

## GS1 Use Case: AmRise – Advancing Global Alignment and Connected Packaging with GS1 2D



Yakin Distribution Pte Ltd introduced AmRise Natural Mineral Water, a premium beverage sourced from Finland and packaged in 330ml PurePak cartons. As Yakin’s first in-house brand, AmRise represents a strategic milestone—marking its transition from distributor to brand owner.

As the brand enters both retail shelves and e-commerce platforms, including Shopee, Yakin recognised the importance of adopting globally aligned standards to support scalability, consistency, and long-term growth. Beyond product differentiation, the company aimed to ensure that AmRise is globally identifiable, digitally connected, and future-ready from the outset.

### Implementation Approach

Mineral Content (Avg)		Per 1000ml	
Chloride	13mg	Sodium	7.1mg
Sulphate	16mg	Calcium	14mg
Nitrate	7.5mg	Potassium	1.9mg
Carbonate	0mg	Magnesium	5.8mg
Flouride	<0.20mg	Bicarbonates	44mg
pH value	7.0	Total dissolved solid	110
Total hardness (CaCO <sub>3</sub> )	63		



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To achieve this, Yakin implemented a QR Code powered by GS1 (GS1 2D barcode) as part of its packaging strategy, alongside the existing GS1 EAN-13 barcode.

- The EAN-13 barcode continues to support current retail POS and supply chain operations.
- The QR Code powered by GS1, encoded with the Global Trade Item Number (GTIN), serves as a globally standardised data carrier that links physical packaging to digital content.

This approach allows Yakin to align with the global transition toward 2D barcodes, while maintaining compatibility with today’s infrastructure.

# Key Use Case: Global Alignment and Digital Enablement

## 1. Establishing a Globally Aligned Product Identity

By adopting the QR Code powered by GS1, Yakin ensures that AmRise is:

- Identified using a globally recognised GTIN standard
- Structured in a way that supports international retail and digital ecosystems
- Ready for cross-border expansion without reconfiguration of product identification

This is particularly important for a brand like AmRise, which is positioned as an imported premium product with international origins.

## 2. Enabling Connected Packaging Across Channels

The GS1 2D barcode enables a single, standardised entry point for consumers and stakeholders to access product information.

When scanned, the QR Code can deliver:

- Product origin and sourcing details from Finland
- Brand story and positioning
- Sustainability-related messaging
- Campaigns or updates managed by Yakin

This creates a consistent experience across offline retail purchases and online channels such as Shopee, ensuring unified communication regardless of where the product is purchased.

## 3. Supporting Omnichannel Growth (Retail + E-commerce)

With AmRise available across both physical and digital channels, GS1 standards play a key role in:

- Ensuring consistent product identification across retail and e-commerce platforms
- Supporting product listing and catalogue management using GTIN
- Bridging offline packaging with online brand interaction

This strengthens Yakin's ability to operate seamlessly in an omnichannel environment, which is increasingly critical for modern beverage brands.

## 4. Designing for Packaging Efficiency and Flexibility

Beverage cartons, particularly compact formats like 330ml, have limited space for extended communication.

The QR Code powered by GS1 allows Yakin to:

- Keep essential regulatory information on-pack
- Shift extended content (e.g. storytelling, sustainability details) online
- Maintain clean, premium packaging design while enhancing information accessibility

This ensures that packaging remains both compliant and consumer-friendly, without compromising brand presentation.



# Support from GS1 Singapore

GS1 Singapore supported Yakin Distribution through:

- GTIN allocation and structuring for global product identification
- Guidance on QR Code powered by GS1 implementation (Digital Link framework)
- Best practices for barcode design and placement
- Insights into global 2D migration and industry alignment

This ensured that AmRise was implemented in line with international standards from the outset.

## Conclusion

The introduction of AmRise Natural Mineral Water demonstrates how Yakin Distribution is leveraging GS1 2D barcodes not just for engagement, but for global alignment and long-term scalability.

By adopting the QR Code powered by GS1 early in its brand journey, Yakin has established a strong foundation for connected packaging, omnichannel growth, and international readiness—positioning AmRise as a modern beverage brand built on global standards.

### About Yakin

Founded in 2018, Yakin began its journey by introducing a single product—the Lacin drink from Turkey, known for its unique taste and nutrient-rich sparkling water. With a vision to bring distinctive international beverages to Singapore, Yakin successfully positioned Lacin as a refreshing option suited for the tropical climate.

Since then, Yakin has expanded significantly and now distributes over 300 beverage products across Singapore and Southeast Asia. Serving a wide range of customers—from major retail chains to direct-to-consumer deliveries—Yakin has established itself as a trusted distributor of freshly imported beverages.

Marking a new milestone in its growth journey, Yakin has launched its own in-house brand, AmRise, a premium natural mineral water sourced from Finland. This move reflects Yakin's evolution from a distributor to a brand owner, strengthening its portfolio while continuing its mission to deliver quality and enjoyment to customers across the region.

### About GS1 Singapore

GS1 Singapore is the local member organisation of GS1, a global not-for-profit organisation that develops and maintains international standards for business communication. GS1 standards—including barcodes and data-sharing frameworks—enable organisations to uniquely identify, capture, and share information across supply chains.

In Singapore, GS1 supports businesses across industries such as retail, healthcare, and logistics in adopting global standards to improve efficiency, traceability, and interoperability. Through initiatives such as 2D barcodes and digitalisation programmes, GS1 Singapore helps companies enhance supply chain visibility, meet regulatory requirements, and drive innovation in both physical and digital commerce.

