



The Global Language
of Business

Consumers are scanning product barcodes with smartphones to learn more about what they are buying—or considering buying. However, the barcodes that smartphones can scan today are based on proprietary embedded URI formats. As a result, they can enable only a single experience.



For Solution Providers

Getting Started With GS1 Digital Link

In this world of the always-connected consumer, brands and retailers want to engage their customers in an easy way to provide context-based experiences.

What does GS1 Digital Link offer your customers?



GS1 Digital Link web-enables barcodes by providing a simple, standards-based structure for encoded data in any 2D line-of-sight data carrier. This helps enable brands to meet consumer needs for more context-based experiences. Given that GS1 Digital Link is a standards-based structure, it allows the use of simple rules so apps, websites, and POS scanners can enable connections, shopping experiences, interesting product content, and more.

GS1 Digital Link Makes It Possible for Brands to Web-Enable Products, Empowering Brand Owners and Retailers To:

- Offer customers an easier way to access enhanced content and experiences, such as detailed ingredient or allergen information, hints and tips for product use, and recommendations
- Help avoid the complexity—and overhead—of multiple labels or codes on a single product or package
- Flag recalled, expired, or counterfeit products in the warehouse and at the point of sale
- Manage returns more effectively (for retailers)
- Enhance product data sharing with trading partners

GS1 Digital Link offers the ability to implement in a phased approach, starting with higher-priority, easier-to-implement use cases, such as simple customer engagement at the GTIN® level. From there, companies can work to build out more complex use cases based on business priorities.

Brands and retailers will be seeking technical assistance and guidance on these projects.

Working To Help Brands Implement GS1 Digital Link

Brands need to start with foundational GS1 Standards. As a GS1-certified solution provider, you can help them ensure all products have a unique GS1 identifier. Beyond that, consider how you might support brands in:

- Creating consumer product **experiences** on the internet accessed from a product's GS1 Digital Link (digital twin, traceability information, product safety, product authentication, and more)
- Creating **APIs** to allow access to brand-authorized data, such as product recall information
- **Printing and labeling** for 2D GS1 Digital Link-embedded data carriers
- Creating and managing **resolver functionality**
- Providing **analytics** and other **reporting** based on product-to-web connectivity
- GS1 Digital Link **consulting** for brands

Working To Help Retailers Implement GS1 Digital Link

Retailers will be working with products as they migrate to 2D data carriers containing a GS1 Digital Link product URL. Consider how you might support retailers in:

- Creating retailer-specific **web experiences** that can be linked from GS1 Digital Link through a retailer-specific app
- Creating **APIs** to access brand-managed information that can be used at point of sale or by other systems to improve processes
- Create and manage **resolver functionality**
- Provide **analytics** and other **reporting** based on product-to-web connectivity
- **Point-of-sale hardware** and **software** updates to meet the **GS1 US Sunrise 2027 2D** at POS initiative
- **Point-of-sale software** enhancements to **extract additional data** for improved store processes, such as inventory, expiry date, and recall management
- GS1 Digital Link **consulting** for retailers

Get Started With GS1 Digital Link Today



Think about how solutions you currently offer—even those not directly related to GS1 Digital Link implementations—could be enhanced for products containing a GS1 Digital Link-embedded data carrier!

Visit www.gs1us.org/gsdigitallink, or scan to learn more about GS1 Digital Link!

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