

# Odkryj moc kodów 2D (r)ewolucja w branży retail

Hanna Walczak i Magdalena Bednarkiewicz  
GS1 Polska 2024







# Super hero 2D, czyli różnice i możliwości

AUG 12, 2020  
170478-LN2

Refund CA 5¢ GA 10¢

## Nutrition Facts

| Serving size       | Serving per Container |
|--------------------|-----------------------|
| Amount per serving | Calories              |
|                    | <b>% Daily Value*</b> |
| Total fat          | ...g ...%             |
| Saturated fat      | ...g ...%             |
| Cholesterol        | ...g ...%             |
| Sodium             | ...g ...%             |
| Total carbohydrate | ...g ...%             |
| Dietary Fiber      | ...g ...%             |
| Sugar              | ...g ...%             |
| Protein            | ...g ...%             |

Vitamin A ...% Vitamin C ...%

Calcium ...% Iron ...%

\*Percent Daily Values are based on a diet of other people's misdeeds.



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# Migracja do 2D

Dziś

Okres przejściowy



Ambicje - 2027

**PREPARATION AND USAGE**

**Easy to Cook**  
 1. Empty 600 ml of water in a saucepan and bring to boil.  
 2. Empty the content of the bag in the boiling water and cook for 12 minutes on a medium heat without cover. Stir occasionally, until all the water is completely absorbed. For your personal final touch, add butter and parmesan cheese, as you like.

**Storage** Store in a cool and dry place  
**Usage** 2 Servings

**Origin**  
 Produced and packed in plant of Italy





**Ingredients**  
 Carnaroli Rice (83.0%), Rice Flour, Cap Mushrooms (3% (Boletus Edulis and family)), Powdered Cheese Preparation (Whey, Powdered Cheese (Milk, Salt, Rennet, Whey), Salt, Phosphorus), Natural Flavouring, Sea Salt, Powdered Olive Oil Preparation (Olive Oil, Glucose Syrup, Milkprotein, Natural Flavouring), Whole Milk Powder, Sugar, Onion, Parsley 0.2%, Powdered Garlic.

**Allergen Information**  
 May Contain Oatley, May Contain Crustaceans, May Contain Fish, Free From Gluten, Contains Milk, May Contain Molluscs, May Contain Soya, May Contain Sulphur Dioxide/Sulphites

| Typical Values       | 100g     | 1*       |
|----------------------|----------|----------|
| Energy               | 1665 kJ  | 2030 kJ  |
|                      | 343 kcal | 479 kcal |
| Fat                  | 17 g     | 21 g     |
| - of which saturates | 0.9 g    | 0.6 g    |
| Carbohydrate         | 73 g     | 100 g    |
| - of which sugars    | 0.9 g    | 1.2 g    |
| Fibre                | 2.0 g    | 2.6 g    |
| Protein              | 7.7 g    | 10.0 g   |
| Salt                 | 1.6 g    | 3.0 g    |

\*Cooked product (230 g). This pack contains 2 portions.



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(01)09506000134352

# Nadciąga (r)ewolucja





# Ochrona zdrowia









# Budownictwo



# Korzyści z zastosowania 2D



Zarządzanie  
zapasami



Traceability



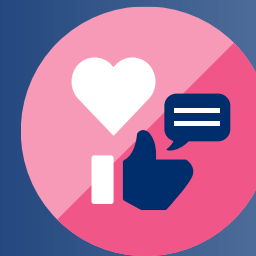
Bezpieczeństwo



Zrównoważony  
rozwój



Ulepszone  
opakowanie



Angażowanie  
konsumenta







# Consumer Goods Forum i Rada GS1 - deklaracja



Do końca **2027 r.** wszystkie sieci handlowe będą gotowe na odczyt kodów 2D.

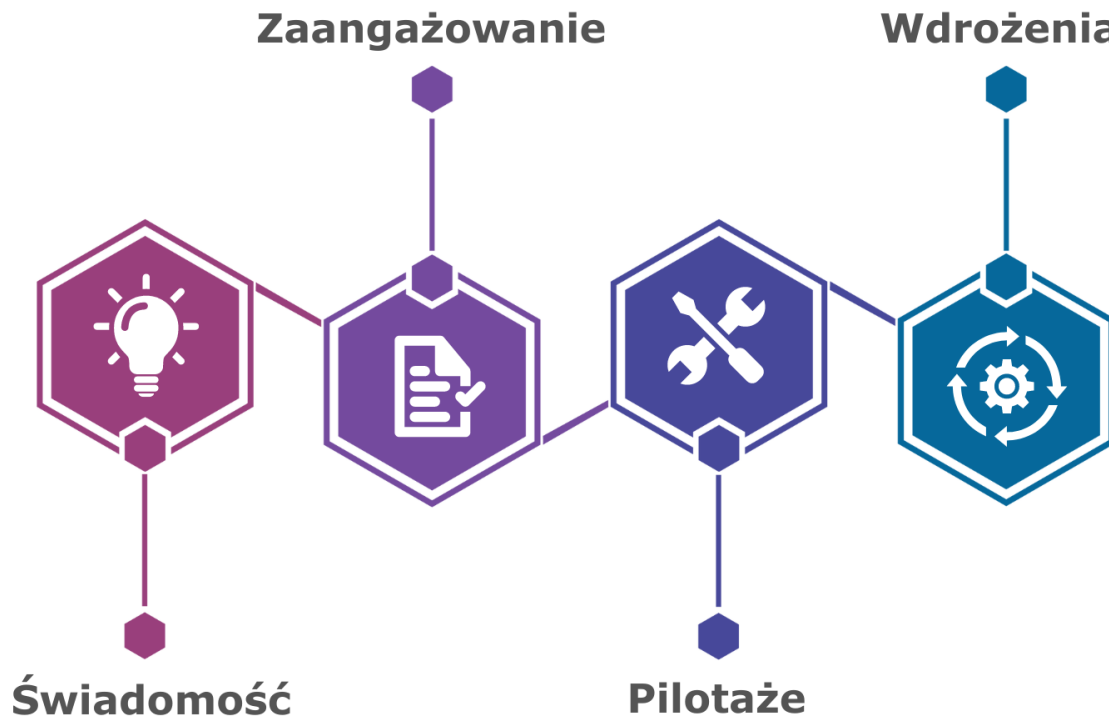
# Przecieramy szlaki - plan wdrażania



2023-2024



2025-2027



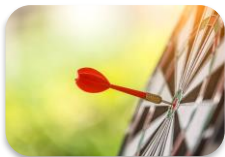
# Zaangażowane/Gotowość rynku/Komunikacja

Platforma współpracy, best practice z wdrożeń i badanie gotowości rynku

Wzrost świadomości i wykorzystania kodów 2D.



Materiały komunikacyjne



Pilotażowe wdrożenia



Dobre praktyki wdrożeniowe



Analiza Case Study



Badania gotowości rynku



Wymiana doświadczeń i pomysłów







# Pilotáže/Generator kodów 2D

Doświadczenia z przeprowadzonych projektów pilotażowych kodów 2D na rynku polskim.



Uruchomienie Generatora Kodów 2D

Wprowadź dane i wygeneruj kod GS1 QR lub GS1 DataMatrix

**Pole obowiązkowe**

(01) Numer GTIN (kod EAN)

**Pole opcjonalne**

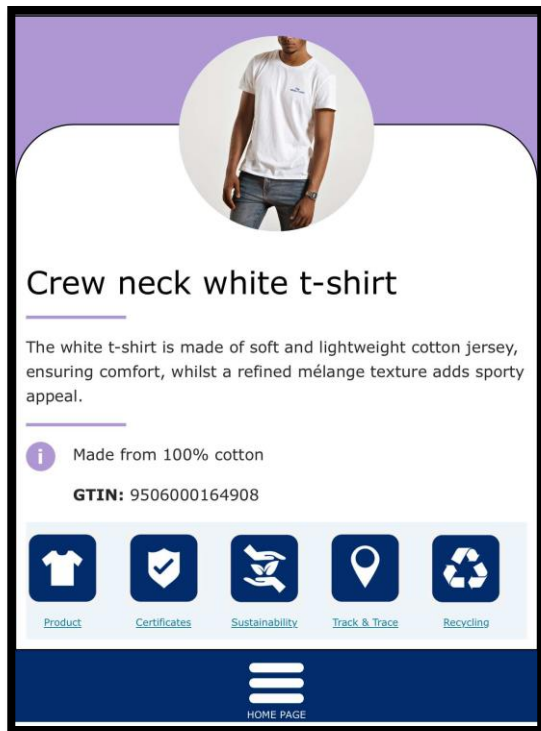
(10) Numer partii/serii produkcyjnej  (17) Data ważności/spożyć do (RRMMDD)  Adres strony www (dla GS1 Digital Link)

Dodatkowe atrybuty:

Wybierz

Wygeneruj kod

# Zeskanuj i sprawdź



Crew neck white t-shirt

The white t-shirt is made of soft and lightweight cotton jersey, ensuring comfort, whilst a refined mélange texture adds sporty appeal.

**i** Made from 100% cotton

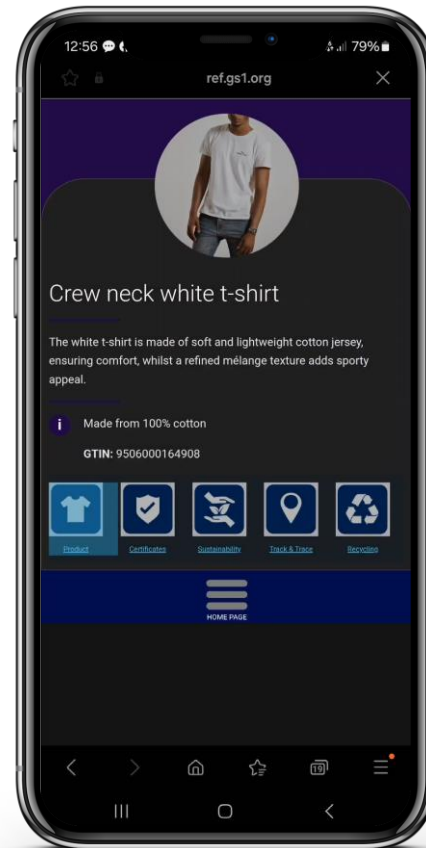
**GTIN:** 9506000164908

[Product](#) [Certificates](#) [Sustainability](#) [Track & Trace](#) [Recycling](#)

HOME PAGE



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# Dane kontaktowe



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