



GS1 SINGAPORE AND OMRON ASIA PACIFIC PTE LTD

[PRESS RELEASE]

GS1 Singapore and OMRON Industrial Automation Asia Pacific forge partnership to advance Smarter Supply Chains, strengthening industry adoption of GS1 Standards through industrial automation, 2D barcode implementation, and end-to-end traceability solutions.

Singapore, 15 May 2026 - GS1 Singapore today announced that OMRON Industrial Automation Asia Pacific has officially joined its Solution Partner ecosystem, reinforcing both organisations' shared commitment to accelerating the adoption of GS1 Standards and enabling smarter, more connected supply chains across Singapore and the wider Asia Pacific region.

As businesses increasingly embrace digital transformation, traceability, and automation, the partnership will support manufacturers, retailers, and supply chain operators in operationalising GS1 Standards directly within manufacturing and logistics environments.

OMRON, a global leader in industrial automation and advanced sensing technologies, brings deep expertise in automation, robotics, machine vision, inspection systems, and 2D barcode decoding. Through this collaboration, GS1 Singapore members will gain greater access to practical implementation capabilities that support accurate product identification, real-time visibility, and standards-compliant data capture across the supply chain.

The GS1 Singapore Solution Partner Programme (SPP) brings together Technology providers, solution integrators, and industry innovators to help businesses accelerate digital transformation through the adoption of globally recognised GS1 Standards. Through this ecosystem, GS1 Singapore connects its network of Solution Partners with businesses across industries to support initiatives in automation, traceability, supply chain visibility, and standards-based innovation.

“Industry transformation requires strong collaboration between standards bodies and technology leaders. We are delighted to welcome OMRON as a GS1 Singapore Solution Partner,” said **Christopher Ang, CEO, GS1 Singapore**. “Their expertise in industrial automation and smart manufacturing will play an important role in helping businesses implement GS1 Standards more effectively, particularly in areas such as 2D barcode adoption, traceability, and supply chain visibility.”



The partnership comes at a time when industries globally are preparing for the transition from traditional linear barcodes to next-generation 2D barcodes powered by GS1 Standards. These new-generation barcodes can carry significantly more information, including batch numbers, expiry dates, and traceability data enabling greater transparency, product authenticity, and operational efficiency throughout the supply chain.

OMRON's technologies support the decoding, verification, and inspection of these standards-based identifiers directly on production lines, helping businesses ensure compliance while improving productivity and reducing errors.

"Joining GS1 Singapore as a Solution Partner reflects our commitment to helping businesses bridge digital standards with real-world operations," said **Yuki Date, Group Managing Director of OMRON Asia Pacific Pte. Ltd.** "Our automation and sensing technologies are designed to make supply chain data more visible, accurate, and actionable. We look forward to collaborating with GS1 Singapore and its members to accelerate the adoption of 2D barcodes and strengthen supply chain connectivity across the region."

Through the partnership, GS1 Singapore and OMRON will collaborate on industry engagement initiatives, knowledge sharing, and implementation support to help organisations better understand how GS1 Standards can be integrated into smart manufacturing and modern supply chain operations.

ABOUT GS1 SINGAPORE

GS1 Singapore is a member-based, not-for-profit organisation and the local chapter of GS1, the global standards organisation headquartered in Brussels, Belgium. GS1 Singapore supports businesses in adopting global supply chain standards that improve efficiency, visibility, and traceability across industries.

As the only organisation in Singapore authorised to issue GS1 GTINs and barcodes, GS1 Singapore helps companies uniquely identify products, locations, and assets using globally recognised standards.

For more information, visit: <https://gs1.org.sg/>

GS1 Singapore



ABOUT OMRON CORPORATION

OMRON Corporation is a leading automation company with core competencies in Sensing & Control + Think technology. Its business fields cover industrial automation, healthcare, social systems, and device & module solutions. Established in 1933, OMRON employs approximately 27,000 people globally and provides products and services in more than 130 countries.

For more information, visit:

OMRON Asia Pacific

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