**GSMP 2D in Retail Mission Specific Working Group (MSWG)**

**Phase 1 WR 22-031 Conformance Requirements - Application Standard Profile**

**Mission Specific Working Group (MSWG)**

**Phase 1 WR 22-031 Conformance Requirements - Application Standard Profile**

**Project Description**

This work group will determine how to best use 2D barcodes and web-based identifiers in retail by developing standards and guidance to:

- Enable scaled interoperability across global retail systems for processing 2D barcodes and the data they contain
- Decrease the number of barcodes required on retail point-of-sale (PoS) packages to achieve business goals
- Provide guidance on how to use specific data (e.g., batch/lot, expiration, sell-by date) to meet retail business needs
- Define barcode quality, size and placement rules
- Support standardised human readable text on-pack

**Deliverable/Objective**

Align on future-state standards to enable global 2D barcode scanning in retail.

**Completed last 30 days**

- Approval BRAD eBallot
- Motion solution GSCN to eBallot based on community review resolution

**Next steps**

- eBallot General Specifications Change Notification phase 1
- Prepare phase 2 Cross-application rules & related technical specifications

**Risks and Issues**

- None

**Company participation**

<table>
<thead>
<tr>
<th>Role</th>
<th>Actual roster</th>
<th>Required roster</th>
<th>Minimum votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturer</td>
<td>17</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Retailer</td>
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<td>6</td>
<td>2</td>
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<tr>
<td>MO</td>
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<td>4</td>
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<tr>
<td>Solution Provider</td>
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<tr>
<td>Other</td>
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<td>Total</td>
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**Stakeholders**

- **Sponsor(s):** Robert BEIDEMAN (GS1 GO) (GSMP Project)
- **SDL:** John RYU (GS1 GO)
- **CE/Sol Liaison:** Lori SCHROP (GS1 GO)
- **SME:** Steve KEDDIE (GS1 GO)
- **AG Liaison:** Nadi GRAY (GS1 GO)
- **Chairs:**
  - Roberto OLIVARES (Woolworths)
  - Michel OTTiker (GS1 Switzerland)
  - Kelly SCHLAGMAN (P&G)
  - Amber WALLS (GS1 US)

**Milestone deliverables**

1. Project approved January 18, 2022
2. Requirements April ‘22
3. Development June ‘22
4. Collateral Aug ‘22

**Update for**

1 June 2022
### What business challenges are being solved

This group will align on and standardise future-state standards to enable global 2D barcode scanning in retail. In addition, the group will create implementation guidance to help users in their technical migration to 2D barcodes in retail, as well as other collateral that is needed to ensure consistent understanding of the standards that will be developed for 2D in Retail.

### Out of Scope

The following items are out of scope of this work effort, but may be included in subsequent phase outside of this proposed MS WG:
- Leveraging GS1 identification keys in addition to the GTIN
- Regulated Healthcare Trade Items that are distributed under control
- Developing transactional messages for/about more granular data
- Industry-developed tools to leverage the enriched data

### Project deliverables status

<table>
<thead>
<tr>
<th>Standards</th>
<th>Publication Date</th>
<th>Collateral</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Current state Application Standard Profiles (ASP) for retail trade items phase (completed)</td>
<td></td>
<td>Reference Materials and Tools</td>
</tr>
<tr>
<td>2. Adjustments to current state ASP for retail trade items</td>
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<tr>
<td>a) Phase 1: 2D barcode conformance requirements (by June 2022)</td>
<td></td>
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<td>b) Phase 2: Cross-application rules &amp; Related technical specifications (by Dec. 2022)</td>
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<td>3. Phase 3: 2D in Retail Implementation Guideline (by Oct. 2023)</td>
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### Legend

- **G**: On schedule
- **Y**: Minor Risk/≤10% behind schedule
- **R**: Significant risk/10%+ behind schedule
- **C**: Complete