



The Global Language of Business

Beyond the barcode: QR Codes at the Point-of-Sale and Digital Labelling in the Spanish market.

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ONE QR CODE FITS ALL





MERCADONA - QR code at point of sale (var. weight)



Usage for point of sale operations:

<https://qrtrack.mercadona.es/01/08436569260654/10/000229428002?17=240229&91=25&3103=000638&3922=00785&8005=001230>

Data contained in the QR code (dynamic printing):
GTIN, lot number, expiration date, net weight, price and price/kg.

Information for
consumers on
Mercadona
Website:





MERCADONA - QR code at point of sale (var. weight)



Improvement tracability management at the sales floor



Price mark-downs





MERCADONA - QR code at point of sale (F&V)

Usage for point of sale operations:

<https://qrtrack.mercadona.es/01/08420585151737/10/B94141?17=990101&16=250908&3103=000386&3922=00193&8005=000500>

Data contained in the QR code (dynamic printing):

GTIN, lot number, expiration date and sell by date, net weight, price per kilo and total amount.



Information for consumers on Mercadona Website:





bonArea BonÀrea – “Directo al origen”

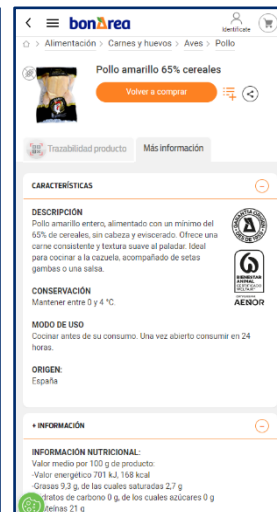
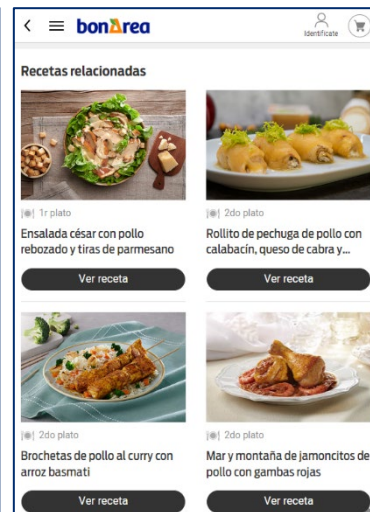
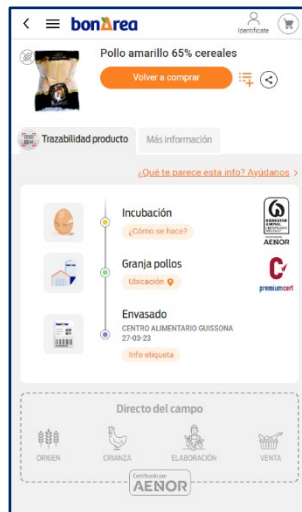


GS1 Digital Link URL:

<https://tr.bonarea.com/01/08445915000011/10/53741110086?11=230421&17=230430&91=23537420061291144&3103=001844&3922=664&8005=000360>



Data contained in the QR code: GTIN, batch number, manufacturing date, expiration date, weight, price/kg and total price.



Amteller Origen

- CONTENT TO BE ADDED or SLIDE TO BE REMOVED(To be decided on March 17th)

Brands implementing QR codes as well



<https://scan.pg.com/01/08001090446404>
<https://scan.pg.com/01/08001090457554>



L'ORÉAL®



<https://gar.oaqr.io/01/03600541738898>



<https://qr.reckitt.com/01/8410104900922>

Digital label: Wines and spirits



Thank you!!

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