

# WEBCAST

AUGUST 21, 2024

## “THE NEXT DIMENSION OF FRESHNESS: HOW 2D BARCODES ARE CHANGING THE SUPPLY CHAIN”



### **Date and Time:**

Wednesday, August 21 from 2:00 p.m.- 3:00 p.m. Eastern Time  
(1:00 p.m.-2:00 p.m. Central, 12:00 p.m.-1:00 p.m. Mountain, 11:00 p.m.-  
12:00 p.m. Pacific)

### **Overview:**

QR codes, Sunrise 2027, GS1 Digital Link, global migrations, local priorities—barcode topics have become a hot topic for those looking for ways to get the right data, to the right place, at the right time. Barcodes that can connect users to online experiences and, if needed, contain useful information like expiration date and batch/lot number are a retail game-changer. Whether looking to meet consumer and partner demands or optimize your supply chain use of 2D barcodes may be able to help.

In this session, you will hear also how brands and retailers are determining what path to take on their journey to 2D barcodes with insights into key motivators, benefits, lessons learned, and what is being looked at beyond retail point-of-sale scanning.

### **Presenter(s):**

*Amber Walls, Senior Director, Global Standards, GS1 US*

At GS1 US, Amber Walls collaborates with stakeholders from all sectors around the world to understand business needs, drive standards development, and create collateral and training material to support the streamlined implementation of standards-based solutions. Currently, her focus is on all things barcodes, identification, and finding the right combination of standards and technology to move business forward. Prior to joining the GS1 community, Amber began her career in promotion set-up, point-of-sale integration, and data analytics.

### **How does the webcast work?**

It's easy and convenient! It is a virtual seminar that you can "attend" and participate in right from your office. Webcasts are provided at **NO COST** to RFA members!

The RFA webcast will include live audio along with a slide presentation on the web. You just need a phone connection for the audio and an Internet connection.

To get the most out of a webcast, it is recommended that you have no more than five people at any one computer connection. If you have multiple locations, please register each location separately.

**Register now for this live, interactive Webcast  
that you can join from your office!**

### **How to attend this meeting?**

To register to attend the meeting, just send an email to Meg at [info@refrigeratedfoods.org](mailto:info@refrigeratedfoods.org).

Once you have registered for the meeting, you will receive an email message inviting you to attend the webcast with instructions on how to attend. This message will provide the information that you need to join the meeting.

### **Register now!**

Registration should be received no later than August 19, 2024. Confirmations will not be sent until you are successfully registered.

If you have questions about the meeting, please contact Meg Levin at [meg@refrigeratedfoods.org](mailto:meg@refrigeratedfoods.org)