

# 米国 : Sunrise 2027

## 概要

- ▶ 27年までに、米國小売業のPOSレジでGS1標準の二次元シンボルを利用できる環境を整えようという活動。
- ▶ 二次元シンボルの活用により、在庫管理の改善、リコール対応の強化、持続可能でエシカルな資材調達、より良い製品認証、ブランドの信頼性向上が実現できると説明している。
- ▶ GS1 USのWEBページで趣旨やスタートガイドを公開。

<https://www.gs1us.org/industries-and-insights/by-topic/sunrise-2027>

## ポイント

- ▶ ただし、全ての商品におけるEAN/UPCシンボルの廃止、二次元シンボルとの完全差し替えを意図したものではない。

*The EAN/UPC barcode is not going away and will continue to scan at POS after 2027. After 2027, brand owners will be able to choose between using an EAN/UPC or a 2D barcode.*

- GS1 US Advanced Data Carrier for Point-of-Sale (POS) Getting Started Guide)

## GS1 USのWEBページ

### A New Dimension in Barcodes Moving Toward Sunrise 2027

Whether you're a brand owner, regulator, distributor, retailer, or consumer, we all need more of the right product data in the right place. The standard barcode, like the EAN/UPC, only holds basic product identification - and stakeholders and consumers need more.

Two-dimensional (2D) barcodes create endless possibilities. They hold more data and provide consumers and key stakeholders with more of the information they need, when they need it.



### What is Sunrise 2027?

The EAN/UPC barcode, or the one-dimensional (1D) barcode, has offered price lookup functionality for decades. However, it's no longer keeping up with today's growing demands for greater product information transparency, traceability, and authentication. In response, the global supply chain is moving toward two-dimensional (2D) barcodes that can carry more information.

Industry has set a date to make the transition to accepting 2D barcodes at point-of-sale (POS) or point-of-care (POC) - referred to as Sunrise 2027.

2D barcodes allow for a single, standardized way to meet both supply chain needs and evolving consumer requirements. The information carried by 2D barcodes can also help enable:



米国

米国における小売業  
(POSレジ) 対応

- ☐ 調査中
- ☐ 導入済み
- ☐ バイロット

- ✓ QRコード
- ✓ GS1データマトリックス
- ☐ その他

- ✓ オープンな環境
- ☐ クローズな環境

