

READY FOR THE SMART QR-CODE

'A GAME CHANGER FOR RETAIL'



text MICHELLE VAN DER HARST

Floramedia and Plantbeeb have entered into a strategic partnership to take digital product information in the ornamental horticulture sector to the next level. From 2026 onwards, Floramedia will introduce the Plantbeeb platform sector-wide. All houseplants and garden plants can, as standard from the grower, be provided with labels, pot covers and self-adhesive stickers featuring the Plantbeeb QR-code: one recognisable and accessible digital entry point for product information.



The QR-codes, which both support consumers and offer additional convenience to retailers, are an important step towards the new GS1 standard.

Plantbeeb and Floramedia, market leader in plant labels, packaging and communication for the ornamental horticulture sector, are putting the concept to the test in a collaboration that is regarded by both parties as a logical step.

'Jochem Nieuwesteeg, the founder of Plantbeeb, noticed that there were increasingly more questions coming from the retail sector about better informing customers about plants, in a fun and more playful way. We share that experience as well,' says Chris Roggeband, CEO of

Floramedia. 'In addition, the discussion about the future use of barcodes has recently gained momentum. There was therefore a lot of enthusiasm on both sides and we are eager to roll out the concept in the market.'

FORERUNNER IN THE NEXT STEP

Although the ambition is to roll out the technology across the entire sector, the practical application starts close to the source. The QR-code is currently already being used by customers of Plant Collect who have implemented the Plantbeeb concept, but in 2026 a pilot will start with the new smart QR-code, powered by GS1.

Using the existing Plant Collect assortment, a number of retailers will test in practice how all plant information can be shared via GS1 with checkout systems.

According to Roggeband, this pilot can be seen as a blueprint for how suppliers will be worked with in the future. 'I think alignment between partners in the chain is very important. Retailers want more insight into how customers use plants, and by sharing information between growers and retailers, growers can better align with retail demand, and retailers may, for example, need to discard fewer plants.'



With their codes, Plantbeeb and Floramedia are preparing for the smart QR-code powered by GS1, which is set to replace the traditional barcode from 2027 onwards. For retailers, this promises a great deal of efficiency. Roggeband explains: 'The new dynamic QR-code is a code to which you can link various data layers. You can see that retailers currently also use the barcode as a pricing system, but with the QR code you can add much more information. I think this will certainly be a game changer for retail.'

A major advantage is that garden centres will no longer need to apply their own stickers. 'They can use the QR-code within their own system and do not necessarily need to add an additional sticker to the label or pot.'

CONVENIENCE FOR THE CONSUMER

To further increase ease of use for garden centre visitors, several improvements will be implemented on the platform from 2026 onwards. Plantbeeb will become fully free and unlimited, the threshold for use will be lowered as plants can be scanned directly with the camera of any smartphone, even without using the app, and the content will receive a quality boost.

Product information will be updated and expanded, each plant page will be provided with an atmospheric image, and a note-taking function will be added for users.

'I think we want to make it as simple as possible for consumers as well,' Roggeband concludes. 'So that they can build a personal plant library and the sector will ultimately sell more plants, resulting in more greenery in the Netherlands.'

VISION FOR THE FUTURE

The coming period will focus on the rollout. 'We are now at the beginning of the introduction phase. From 2027 onwards, retailers will actually make the switch and start linking the QR-codes to checkout systems.' The ultimate goal is to relieve growers and retailers as much as possible. This starts with the grower: by equipping labels directly with the smart QR-code, all relevant information for the entire chain is immediately available.