



Are you ready for The Future of 2D DataMatrix?

Product Identification in Healthcare Using GS1 2D DataMatrix

As the global supply chain continues to evolve and digital transformation becomes a norm, there is a greater need for effective traceability **especially within the healthcare sector**.

According to a [new paper](#) titled “***The key role of GS1 DataMatrix barcodes for product identification in healthcare***” released by the GS1 Healthcare community in December 2021, more and more regulations are being developed across the world to enable traceability, pharmacovigilance and post market surveillance, as well as digital health advancement. As such, there is an increased need for product identification data to be captured through scanning barcodes placed on medical products (pharmaceutical and medical devices) and their packaging.

The recommendation of the GS1 Healthcare community is for the use of **GS1 DataMatrix for the identification of medical products**, when the scanning environment, data and regulatory requirements make the usage of a 2D instead of a linear barcode necessary.



Benefits of Traceability in the Healthcare Supply Chain

- ✓ Increases product and patient safety
- ✓ Correct medication, time, and doses administered to the correct patient
- ✓ Meets legal and regulatory requirements
- ✓ Meets Conformance Certification requirements
- ✓ Increases brand marketing and brand protection
- ✓ Improves efficiency in logistics process control
- ✓ Enhances visibility and sustainability
- ✓ Reduces costs of production, management, and printed materials
- ✓ Fights against counterfeiting

... and many more!

Why GS1 2D DataMatrix?



*Example of a
2D DataMatrix*

GS1 2D DataMatrix is a 2D barcode symbol that can carry all GS1 keys and attributes. And unlike the classic 1D linear barcode symbol, the **2D DataMatrix coding allows much more information to be stored for better traceability.**

It is able to hold large amounts of data in a relatively small space and it is the preferred 2D coding symbology that efficiently **meets all the specific needs in the pharmaceutical and medical device industries.** These specific needs include:

- Production information (e.g. expiry date and lot number)
- Limited space for labelling
- Direct part or product marking
- High production rates
- Specially catering to non-retail channels

**Learn More About
2D DataMatrix**



Global Migration to 2D for Greater Traceability

The “**Global Migration to 2D**” program is created to manage the migration to a future which 2D barcodes are pervasively used to enable prioritized industry use cases in a globally-interoperable way. The scope of Global Migration to 2D includes leveraging on GS1 standards – a single 2D barcode with a GS1 GTIN inside to serve multiple purposes simultaneously.

Migrating from EAN/UPC 1D linear barcodes to new, more capable 2D barcodes on pack is an ambitious goal put in motion for Retail POS scanners globally to be capable of reading and processing both legacy and new barcodes by the end of **2027**.

GS1 Malaysia Capacity Building and Implementation Program

To have a deeper understanding about GS1 2D DataMatrix and how it works, come join us for our **GS1 2D Standards and VbG & GACSS Fulfil Sustainability & Circularity briefing session**, where we offer in-depth insights into the importance and usage of GS1 2D

Datamatrix in your business (including the significance of 2D DataMatrix and its crucial role in traceability especially within the healthcare sector).



GS1 2D Standards and VbG & GACSS Fulfil Sustainability & Circularity

Date	Time	Highlights
Every Thursday <i>*Subject to change</i>	11.00 AM - 11.45 AM	<ul style="list-style-type: none">Discover the benefits of trusted product data management through GS1's Verified by GS1 & GAC Support & Services (VbG & GACSS) and the Migration to 2D barcodes in line with global market trends.Learn how VbG & GACSS and 2D barcodes implementation fulfil Circularity and Sustainability Initiatives such as UN SDG, EU CEAP, EU ESPR, EUDR, EU DPP, etc.

***JOIN US NOW
ON ZOOM!***



Using GS1 2D Standards & VbG-PDSS to Fulfil Circularity & Sustainability Requirements Zoom Link:

<https://us06web.zoom.us/j/89770665451>



GS1 Malaysia 2D Repository Platform

In support of the migration to 2D market trend, GS1 Malaysia is introducing our first track & trace platform, the 2D Repository Platform:

- A basic track & trace platform to provide our members with a genuine traceability experience using GS1 Standards.
- **The capture of data** from **GS1 2D Datamatrix** barcode symbols encoded with dynamic information such as GTIN, batch number, expiration date, manufacturing date, serial number.
- Allow for **multiple information sharing** among supply chain stakeholders.
- ... and much more!

Stay tuned for more updates!

Kindly take note of GS1 Malaysia's **official communication channels**, as follows:

- Emails: gs1malaysia@gs1my.org
- WhatsApp: **+6014-3933 228, +6011-1616 8228**
- Land Line: **+603-6286 7200**
- Website: <https://www.gs1my.org>

Thank You.