REA JET

INDUSTRIAL CODING AND
MARKING SOLUTIONS –
MADE IN GERMANY

2D in Retail
2D Code is the Future

04270001108739

REA CARD

GS1 Digital Link
https://www.rea-jet.com/01/
04270001108739/10/Lot1/
21/12345/?15=231231
GTIN 04270001108739
Batch Lot1
Serial number 12345
Best before date 250415
Production date 230501

Direct interaction and
communication with end customers
Promoting customer loyalty
Optimization of B2B processes
More space on packaging
Recycling economy support
Sweepstakes
Marketing campaigns
Increase brand loyalty
Greater transparency
Improved consumer protection
Details on origin and supply chain
Cost-efficient compliance with
regulatory requirements
Counterfeit protection
Maintenance-free
Inkjet – Laser – Labels
Code verification systems
Print and verify codes
REA is a full range supplier
Made in Germany

2D IN RETAIL

REA

A new code with a lot more possibilities replaces the barcode

The first ones are already converting! What's it all about? Companies around the world are modernizing their packaging and product labeling and improving the complete flow of information by printing 2D codes.

Classic barcodes (e.g. UPC-A or EAN-13) will lose much of their importance in the future. GS1 is driving this process with its worldwide modernization project and an increasing number of corporations from very different industries are recognizing the benefits and joining this decision.

Up to now, EAN-13 barcodes have been used as cash codes. From 2027, GS1 2D Data Matrix and QR codes (with Digital Link) have also been approved as cash register codes. The 1D barcodes are no longer up to date due to their very limited data capacity.

1D barcodes are outdated due to their very limited data capacity.

The worldwide modernization project Digital Link is now picking up speed - under the auspices of GS1 Global, also in the retail and FMCG (fast moving consumer goods) industries.

The extended data capacity of 2D codes is to be used in the interest of all market participants:

- Extended product information for consumers (e.g. origin, ingredients, best before date …)
- Customer loyalty measures (e.g. interaction via app, sweepstakes, discount promotions …)
- Process control (e.g. inventory management, production planning, traceability, targeted recalls …)

2D Code structure

https://www.rea-jet.com/ 01/ 04270001108739/ 10/ Lot1/ 21/ 12345 ?15= 231231

GTIN Identifier · GTIN · Batch Identifier · Batch · Serial Number Identifier · Serial Number · Best Before Date Identifier · Best Before Date

Examples of applications

- **Inventory management:**
  Maintain FIFO, inventory accuracy, insight into availability, insight into location, avoid waste, ensure waste, ensure freshness

- **Traceability:**
  Product authentication, origin of ingredients, supply ingredients, supply chain transparency, consumer consumers

- **Safety:**
  Brand integrity, prevention of sale of expired or recalled expired or recalled products, combating counterfeiting

- **Sustainability:**
  Information on recycling, Enabling circular economy, waste prevention, From the producer to the consumer

- **Consumer Engagement:**
  Access to brand-authorized information, promotions, recipes, opportunity to interact action with the brand

- **Improved Packaging:**
  Marketing objectives on the package, compliance with compliance, improved consumer experience, and consumer experience

Advantages:

- Possesses the property of error correction by the used Reed-Solomon error correction
- Enables serialization and traceability of products
- Deposited code information makes the code counterfeit-proof
- Avoidance of sales losses due to plagiarism
- Direction and position independent (omni-directional) readable
- More transparency, more consumer protection

- Readable by mobile devices, e.g. smartphones and tablets, which are suitable for capturing codes by means of a built-in camera
- Suitable for marking very small products and even individual components
- End-customer interaction through individual communication - increase in brand loyalty
- Cost-efficient compliance with regulatory requirements
- More space on packaging

Everything from a single source: REA offers the complete solution

Brilliant prints and high code first-pass reading rates

Our customers benefit from significant advantages:

- Flexible generation of print content
- Non-contact marking
- Complete maintenance free
- Very high speeds
- High first-pass reading rates for codes
- Significant cost savings compared to low resolution CIJ (continuous inkjet) systems
- Very high OEE (Overall Equipment Efficiency)
- Easy operation via the REA JET TITAN platform

REA marking systems and Code Verification Systems

REA offers the appropriate solutions from the technology areas of inkjet, laser, labels and code verification.

REA JET Systems

With the cartridge-based product family of thermal inkjet (TIJ) printing systems, it is possible to mark directly on the product or its packaging at high speed and high quality. With suitable inks, direct printing is possible on paper, plastic, foils or metal, even in the new REA wet-on-wet printing process. For marking of secondary packaging, the REA JET piezo printing systems are recommended, such as the new REA JET UP, which provides high-contrast and reliable marking even on smooth substrates, such as coated and painted surfaces.

REA JET Laser Systems

The laser marking systems mark directly on paper, plastic, ceramic or metallic surfaces without consumables.

REA LABEL Systems

Wherever direct marking with inkjet printers or laser marking systems is out of the question, labeling solutions are the obvious choice.

REA Label offers suitable solutions for this purpose, from simple desktop label printers to complex labeling systems for all applications.

REA VERIFIER Code Verification Systems

REA VERIFIER code verification systems are used to ensure that codes have been printed without errors and with high quality, that international standard specifications have been met, and that high first-pass reading rates are achieved at the POS system - inline, stationary and mobile.

REA JET