

# Alfajores El Molle sweet treats from Argentina

Enabling digitalisation and  
traceability with GS1 standards



## Challenge

Alfajores El Molle wanted to create a traceability system that would enable the company to comply with food safety regulations, attain certifications and better manage its broad stock of alfajores.

Alfajores El Molle wanted to better manage its stock by uniquely identifying the flavours of alfajores in its extensive product line. Furthermore, the company needed to create a traceability system to comply with regulations and achieve specific certifications, assuring customers of its commitment to food safety.

## Solution

With help from GS1 Argentina, Alfajores El Molle has implemented GS1 barcodes encoded with GS1 identifiers for its product flavours and logistics units. A traceability system – GS1 TrazAR platform—to collect digitalised data so that the company can track products as they are shipped to customers and products can be traced back to their company.

## Benefits

- Enables data digitalisation and process automation
- Provides for improved management in terms of suppliers and available stock
- Centralises data
- Promotes work culture with a focus on food safety

## Alfajores El Molle

Founded in 2009, Alfajores El Molle is a small, family-owned business located in Tilcara, Jujuy, Argentina. The company produces hand-made alfajores, a popular confection in Argentina, in a variety of flavours—from classic cakes filled with dulce de leche to creative creations made with strawberry, quinoa and even purple corn.

[www.alfajoreselmolle.com](http://www.alfajoreselmolle.com)



## Laying the GS1 identification foundation

To help support the creation of a traceability system, the company called on GS1 Argentina for consultation. GS1 Argentina conducted a comprehensive review of the company's processes and then provided a recommendation based on three phases:

- Analysis: Initial diagnosis, project scope, organisation chart, first evaluation results
- Planning: Process review, item registration, product identification, control point identification, hardware and software needs
- Implementation: Platform and data configuration, trainings, kick off, follow up

To lay the foundation of the traceability system, Alfajores El Molle implemented GS1 identifiers encoded in GS1 barcodes to uniquely and accurately identify product flavours and dispatched units. These GS1 standards include:

- Global Trade Item Numbers (GTINs)<sup>1</sup> encoded in GS1 EAN-13 barcodes for identification of product flavours
- Serial Shipping Container Codes (SSCCs)<sup>2</sup> encoded in GS1-128 barcodes for identification of dispatched units

<sup>1</sup> The Global Trade Item Number (GTIN) can be used by a company to uniquely identify all of its trade items. GS1 defines trade items as products or services that are priced, ordered or invoiced at any point in the supply chain.

<sup>2</sup> The Serial Shipping Container Code (SSCC) can be used by companies to identify a logistic unit, which can be any combination of trade items packaged together for storage and/or transport purposes; for example a case, pallet or parcel.

## Creating the traceability system

Alfajores El Molle implemented the GS1 TrazAR platform to digitalise the collection of data associated with their procedures. This digital capture of data helped the company solve their issue with the handling of the stock. And, by having their traceability events confirmed through the online tool, the company can now access real-time information including:

- Quantity and origin of raw materials
- Origins of packaging elements
- Dispatch of final products

Based on the information collected, decisions such as the purchase of resources have become easier. With a traceability system, Alfajores El Molle gained visibility of its products throughout the supply chain as well as improve its management and control systems.



Learn how GS1 standards can help your business achieve traceability, guard against counterfeiting and more. Visit [www.gs1.org/standards/traceability](http://www.gs1.org/standards/traceability)

### More information

Find out more about Alfajores El Molle  
[www.alfajoreselmolle.com](http://www.alfajoreselmolle.com)  
For more about GS1 Argentina and traceability standards, visit [www.gs1.org.ar](http://www.gs1.org.ar)

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