

A guide to GS1 Digital Link Compliant QR codes

Markem-Imaje Connected Product Solutions

Integrated, end-to-end 2D applications with production line data to reduce waste, achieve compliance, protect your brand and engage with the consumer.



GS1's new global standard, Digital Link, aims to transition the traditional 1D barcode in favor of a connected 2D barcode that provides more information about a product and enables multiple use scenarios and benefits for brand owners, distributors, retailers, as well as consumers.

The Digital Link connects the GS1 application identifiers for a specific product, such as the GTIN, with the Internet and enables digital access to all types of digital business-to-business and business-to-consumer information for each specific product.

The data can range from brand information, product ingredients, manufacturing processes and distribution traceability, to product authenticity, expiration, and e-commerce.

Advantages of 2D codes

- Encoding a large amount of data into a small code e.g. numbers, all types of characters, binary data, control codes etc..
- Printing in a small area. 2D codes use approximately 10 times less space than a traditional 1D barcode.
- Readable regardless of the scanning angle. They can be read at high speed regardless of the scan angle.
- Resistant to dirt and damage. 2D codes have an error correction function and data can be restored even if a code is partially stained or missing.

Best practice use cases: When to use GS1 Digital Link

Inventory & packaging	Traceability & safety	Engagement & circularity
<ul style="list-style-type: none">■ Improve inventory accuracy■ Gain availability and location insight■ Optimize store processes■ Reduce waste, ensure freshness■ Offer late-stage-customization and SKU optimization■ Turn packaging into campaign and engagement channel■ Provide enhanced consumer experience	<ul style="list-style-type: none">■ Ensure supply chain traceability and visibility■ Allow product authentication and fight counterfeiting■ Build consumer trust and food safety transparency■ Share provenance, nutritional information and ingredient sourcing info■ Prevent sale of expired or recalled product at Point-of-Sales■ Achieve regulatory compliance	<ul style="list-style-type: none">■ Engage directly with consumers■ Share brand authorized information and stories; upsell; offer ecommerce promotions, recipes etc.■ Promote and enable the circular economy through promoting recycling information■ Share farm-to-fork stories and tips on how to reduce waste

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Markem-Imaje provides private and retail brands and machine manufacturers worldwide with a one-stop shop of innovative smart product identification, packaging intelligence, and connected product GS1 Digital Link solutions to unlock the power of intelligence in codes.

Thanks to our extended expertise and global footprint combined with an end-to-end software solution suite and services, we help and enable leading brands to design, implement and take advantage of their connected products roadmaps.

By seamlessly integrating the most comprehensive range of proprietary coding technologies with software, services, and certified consumables, we empower our customers with the right information across the supply chain—keeping products and consumers safe and connected - this is intelligence, beyond the mark.

Key Benefits

- Embed, control and seamlessly manage verified data in GS1 Digital Link codes. From the production to the consumer's hand.
- Print inline and verify, GS1 compliant QR codes, with high contrast at high speed and even on 3D surfaces.
- Optimize business operations through production efficiencies, late-stage-customization, SKU and packaging reduction.
- A fully integrated traceability and brand protection solution across the supply chain.
- Connect brands with their consumers consumers, drive loyalty, increase campaign conversions and sales lift while gaining behavioral insight.



Design GS1 Digital Link compliant QR codes with CoLOS®



Primary, secondary and tertiary marking and coding solutions

Scan for live demo



- Best before date
- Allergy warning
- Critical tracking events
- Lot aggregation
- Nutrition facts

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