



The Global Language of Business

Brand/Manufacturer Checklist for 2D Pilots



The checklist below provides suggested elements to support the discovery and planning the scope for a 2D pilot. Consider not only the technical elements you need to examine, but also the coordination needed for assembling and aligning your internal and external stakeholders.

Use cases for 2D barcodes

From consumer engagement to traceability to inventory management, a variety of use cases can be unlocked by leveraging additional product data in 2D barcodes. For more information, visit the GS1 2D in Retail webpage at: www.gs1.org/2dbarcodes.

Scope checklist

- Evaluate business use case opportunities.
- Pick a pilot product, line or category.
- Evaluate existing barcodes on-pack.
- Select 2D barcodes based on use cases and requirements.
- Identify additional data needs that need to be encoded with the GTIN.
- Understand data and GS1 standards before making decisions.

Technical checklist

- Ensure technical capabilities for encoding dynamic data (where applicable).
- Assess print capabilities and print quality.
- Check for scanning compatibility with the new barcode.
- Ensure software, hardware and databases are up-to-date.

Stakeholder checklist

- Align internal stakeholders, such as Supply Chain, IT dept, Marketing.
- Engage with your Solution providers.
- Collaborate with a retailer to test POS checkout feasibility for the new 2D code.
- Identify common goals and measures with collaboration partners.
- Involve authorities if required in your region.

Questions about the 2D future? [Contact GS1](http://www.gs1.org) for help with your journey toward a new dimension in barcodes!