

Is Your Fresh Meat Packaging Line Ready for 2D Codes?

Understand what's changing, what it means for your line, and where to start.



DOMINO

More Information. More Possibilities.

On fresh meat packaging, product identification is only part of the story. Lot numbers, dates, and handling information also matter to the businesses and people receiving the product.

GS1-powered 2D codes can help make that information more accessible. Depending on the application, a code can carry product and batch data or connect someone to additional information online.



What could that mean for your business?

Support product traceability

Make product and lot information available for capture in connected tracking processes.

Help customers use date information

Provide date data that compatible retail systems can use to support stock rotation and freshness management processes.

Connect consumers with useful information

Give shoppers access to product details, storage guidance, or preparation instructions through a smartphone scan.

What's the catch?

Printing a code does not deliver these benefits on its own. The information must be accurate, the code must be readable, and the receiving system must be able to use it.

The starting question isn't "Which printer do we need?" It's *"What do we want this code to help us do?"*

What Does This Mean for Your Packaging Line?

Moving to 2D codes is not necessarily about replacing your equipment. It starts with understanding whether your current setup can put the right information on each pack and produce a code your customers can use.

Focus on four essentials.

The Right Information

Decide what the code needs to contain and where that information will come from. If it includes a lot number or date, your process must update that information correctly as production changes.

Consider: How will we make sure the code matches the product being packed?

Suitable Packaging

Review where the code will appear on your film, bag, or label. Consider available space, contrast, wrinkles, and the condition of the finished pack.

Consider: Will the code remain readable after packaging, chilling, and handling?

Reliable Printing

Assess whether your coding equipment can produce the required code consistently on your chosen material at normal production speeds. Test your existing setup before assuming it needs to be replaced.

Consider: Can we print a clear, consistent code under actual operating conditions?

Code Checking

Plan how to check both the printed code and the information it contains. Establish what happens when a code is missing, unreadable, or incorrect.

Consider: How will we detect a problem before affected packs leave the line?

Start With What You Have

Review these four areas with your packaging, operations, quality, and equipment teams. The goal is to identify what already works, what needs testing, and where additional support may be needed.



Where Should You Start?

You don't need every answer before exploring 2D codes. Start with a conversation about what you want to achieve and one packaging application to evaluate.

These five questions can help guide that discussion.



Start Small. Learn Before You Expand.

Your first step is not a plant-wide rollout. It is understanding what works on one application and what needs attention.

01 What do we want the code to do?

Are you responding to a customer request, supporting product tracking, or connecting consumers with information? Choose one clear purpose to guide your decisions.

02 What do our customers need?

Ask the intended recipient what information they need, how they will scan it, and how their systems will use it. Confirm expectations before changing your packaging.

03 Which product should we start with?

Choose one product and packaging format for an initial trial. Select something representative of your operation, with a manageable scope.

04 Who should be involved?

Bring packaging, operations, quality, and IT into the conversation early. Include your equipment providers and relevant trading partners so printing, data, and scanning needs are considered together.

05 What would a successful trial show?

Agree on what you need to demonstrate: correct information, consistent print quality at normal line speeds, and successful scanning and use by the intended recipient.

What Would 2D Codes Look Like on Your Line?

Every fresh meat packaging operation has its own combination of materials, equipment, production conditions, and customer expectations. Understanding those details is the starting point for deciding what your line may need.

Start With Your Application

Talk with Domino about:

- **Your packaging:** The films, bags, or labels you use and where the code could be placed.
- **Your production process:** Line speeds, operating conditions, and product changeovers.
- **Your information:** What the code needs to contain and how that data will reach the printer.
- **Your quality checks:** How you plan to check code readability and confirm the information is correct.

Together, we can explore your coding requirements, identify questions that need testing, and discuss appropriate next steps.



Prefer to Start With Your Team?

Use our companion 2D Code Readiness Checklist for Fresh Meat Packaging to review your current setup and identify questions to investigate.



TALK TO AN EXPERT

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