

## Unlocking new Possibilities

From 2027 onwards, GS1 recommends the widespread use of 2D codes such as DataMatrix or QR codes, marking the end of the traditional EAN barcode. This new standard delivers real added value: a single code can display not only the article number but also the batch, expiration date, serial number, and much more directly on the product. This improves traceability, anti-counterfeiting, and logistics efficiency, while also creating new opportunities for digital consumer information and customer engagement. By making the switch now, you secure crucial competitive advantages and are fully prepared for future requirements.



**Track & Trace**

From production to sale, every product is uniquely identifiable and fully traceable. In the event of an issue, it can be quickly determined where it was produced, stored, or sold - with proof of origin always readily available.

**Product Safety & Recall Management**

Issues can be traced directly to the affected batches, so only relevant products are recalled. With each item's unique serial number, you can react instantly - saving valuable time, costs, and resources.

**Logistics & Inventory Management**

Serialized products allow precise inventory monitoring and real-time tracking - enabling efficient warehouse management, streamlined delivery planning, and protection against unauthorized product movements.

**Product Information**

Consumers can instantly access detailed product information directly on the packaging via a digital code - from ingredients and origin to production date. Allergens and critical ingredients are clearly highlighted for full transparency.

**Counterfeit Protection**

Serialization ensures that every product unit is uniquely identifiable - enabling the effective detection of counterfeit or substandard foods and preventing them from entering the market. Premium goods such as organic foods, fine wines, and spirits can be verified for authenticity, while unauthorized sales channels are blocked - providing comprehensive brand protection.

**Compliance**

Serialization ensures compliance with legal requirements and international standards - from EU regulations to GS1 guidelines. It provides verifiable proof of traceability and product safety at any time, helping you pass regulatory inspections with confidence.

**Customer Relationship Management**

From recipes, brochures, and user guides to details on allergens and product origin - digitally stored content turns every product into a direct communication channel. Promotions, loyalty programs, prize draws, advisory services, and feedback tools help boost interaction and strengthen customer loyalty.

**Sustainability**

Serialization enables precise production and demand planning, optimizes inventory control, and streamlines recall processes - ensuring that flawless products are preserved and overproduction is avoided.

