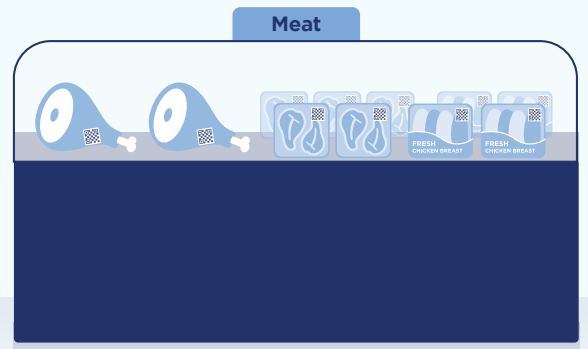


Shoes and Apparel



BACK-OF-STORE OPERATIONS

Warehouse Receiving, DSD Receiving, Put-Away to Racks, FIFO Floor Replenishment, Salvage/Reclamation (External), Recycling (Cardboard/Plastics/Deposit Bottles), Returns (Internal: Pallets, Reusable Containers, Products Returned to Warehouse, etc.)



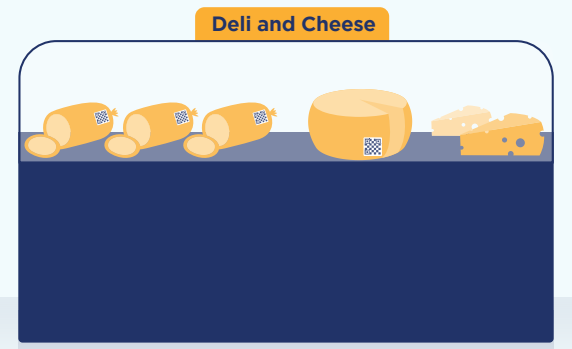
Meat



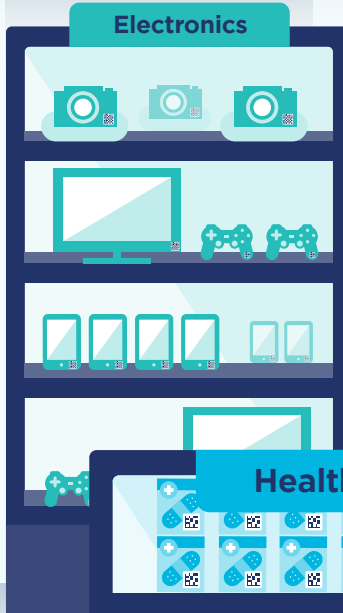
Seafood



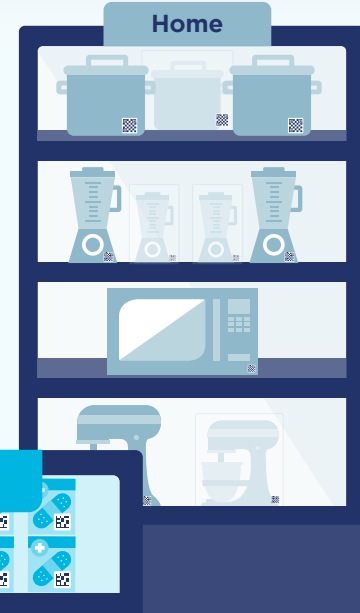
Milk, Eggs, Packaged Dairy



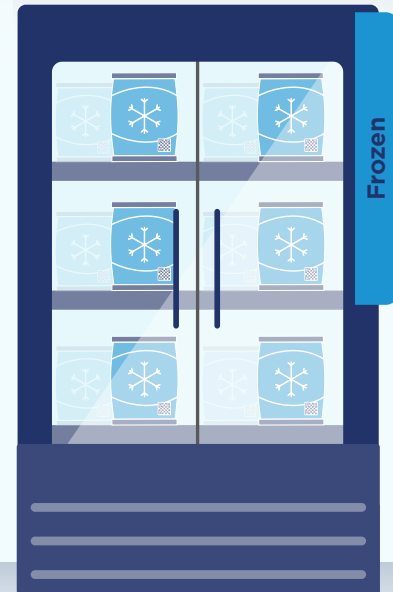
Deli and Cheese



Electronics



Home



Frozen



Center Store

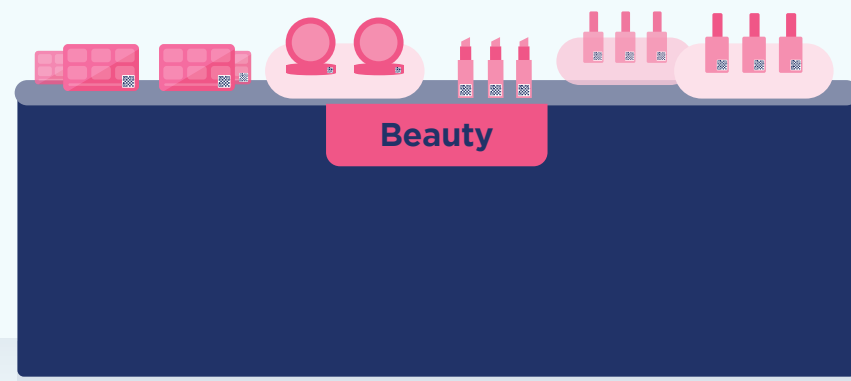


Bakery

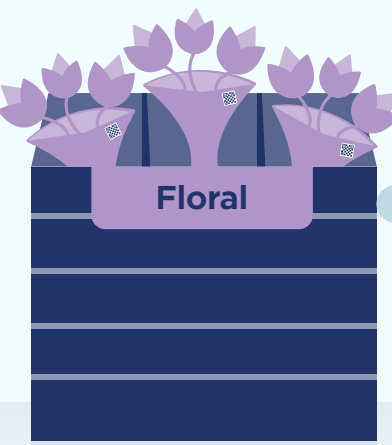
Prepared Foods



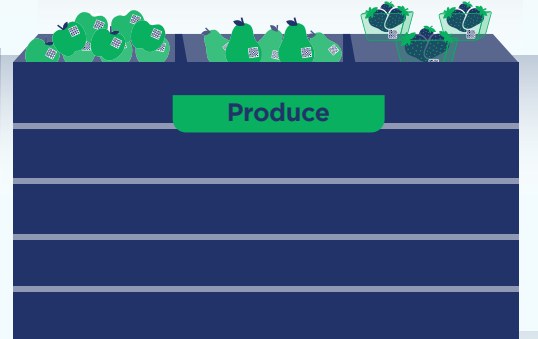
Health



Beauty



Floral



Produce

FRONT-OF-STORE OPERATIONS

Point of Sale, Self-Checkout, Product Returns, Bottle Returns, Coupon Reconciliation, Cash Office, and Equipment Rental



# A Roadmap to 2D

Industry is ready to move to the next dimension in barcodes, jumpstarting the benefits 2D barcodes bring, including consumer engagement, traceability, inventory management, and product transparency. We understand that not all categories are alike and the requirements to get started will vary. Industry should align on a category-based approach to implement 2D barcodes and syntaxes, such as GS1 Digital Link, and recognize current business processes and regulatory requirements for printing and labeling capabilities.



**THE NEXT GENERATION OF BARCODES AND GS1 STANDARDS ARE POWERING THE FUTURE OF SHOPPING.**  
 Contact us at [sunrise2027@gs1us.org](mailto:sunrise2027@gs1us.org) to learn more or scan the code to visit [gs1us.org/smarter](http://gs1us.org/smarter).

The Global Language of Business

	PRODUCE	PREPARED FOODS	BAKERY	DELI AND CHEESE	DAIRY	MEAT AND SEAFOOD	CENTER STORE	FROZEN	HOME	ELECTRONICS	SHOES AND APPAREL	HEALTH	BEAUTY	FLORAL
<b>PRODUCT CHARACTERISTICS</b>	Preprinted Packaging	✓		✓	✓		✓	✓	✓		✓		✓	
	On-Demand Labeling		✓	✓	✓	✓								✓
	In-Line Labeling									✓		✓		
	Variable Weight	✓	✓	✓	✓		✓							
	Many Units Sold as PLU	✓												
	RFID Tagged								✓	✓	✓			
	Slow Labeling Speeds	✓	✓	✓	✓		✓				✓			✓
	Medium Line Speeds					✓			✓	✓				
	High Line Speeds						✓	✓						
	High Number of Units					✓	✓	✓						
<b>DATA ENCODED &amp; GS1 DATA FORMAT</b>	Shorter Shelf Life	✓	✓	✓	✓	✓					✓			✓
	Longer Shelf Life						✓	✓	✓	✓		✓	✓	
	Global Trade Item Number® (GTIN®)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Consumer Product Variant					✓	✓	✓	✓	✓			✓	
	Expiration/Sell By Date	✓	✓	✓	✓	✓	✓					✓	✓	
	Batch/Lot Code	✓	✓	✓	✓	✓	✓					✓	✓	
	Serial Number								✓	✓	✓	✓		
<b>BENEFITS</b>	Price/Weight		✓		✓	✓								
	GS1 Element String											✓		
	GS1 Digital Link URI	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓
	Consumer Engagement and Smart Packaging	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓
	Product Information Transparency	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓
	Post-Purchase Interaction, Promotions, and Incentives	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓
	Expiry and Freshness Management		✓	✓	✓	✓	✓					✓	✓	✓
	Recall Management													
Dynamic Markdown	✓	✓	✓	✓	✓	✓					✓	✓	✓	
Item Level Traceability		✓	✓	✓		✓			✓	✓	✓			
Batch/Lot Traceability	✓	✓	✓	✓	✓	✓						✓		

In this publication the letters "UPC" are used solely as an abbreviation for the "Universal Product Code," which is a product identification system. They do not refer to the UPC®, which is a federally registered certification mark of the International Association of Plumbing and Mechanical Officials ("IAPMO") to certify compliance with the Uniform Plumbing Code as authorized by IAPMO.