

## GS1 Digital Link and 2D barcodes

UNDERSTANDING  
GS1

### The world is progressing: the barcode is evolving and Thermal Transfer remains steady



A non-profit, international organization that standardized and manages the barcode system and the exchange protocols.

- Provide unique identifiers (**GTIN** - Global Trade Item Number) to look up product information in a database

### From linear barcodes to 2D codes

- **Customers** want more information about products
- **Retailers** want to automate some actions
- **Brand owners** want to develop personalized marketing with consumers
- **Supply chain actors** require more traceability data



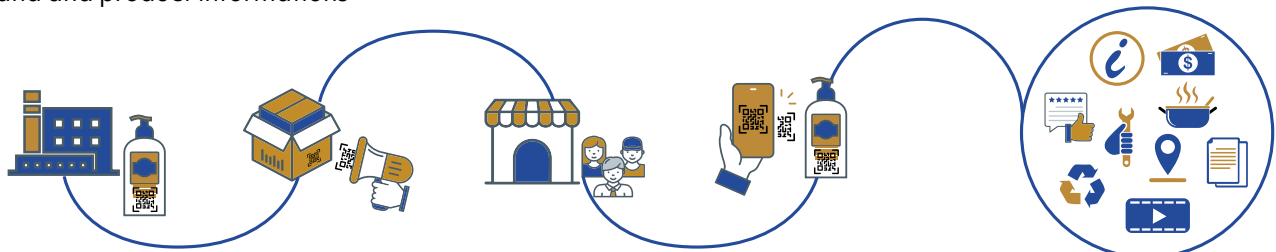
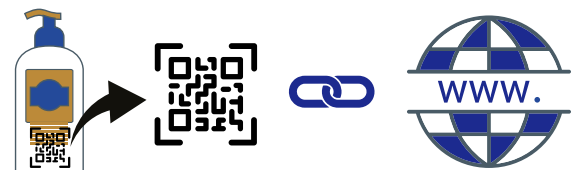
Linear barcodes provide limited and non variable information. **GS1 QR Code** or **Datamatrix** can carry large amount of data and be read by barcode scanners and smartphones.



### What is the GS1 Digital Link?

GS1 Digital Link creates a unique link between a product and data-rich information, encrypted into a QR code.

- Unique Product Identifier (GTIN)
- Additional product attributes – Price, Weight, Best Before date, serial numbers, etc.
- A web link to connect the consumer to valuable brand and product informations



## Examples of 2D codes + GS1 Digital Link



### Retail

- Product composition, price, weight, promotions, and loyalty programs
- Automatic rebates linked to the due-by date or instant identification of recalled products



### Healthcare

- Medication tracking ensuring patient safety
- Easy access to critical drug information



### Fresh Food

- Nutrition facts, allergens, production date
- Recipes, environmental impact



### Logistics and Supply Chain

- Efficient tracking and monitoring of goods
- Optimized inventory management, and minimized counterfeiting



## Thermal Transfer technology is 100% ready for this barcode revolution

- Prints every kind of barcodes on both labels and flexible packaging
- Print sharpness and contrast allow the smallest barcode to be perfectly scanned
- Print speed up to 60 meters per minute compatible with the fastest production lines

➤ The future of the QR code is safe with Thermal Transfer printing