not real products









# MERCADONA - QR code at point of sale (var. weight)



Usage for point of sale operations:

<https://qrtrack.mercadona.es/01/08436569260654/10/000229428002?17=240229&91=25&3103=000638&3922=00785&8005=001230>

Data contained in the QR code (dynamic printing):

GTIN, lot number, expiration date, net weight, price and price/kg.

Information for  
consumers on  
Mercadona  
Website:







# MERCADONA - QR code at point of sale (var. weight)



## Traceability, Improve processes, information for the consumer

- Sales by supplier
- Improvement traceability management at the sales floor
- Price Mark-downs
- Inventory management of expiry dates
- Block expired products at the check out
- Improve methodologies and processes at the POS
- Information for the consumer
- ....





## Improvement tracability management at the sales floor



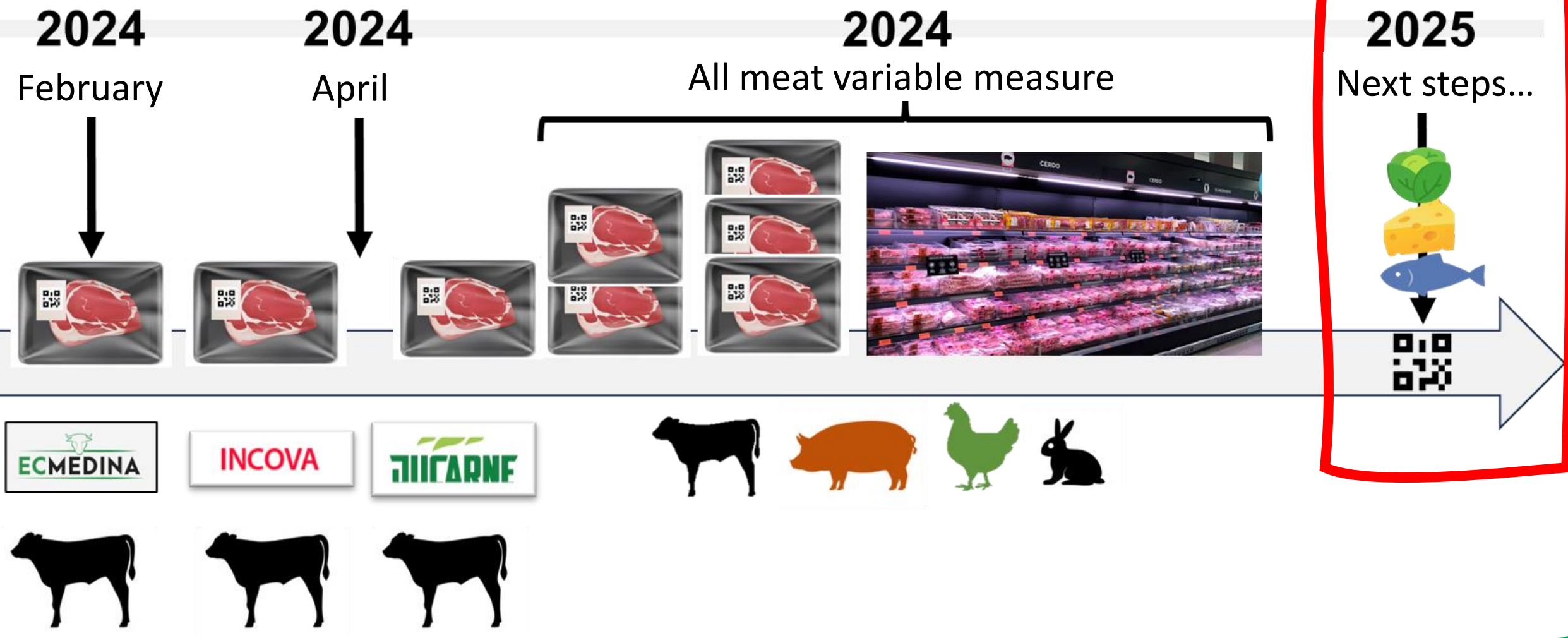
## Price mark-downs





From:









# MERCADONA - QR code at point of sale (fixed weight)



Usage for point of sale operations:

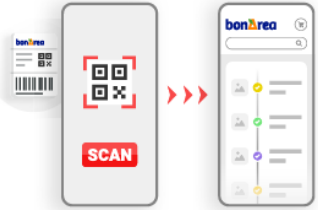
<https://qrtrack.mercadona.es/01/08436569260074/10/000421909001?17=250527&16=250522>

Data contained in the QR code (dynamic printing):  
GTIN, lot number, expiration date and sell by date.

Information for consumers on Mercadona Website:



# BonÀrea – “Directo al origen”

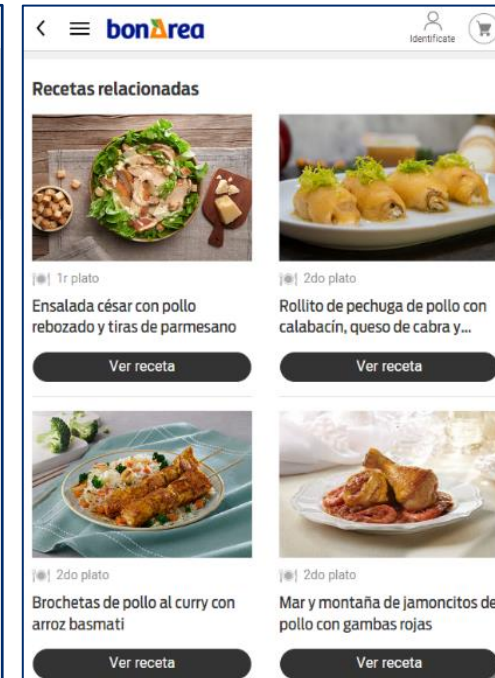
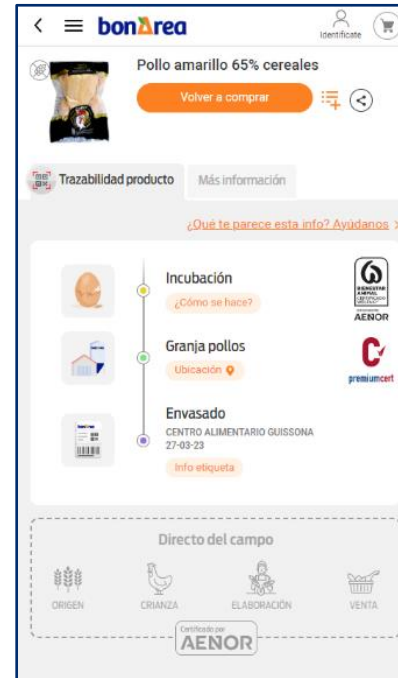


GS1 Digital Link URL:

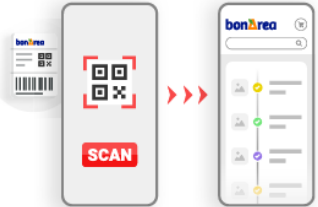
<https://tr.bonarea.com/01/08445915000011/10/53741110086?11=230421&17=230430&91=23537420061291144&3103=001844&3922=664&8005=000360>



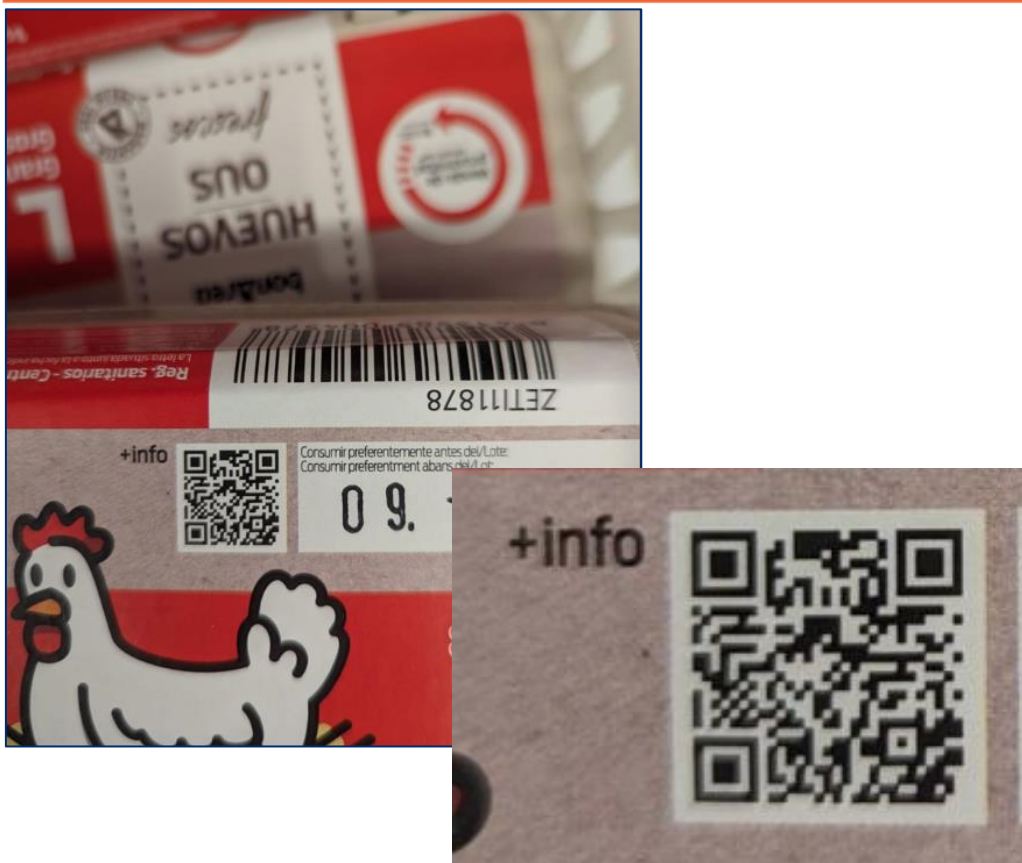
Data contained in the QR code: GTIN, batch number, manufacturing date, expiration date, weight, price/kg and total price.







# bonÀrea - BonÀrea – “Directo al origen”



bonÀrea

Identifica

Alimentació > Carns i ous > Ous

Ous L ros en estoig

Tornar a comprar

Traçabilitat producte

Més informació

Que et sembla aquesta info? Ajuda'ns >

Codi ou

Introduir codi ou

Buscar

Informació adicional

Pes %

10% Closca

60% Clara

30% Rovell

M

L

L PLUS

XL

Mitjans

Grossos

Grossos

Supergrossos

53 - 63g

63 - 73g

+68g

+73g

CARACTERÍSTIQUES

DESCRIPCIÓ:

Ous grossos (63-73 g) de categoria A. Dotzena d'ous produïts en granges dels socis de la Cooperativa Agropecuària de Guissona. Ideal per truites, fregits, remenats, bullits, etc.

CONSERVACIÓ:

Mantenir refrigerats després de la seva compra.

+ INFORMACIÓ

AL·LÈRGENS:

Ous i productes a base d'ous

DENOMINACIÓ:

Ous i rossos envasats

NOM I ADREÇA DE L'OPERADOR:

CORPORACIÓ ALIMENTÀRIA GUISSONA, S.A.

TRASPALAU, 8 - 25210 GUISSONA (LLEIDA)

\*La informació sobre la composició dels ingredients dels productes així com també la informació nutricional dels mateixos que apareixen en aquesta web, pot estar sotmesa a modificacions pendents d'actualització, amb el que recomanem als nostres clients que sempre llegeixin atentament les etiquetes dels productes abans de consumir-los, ja que és on podran trobar-hi la informació més detallada i actualitzada.

<https://tr.bonarea.com/01/08413585004578>

The QR code contains the GTIN information

# Brands implementing QR codes as well



<https://scan.pg.com/01/08001090446404>  
<https://scan.pg.com/01/08001090457554>



<https://mahou.aecocescanqr.es/01/08411327122016>



<https://id.aecocescanqr.es/01/08424395141360>

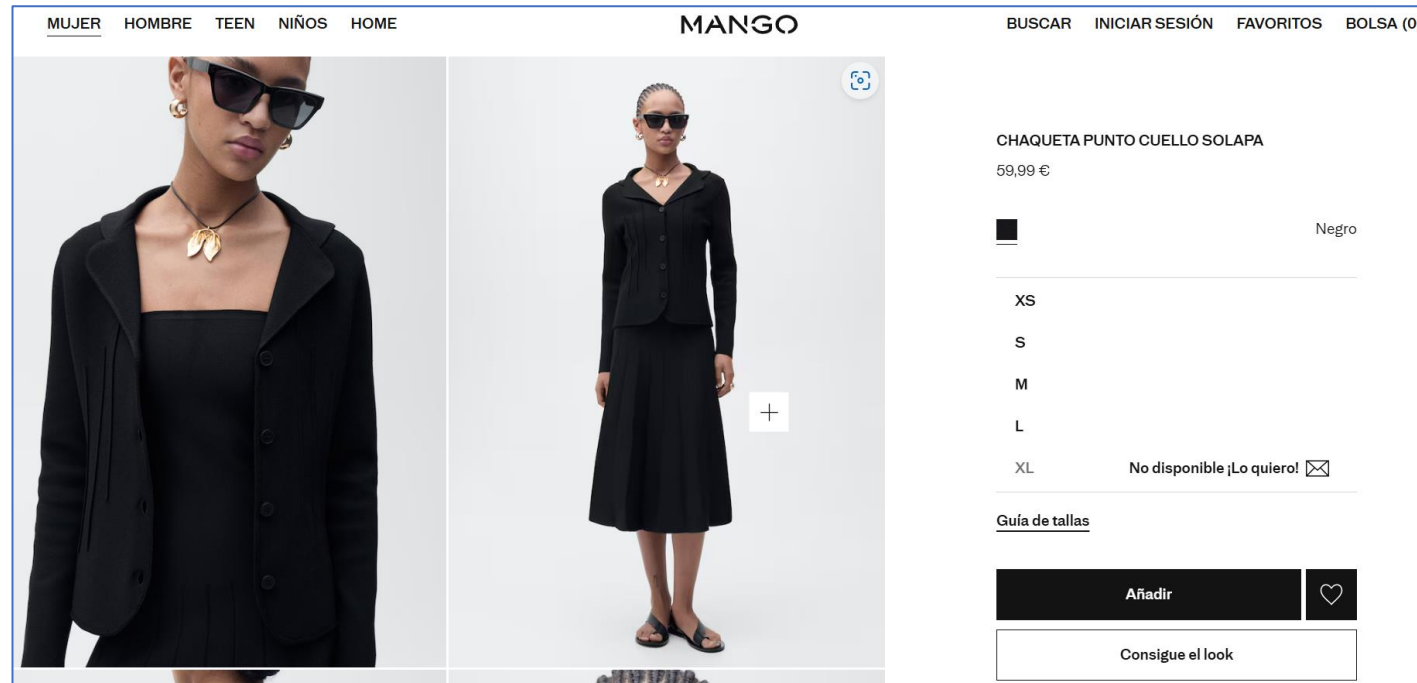


# MANGO – QR code and RFID tag



→ <https://qr.mango.com/v1/p/m/8/87085754/99/01/08447274749570/21/17280534827>

Data contained in the QR code: GTIN and Serial Number  
(The same data contained in the EPC RFID Tag)



# Digital label: Wines and spirits






# Digital label: Wine


AECOC  
ESCAN QR

English

**Reserva red wine, Puente de Piedra, DO Cariñena, 750 ml bottle**

Red wine





Reference

Name

Reserva red wine, Puente de Piedra, DO Cariñena, 750 ml bottle

EAN Code

08412075505434

Nutritional information

Food name

Red wine

List of ingredients

Fermented grape must of the Garnacha, Tempranillo, Cariñena and Cabernet Sauvignon varieties, Acidity regulators (L(+)-tartaric acid), preservatives and antioxidants ( **sulphur dioxide** (Sulphur dioxide), **potassium bisulphite(sulfites)** ), stabilizing agents (citric acid and gum arabic). Bottled in a protective Nitrogen atmosphere.

	100 ml
energy kJ	355 kJ
energy kcal	85 kcal
fat	0 g
of which saturates	0 g
carbohydrate	2.6 g
of which sugars	0.09 g
protein	0.2 g
salt	0.001 g

Net quantity

75 Centilitres

Percentage of alcohol

13.5 % vol

Country of origin

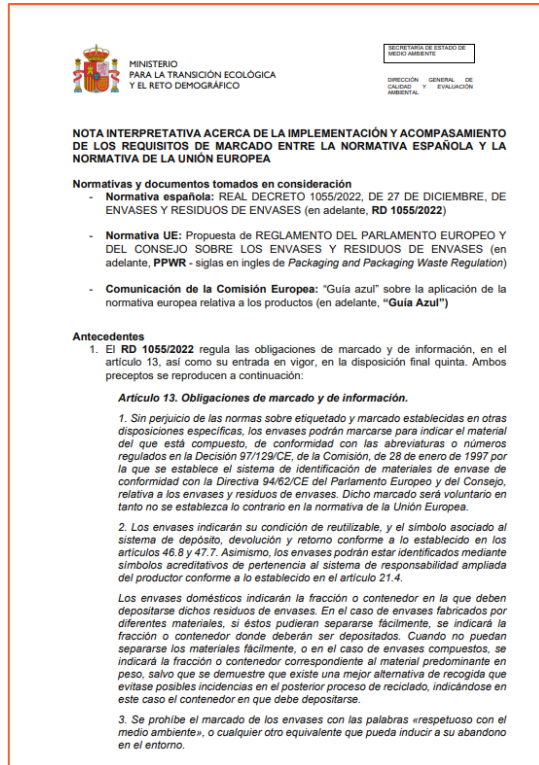
Spain

The digital labels generated for wines guarantee regulatory compliance:

- Neutral appearance
- No marketing information
- No manufacturer URL
- No user tracking
- Easy, direct and universal access



# Spanish regulation on recycling information to consumers



Plan sectorial para utilización de códigos QR en el Sector de Vinos y Bebidas espirituosas en el marco del Real Decreto 1055/2022 y la Nota Interpretativa acerca de la implementación y acompañamiento de los requisitos de marcado entre la normativa Española y la normativa de la Unión Europea.



Enero 2025



"Each sector will develop specific plans to establish a harmonized format for including this information in the QR code, taking into account its specific characteristics and other applicable regulations."



# Recycling information for Wine products

Producto	QR en la etiqueta
Vino tinto Coronas Solución de etiquetado digital: U-label by Scantrust	



ES



**CORONAS**  
Producido en: España

INFORMACIÓN DEL PRODUCTO

Tipo de producto  
Vino

ES

**U-label**

INGREDIENTES

uvas, reguladores de la acidez(ácidos málicos (DL-/L-), ácido tartárico (L(+)-), estabilizadores(goma arábiga, manoproteínas de levaduras), conservantes(sulfitos), Embotellado en atmósfera protectora.

INFORMACIÓN NUTRICIONAL

Valor energético	Por 100 ml
	328 kJ
	78 kcal
Grasas de las cuales	0 g
Saturadas	0 g
Hidratos de carbono de las cuales	0,9 g
Azúcares	0 g
Proteínas	0 g
Sal	0 g

CONSUMO RESPONSABLE



ES

**U-label**

WINEinMODERATION

CHOOSE | SHARE | CARE

Beba siempre con moderación.

SOSTENIBILIDAD

Reciclabilidad



Etiquetado ambiental para envases

Botella	
Tapón	
Cápsula	
Caja	

Información de reciclaje ya incorporada en la etiqueta digital

Producto	QR en la etiqueta
Vino blanco GRANBAZÁN ETIQUETA VERDE 2023 ALBARIÑO 75CL Solución de etiquetado digital: AECOC eScan QR	

AECOC

ESpañol

**Vino blanco GRANBAZÁN ETIQUETA VERDE ALBARIÑO 75CL**  
Vino blanco Albariño



WINEinMODERATION

ELEGIR | COMPARTIR | CUIDAR

Beba siempre con moderación.

El abuso de alcohol es peligroso para la salud.

Nombre  
Vino blanco GRANBAZÁN ETIQUETA VERDE ALBARIÑO 75CL

Código EAN  
08420426012005

**Información nutricional**

Denominación del alimento  
Vino blanco Albariño

Lista de ingredientes  
Uva, conservantes y antioxidantes (ácido L-ascórbico, bisulfito de potasio (sulfitos)), estabilizadores (carboximetilcelulosa). Embotellado en atmósfera protectora

	100 ml
valor energético kJ	341 kJ
valor energético kcal	82 kcal
grasas	<0.1 g
de las cuales saturadas	<0.1 g
hidratos de carbono	1.9 g
de los cuales azúcares	0.06 g
proteínas	0.3 g
sal	0 g
Cantidad neta	0,75 Litros

Lugar de procedencia  
D.O: Rias Baixas

Condiciones de conservación  
Mantener alejado de ambientes con fuertes olores, no someter a cambios bruscos de temperatura y no exponer a fuentes de calor ni luz directa.

**Reciclaje**

Componente	Contenedor
Botella	
Tapón	

**Datos del operador**

Nombre del operador / importador  
Agro Bazán, S.A.

Dirección del operador / importador  
C/Tremoeño,46, 36603 Vilanova de Arousa-Pontevedra

Registro  
R.E. 6565/PO

Información de reciclaje ya incorporada en la etiqueta digital

# Recycling information for Spirit products

Producto	QR en la etiqueta
Ginebra Nordés 70 cl. Solución de etiquetado digital: AECOC eScan QR	


ESPAÑOL

**NORDES GIN 40,0 CP 6x700 NAC.**  
Ginebra




  
Consumo responsable

**Referencia**  
Nombre  
NORDES GIN 40,0 CP 6x700 NAC.  
Código EAN  
08435449500002

**Información nutricional**

	100 ml	30 ml
valor energético kJ	920 kJ	276 kJ
valor energético kcal	220 kcal	66 kcal
grasas	0 g	0 g
de las cuales saturadas	0 g	0 g
hidratos de carbono	0 g	0 g
de los cuales azúcares	0 g	0 g
proteínas	0 g	0 g
sal	<0.1 g	<0.03 g

**Cantidad neta**  
700 Mililitros

**Porcentaje de alcohol**  
40 % vol

**Otras menciones obligatorias o facultativas en la etiqueta**

**Pais de origen**  
España

**Reciclaje**

Componente	Contenedor
Botella	
Cápsula	
Tapón	

**Datos del operador**

Nombre del operador / importador  
Osborne Distribuidora, S.A.

Dirección del operador / importador  
Calle Fernan Caballer 7 - 11500 El Puerto de Santa Maria - Cádiz

Registro  
REA-197-CA

**Información consumo de bebidas alcohólicas**

El consumo abusivo o excesivo de bebidas alcohólicas puede ocasionar riesgos para la salud. Los posibles problemas derivados son consecuencia del consumo indebido, no de ciertos colectivos de

Producto	QR en la etiqueta
Cardenal Mendoza Brandy 70 cl Solución de etiquetado digital: U-label by Scantrust	


ES


  
**CARDENAL MENDOZA**  
Producido en España

**INFORMACIÓN DEL PRODUCTO**

Tipo de producto	alc.
Brandy	40% vol
Cantidad neta	Envejecimiento/Método de producción
700 ml	SISTEMA DE CRIADERAS Y SOLERA

  
**BRANDY DE JEREZ**

**INGREDIENTES**  
Brandy, Colorante (E150a), Mosto de uva pasificada Pedro Ximénez.

**UNIDAD DE CONSUMO**

1 PORCIÓN (PORCIONES)	30 MILILITROS
23.3 PORCIÓN (PORCIONES)	700 MILILITROS

**INFORMACIÓN NUTRICIONAL**

	Por 100 ml	Por 30 ml
Valor energético	1035 kJ	311 kJ
Grasas	0.1 g	0.0 g
de las cuales saturadas	0.1 g	0.0 g
Hidratos de carbono	3.4 g	1.0 g
de los cuales azúcares	3.4 g	1.0 g
Proteínas	0.1 g	0.0 g
Sal	0.00 g	0 g

**CONSUMO RESPONSABLE**  

  
**SOSTENIBILIDAD**  
Reciclabilidad  

  
**Etiquetado ambiental para envases**

Botella	
Cierre	
Caja de regalo	
Caja	
Cápsula	



# Digital labels being deployed in Spain

AECOC  
ESCAN QR English

**Fried tomato with extra virgin olive oil Masó 380g**  
Fried tomato



**Información nutricional**

**Food name**  
Fried tomato

**List of ingredients**  
Tomato, salt, sugar and extra virgin olive oil.



AECOC  
ESCAN QR English

**Natural yogurt with cane sugar 125 gr x 4**  
Natural yogurt with cane sugar



**Highlighted Features**

**The authentic farm yogurt**  
La Fageda Natural Yogurt with Cane Sugar is an authentic farmhouse yogurt. It has a unique texture that is consistent on the spoon and creamy in the mouth. Our yogurts are 100% natural, contain no preservatives or colorings, and stand out for their unique texture and low acidity.



AECOC  
ESCAN QR English

**Wholemeal Maria Cookie 0% Added Sugars FB 200g**  
Cookie with sweeteners



**Description**

Whole Wheat Cookie 0% added sugars, with High Oleic Sunflower Oil and high fiber content.


**Social networks**

Web  
Instagram



AECOC  
ESCAN QR English

**Abzolem Wipes® 40 units**



**Description**

Hydration for very dry and cracked skin hyperozonized fatty acids.

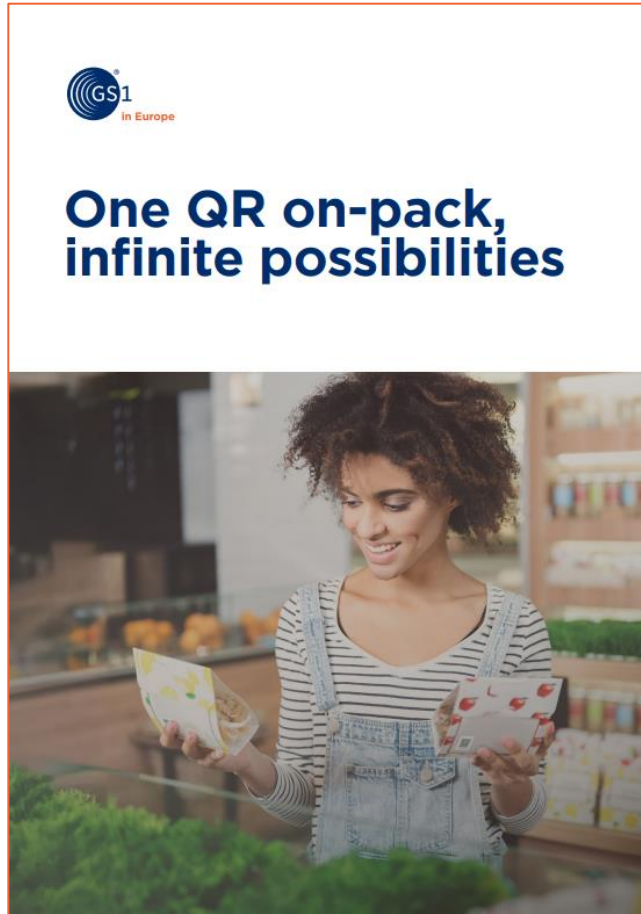
**Highlighted Features**

**Abzolem Wipes**  
Hydration for very dry and cracked skin with hyperozonized fatty acids



# One QR on-pack, infinite possibilities

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# Thank you!!

Pere Rosell  
CEO GS1 Spain  
E: [prosell@gs1es.org](mailto:prosell@gs1es.org)







# GS1 INTERACT

**SUSTAINABILITY UNVEILED**

CONNECTING THE DOTS  
WITH GS1 STANDARDS



# Thank you!

*The slide deck and recording of the session will be shared afterwards*



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**Evi Moutsipai**  
Adviser Product  
Policy &  
Sustainability  
EuroCommerce

**Jan Somers**  
GS1 in Europe  
Chair  
CEO GS1 Belgilux



**Mohammad  
Salikandi**  
Sustainability  
Manager  
A.I.S.E. – Detergents  
Europe

# EuroCommerce – the voice for retail and wholesale at EU level

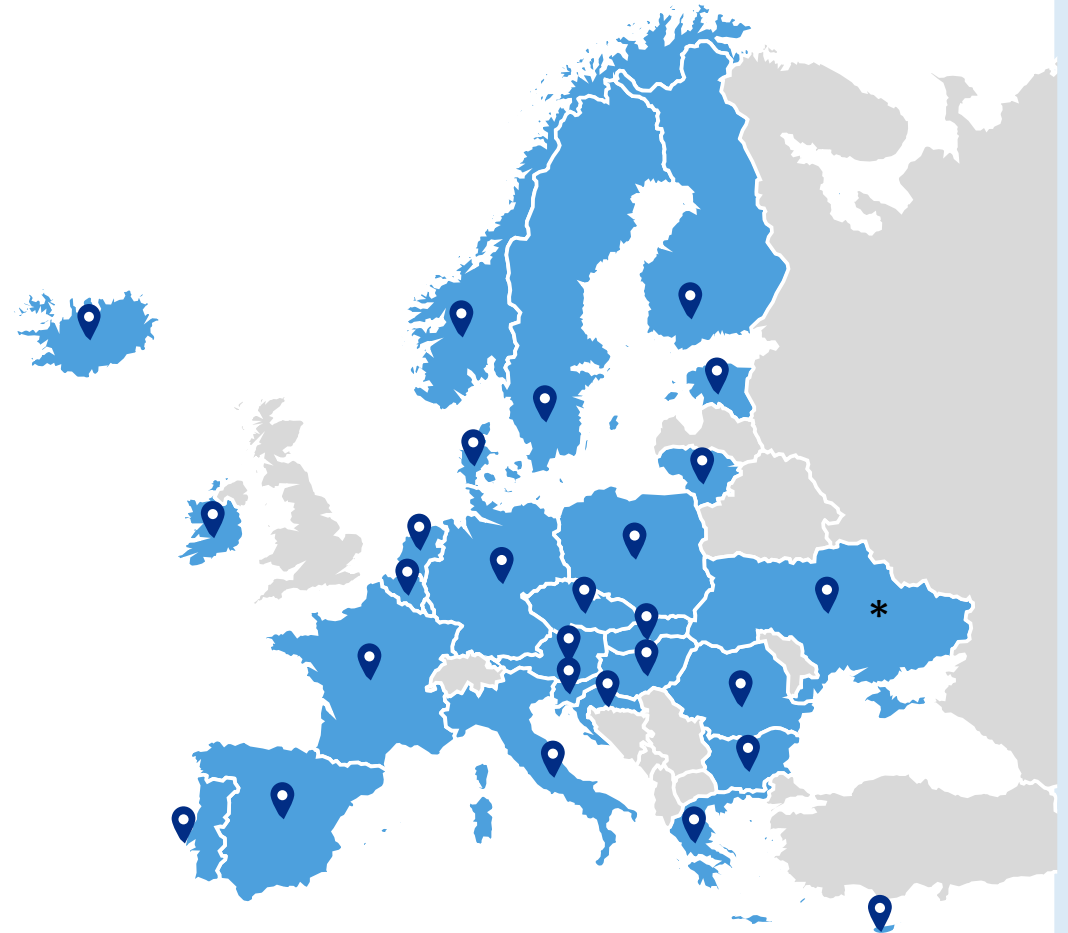
## Our company members



## Our affiliated members



## Our national associations



\* Partner association





The Digital Product Passport (DPP) is a versatile tool that aims to bring together essential information about a product to support multiple policy goals, from sustainability to compliance and traceability. Its success depends on a consistent and coordinated approach across all EU legislation.

### Functions of a Digital Product Passport

- Consumer & Sustainability Information
- Supply chain communication & traceability
- Simplified reporting
- Product compliance
- Customs enforcement
- Interconnection of platforms



# Digital Product Passport Universe

**DG GROW** Lead service for the DPP

**Digital Product Passport standards | CEN/CENELEC**  
Develops standards for the DPP backbone technology

#### New Legislative Framework

Assessing the role of DPP in digitalising product compliance.



#### Single Market Strategy

Aims at digitalising processes and procedures.



#### Competitiveness Compass for the EU

Digitalisation and simplification tool to reduce reporting burdens.



#### Omnibus IV > paperless reporting

Remove inefficient requests for paper format in product legislation.



#### E-Commerce Communication

DPP among the digital tools for detecting illegal goods and linking databases.



#### Ecodesign for Sustainable Products Regulation

Introduces the DPP framework and facilitates communication of sustainability information.

Textiles - Furniture - Tires - Mattresses



#### Chemicals Legislation (REACH & CLP)

REACH & CLP introduce provisions on digital labelling. DPP introduced as a traceability and enforcement tool in REACH.



#### Packaging and Packaging Waste Regulation

Traceability & Sustainability Information.



#### Green Claims Directive

DPP seen as a harmonised access point for environmental product information, supporting consumer transparency, green claims verification, and coherence with broader sustainability legislation.



#### Product Legislation that introduces a DPP

Introduce requirement to communicate product information via DPP.

Toys Safety Regulation  
Detergents Regulation  
Batteries and Waste Batteries  
Construction Products Regulation  
Critical Raw Materials Act



#### Customs Reform

Automatising customs checks, interlinking IT systems.



Linked to Right to Repair Directive

#### European Parliament INI report on Products in the digital and sustainable transition

DPP is envisioned as a multipurpose tool: sustainable choices, circular economy, compliance, traceability, customs.



#### European Parliament INI report on Product safety/compliance in e-commerce and non-EU imports

DPP as an early compliance verification tool for imported products.



**EU SME Envoys | DG GROW & Member States**  
Discuss DPP solutions, pilots, opportunities and challenges

**CIRPASS -2 project | Business Forum**  
EU funded project demonstrating the functioning of DPPs in real settings, including a wide community of DPP stakeholders

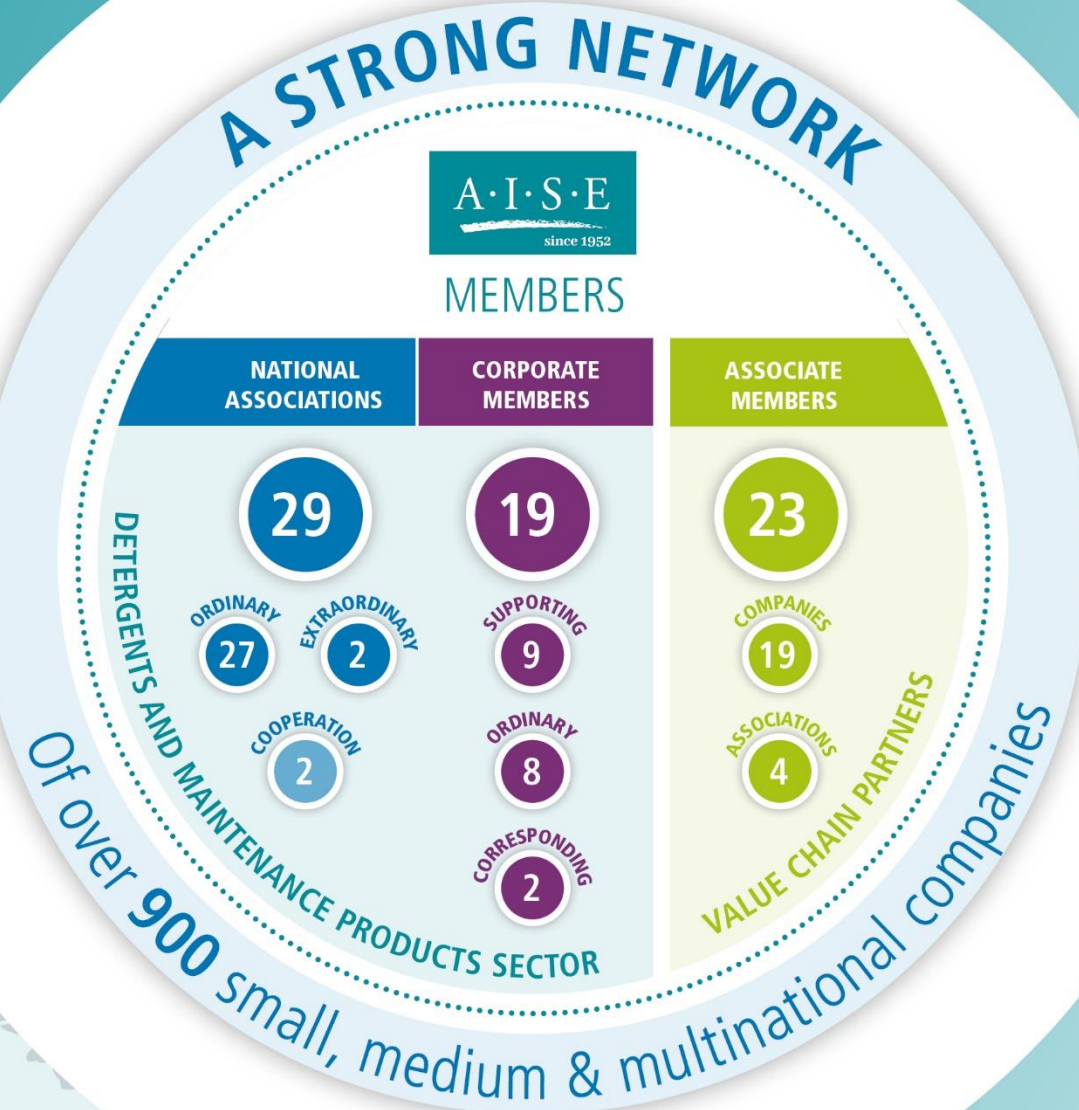
# About the A.I.S.E. network

## The detergents and maintenance products industry across Europe

A.I.S.E. represents the detergents & maintenance products industry in Europe. Based in Brussels, A.I.S.E. has been the voice of the industry to EU regulators **for more than 70 years**. Membership consists of 29 national associations across Europe, 19 corporate members and 23 value chain partners. Through this extensive network, A.I.S.E. represents **over 900 companies** supplying household and professional cleaning products and services across Europe.

The industry is a substantial contributor to the European economy with an annual **market value of €45,5 billion**, directly employing 95 000 and 360 000 throughout the value chain.

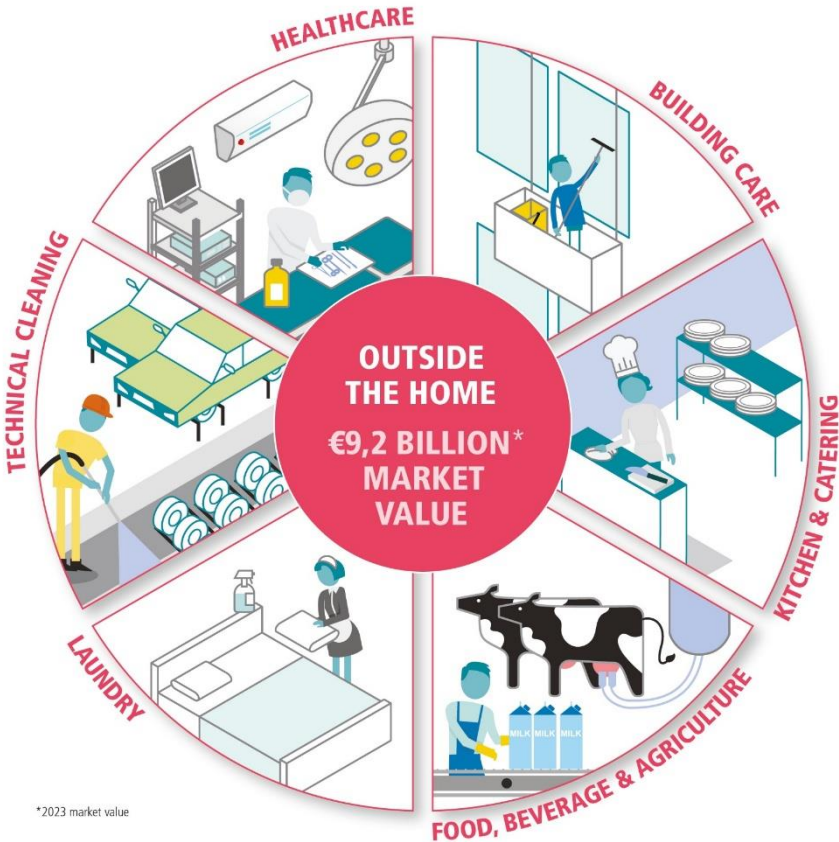
A.I.S.E. has a long history in leading voluntary industry initiatives that focus on sustainable design, manufacturing and consumption, product safety and safe use of products by consumers and professional customers.





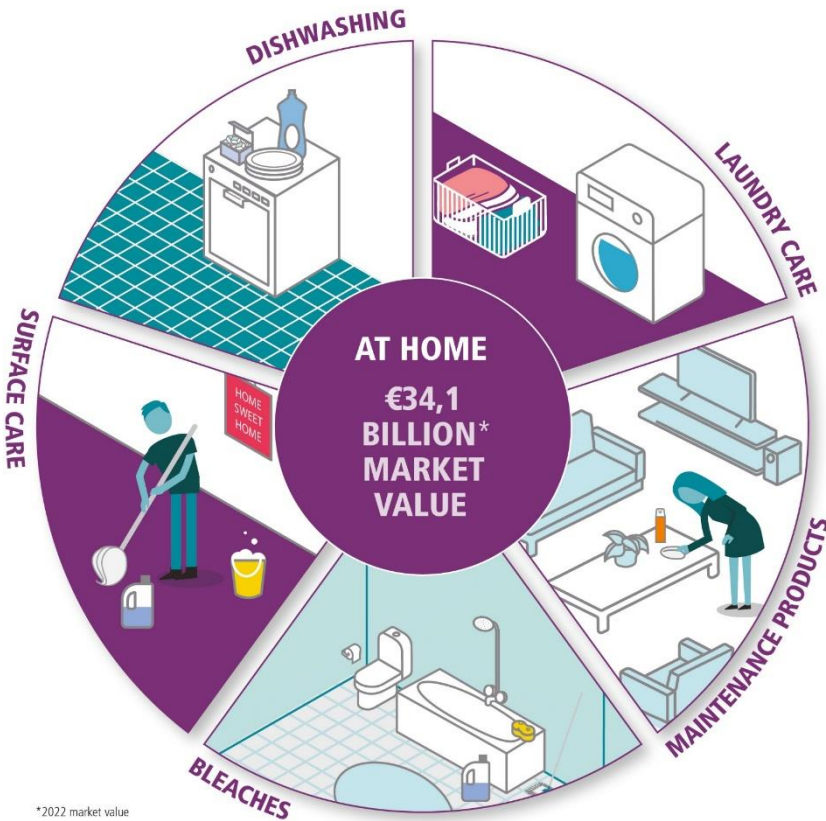
# A CRUCIAL INDUSTRY FOR HEALTH & WELLBEING

Fundamentally sustaining society with professional cleaning solutions



PROFESSIONAL

Keeping our homes clean and ensuring our wellbeing



HOUSEHOLD



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A · I · S · E



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