



# From Barcode to Smartcode

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# Transformation zu 2D-Codes

## Ambition für 2027



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Wahl zwischen Strichcodes und 2D-Codes



# Nutzen von 2D-Codes



**Inventory management**



**Traceability**



**Safety**



**Sustainability**



**Packaging optimization**



**Consumer interaction**



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# Consumer – Brand – Retail





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# LET'S TRANSFORM THE FUTURE OF RETAIL TOGETHER



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