



Partner Announcement

Greenpage and GS1 Ireland partner to support Irish food and consumer brands to transparently tell their sustainability story

Dublin, 6th November 2024 – GS1 Ireland is delighted to announce Greenpage as its newest Partner programme participant, with a focus on helping Irish brands to confidently tell their product's sustainability story.

The Greenpage Digital Product Passport and product transparency platform gives brands the ability to build a full digital profile for each product. Profiles can include verified and explained certifications, visualisations of the product supply chain, all the while helping brands to create engaging product stories, and more. This information is then available to consumers, retail trading partners and regulators alike.

Mike Byrne, CEO of GS1 Ireland and member of the GS1 Global Management Board commented, "We are pleased to see that the Greenpage platform has integrated GS1 data standards right from the start. The Greenpage solution uses the Global Trade Item Number (GTIN) for product identification and includes the ability to generate QR codes based on the new GS1 Digital Link standard. These QR codes enhance point-of-sale and consumer scanning capabilities, offering direct access to additional sources of information."

Niall Quirke, Founder of Greenpage added, "The idea for Greenpage came about while working with brands that were making big efforts in sustainability but getting little recognition for it. It's heart-breaking to see amazing brands struggle with communicating their sustainability efforts. It's a complex area and it can be hard to share those efforts in a trustworthy and engaging way. With the Greenpage platform brands can substantially increase their consumer sustainability engagement which is very appealing to retailers and corporates. We are very excited to be making this kind of product transparency the norm with GS1."

"With the broad range of existing and imminent EU regulations, designed to drive product circularity, sustainability and enhance transparency about a product's makeup, origin, and lifecycle, the need for solutions to help brands

manage and communicate their product's sustainability credentials is invaluable," commented Maria Svejdar, Head of Retail, GS1 Ireland.

In line with the global migration to 2D barcodes, such as QR codes, for retail point-of-sale scanning in the coming years there is a huge opportunity for sustainable brands to win with product transparency. Greenpage is an innovative platform that will help brands to build brand value and drive customer loyalty while helping them to meet their regulatory requirements to provide access to product data.

Greenpage is a GS1 Ireland Solution Partner 2024.

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About Greenpage

Greenpage is on a mission to help sustainable products to win by empowering food and consumer brands to easily provide trustworthy and engaging product sustainability information to consumers, businesses and regulators.

Make Transparency Your Advantage

<https://www.greenpage.io>

About GS1 Ireland

Business is easier when you speak the same language as your customers, suppliers and partners.

GS1 global standards are the most widely used supply chain standards in the world. Over 2 million organisations across the globe use GS1 standards today, to identify, capture and share information about their products, services, locations and assets. GS1 is a not-for-profit organisation and is recognised by the International Standards Organisation (ISO), the European Standardisation Committee (CEN) and the American National Standards Institute.

GS1 Ireland serves more than 3,800 organisations across all industry sectors administering GS1 standards, facilitating supply chain development locally, providing education and support, and connecting business communities through collaborative industry initiatives and events. www.gs1ie.org