GS1 New Zealand

The Global Language of Business

GS1 New Zealand case study

The Mānuka Collective: Offering traceability and transparency in honey with QR Codes powered by GS1

The Mānuka Collective uses QR Codes powered by GS1 to offer consumers transparent product information and traceability.



The Mānuka Collective is an award-winning producer of premium New Zealand honey operating a house of brands including 100% Pure New Zealand Honey, Three Peaks Organic, Watson & Son, and several exclusive or customer brands. The collective has a strong commitment to providing traceable and authentic mānuka products to New Zealand and export markets.

The Mānuka Collective adopted QR Codes powered by GS1 to give their customers easy access to product information maintained by the company for a new product release. The product, Three Peaks Organic Mānuka Honey, launched on Amazon in the United States in February 2026.

The challenge of sharing accurate product information in global markets

In the competitive honey sector, standing out is vital. The Mānuka Collective's Three Peaks Organic product is fully traceable, triple certified organic, UMF 10+ and MGO 300+ certified. Sharing these certifications and the unique benefits of New Zealand mānuka honey with consumers unfamiliar with the brand was critical for a successful product launch in an international market. With packaging space at a premium, and a diverse group of consumers in the US market, The Mānuka Collective needed a way to convey these product credentials effectively.

Sharing product information easily with consumers with QR Codes powered by GS1

The Mānuka Collective worked with GS1 New Zealand and K10X to implement QR Codes powered by GS1 for their Three Peaks product launch. This allows consumers to connect to a deeper layer of product information with one simple scan. Embedded in the product's QR Code is a barcode number (Global Trade Item Number also known as a GTIN) and a weblink allowing the product to be scanned both at point-of-sale and by a consumer's smartphone. Consumers are directed to a product information page with links to certifications and product information complimentary to the information on the physical pack. One seamless physical-to-digital brand experience is delivered and consumers accessing the information can access it in multiple languages.

Implementing QR Codes powered by GS1 with support from GS1 New Zealand

Entering the new world of QR Codes was a learning curve for the team at The Mānuka Collective but was made easier by their engagements with GS1 New Zealand as the standards organisation behind the QR Code powered by GS1. While implementing traditional 'linear' barcodes was familiar, understanding the QR Code syntax was new for the team. The verification team from GS1 New Zealand supported their implementation by verifying the QR Code's digital link and confirming the QR Code would scan at point-of-sale once printed.

The Mānuka Collective wanted to go beyond just a link to their website and offer a more personalised experience for their consumers. They brought in K10X to develop a 'linktree' style landing page, connecting customers from a scan of their smartphone to product descriptions, ingredients, certifications, honey tracing IDs, social channels and shopping opportunities.



"QR Codes powered by GS1 have enabled us to share our story and our commitment to transparency, provenance, and verified Mānuka honey authenticity directly from the pack."

Sean Goodwin
Chief Executive, The Mānuka Collective

Richer product data and brand experience for consumers

With QR Codes powered by GS1, The Mānuka Collective has delivered key product information to their consumers while also aligning with the transition to next generation barcodes (such as QR Codes) at point of sale. This has future-proofed their product as they look to take their product to the world by creating a seamless physical-to-digital brand experience for their consumers. Behind the scenes, leveraging the software, the business can easily access a platform to edit the page links seen by consumers allowing the team to update content and links when information changes and view analytics.

"The Mānuka Collective has had QR traceability codes for years on pack. QR Codes powered by GS1 take us further by layering in multi-dimensional data and richer consumer access beyond a single link," says Sean Goodwin, Chief Executive of The Mānuka Collective.

"We can instantly update the dynamic digital experience behind the scan using an intuitive and easy to use drag and drop interface, providing market-specific content and campaign agility without the need for costly packaging reprints or the risk of broken links."

Future plans

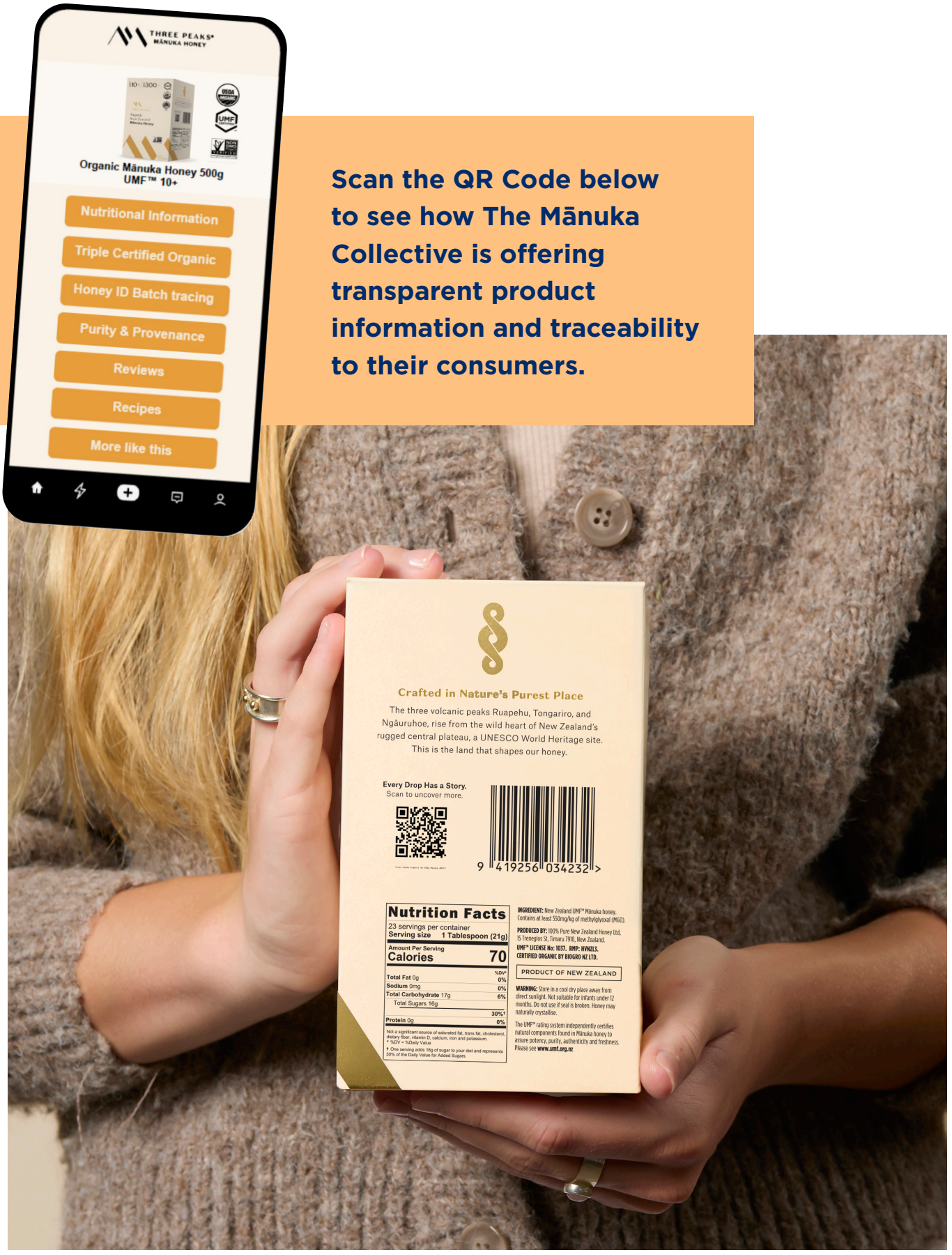
Looking forward, The Mānuka Collective aims to rollout QR Codes powered by GS1 on more of their products as they expand their global reach and seek to position their brands with international retailers.

"The impact of QR Codes powered by GS1, especially in export markets will make a huge difference to consumers. There are real benefits around transparency - consumers can quickly gain the information they need about a product. This is particularly valuable for organic products, as consumers can be assured of its origins, food safety and certifications, without having to search for the information."

"GS1 New Zealand were instrumental in helping us start the journey to QR Codes powered by GS1 in the right way so we can take our products to the world."

Sean Goodwin
Chief Executive, The Mānuka Collective





Scan the QR Code below to see how The Mānuka Collective is offering transparent product information and traceability to their consumers.

Ready to get started with QR Codes powered by GS1?

Contact GS1 New Zealand's friendly team

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