# 2D Barcode Implementation Journey
## A Practical Guide for Retailers and Brand Owners

GS1®

## Personas

**Brand owner**

**Retailer**

## Select an implementation phase

| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

## Implementation Pathways

I am a **brand owner** looking to **apply and encode** a **2D barcode** on **my products**

I am a **retailer** looking to **make my POS-ecosystem ready to scan** and read 2D barcodes

I am a **retailer** looking to **unlock the benefits of 2D barcodes** and **the data encoded** in my **processes and at POS**

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### Discover

| 1. Set up project | 2. Evaluate current state |
|---|---|
| 1.1 Define your goals and metrics | 2.1 Evaluate your processes and systems |
| 1.2 Define project plan & implementation type | 2.2 Evaluate printing capabilities |
| 1.3 Set up project team & involve stakeholders | 2.3 Evaluate regulatory requirements |
| | 2.4 Evaluate existing codes on pack |

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Being clear on your key driver(s), business goals and metrics is vital for a successful 2D implementation and to measure success once the implementation is complete.

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Plan & design

Implement

Track & expand

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The 2D roll-out process is important to execute well. It is key to start with the right scope and Set up and use the results to decide on further deployment.

2. Evaluate current state

⊕ 2.1 Evaluate your processes and systems

1.2 Define project plan & implementation type

⊕ 2.2 Evaluate printing capabilities

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**1. Set up project**

**2. Evaluate current state**

Based on your business objectives, determine which internal and external stakeholders to involve.

(+) 2.1 Evaluate your processes and systems

(+) 2.2 Evaluate printing capabilities

**1.3 Set up project team & involve stakeholders**

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**Plan & design**

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**Track & expand**

1. Set up project

1.1 Define your goals and metrics

1.2 Define project plan & implementation type

1.3 Set up project team & involve stakeholders

2.1 Evaluate your processes and systems

Evaluating current processes and systems is essential to be able to effectively bridge the gap between the current and the future state.

2.2 Evaluate printing capabilities

2.3 Evaluate regulatory requirements

2.4 Evaluate existing codes on pack

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1. Set up project

Assessing current printing capabilities is important as input to decide whether any upgrades are necessary.

1.1 Define your goals and metrics

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1.3 Set up project team & involve stakeholders

2.3 Evaluate regulatory requirements

Ensuring compliance with industry-specific regulations and guidelines is critical for your business. Unlocking access to increased product information via 2D can help.

2.4 Evaluate existing codes on pack

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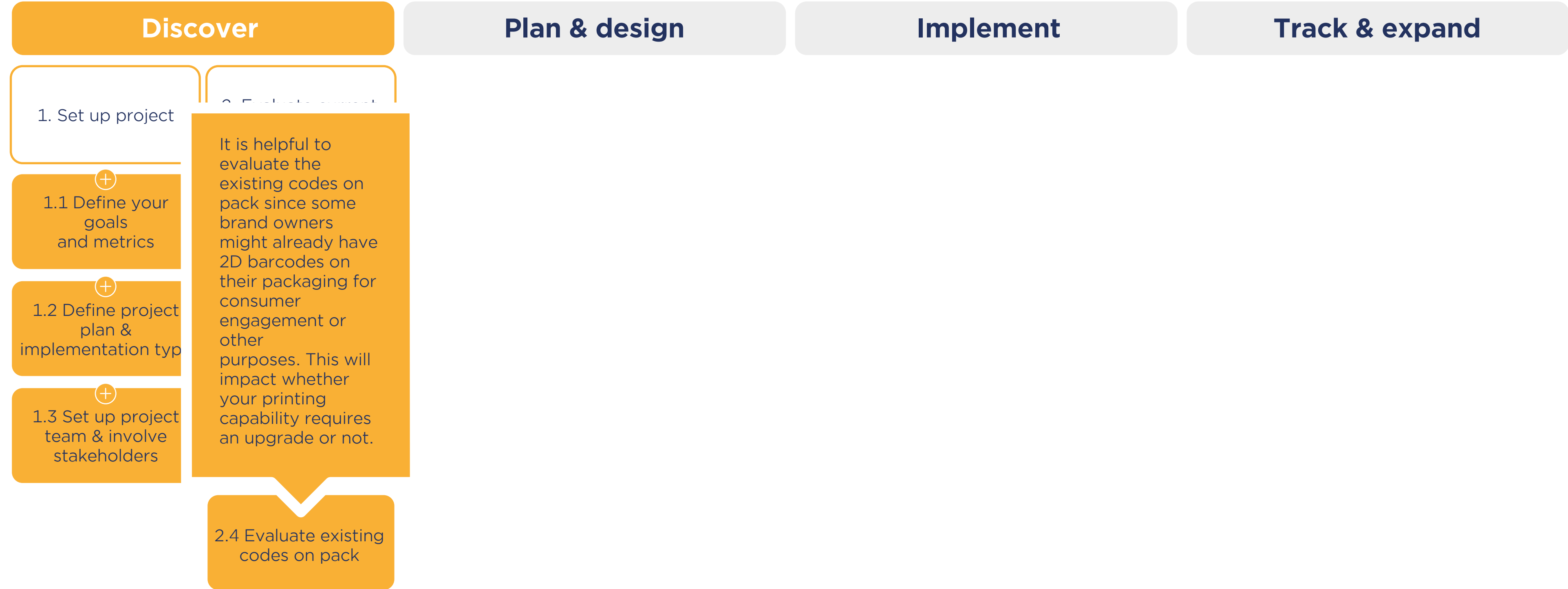I am a **brand owner** looking to **apply and encode** a **2D barcode** on **my products**

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1.1 Define your goals and metrics

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⊕
1.3 Set up project team & involve stakeholders

2. Evaluate current

It is helpful to evaluate the existing codes on pack since some brand owners might already have 2D barcodes on their packaging for consumer engagement or other purposes. This will impact whether your printing capability requires an upgrade or not.

2.4 Evaluate existing codes on pack

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### Plan & design

| 3. Design future state | 4. Set up business case |
|---|---|

⊕

| 3.1 Select the right data to be encoded | 4.1 Perform cost-benefit analysis |
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⊕

3.2 Choose the right barcode & syntax

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3.3 Assess printing technology updates

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| Discover | | esign | Implement | Track & expand |
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- Define the essential information that needs to be encoded in the 2D barcode based on your business objectives.

4. Set up business case

3.1 Select the right data to be encoded

4.1 Perform cost-benefit analysis

3.2 Choose the right barcode & syntax

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Discover

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Track & expand

Explore the different 2D barcodes to determine which one fits best with your selected business objectives. The choice of the barcode determines the right syntax.

4. Set up business case

⊕

4.1 Perform ost-benefit analysis

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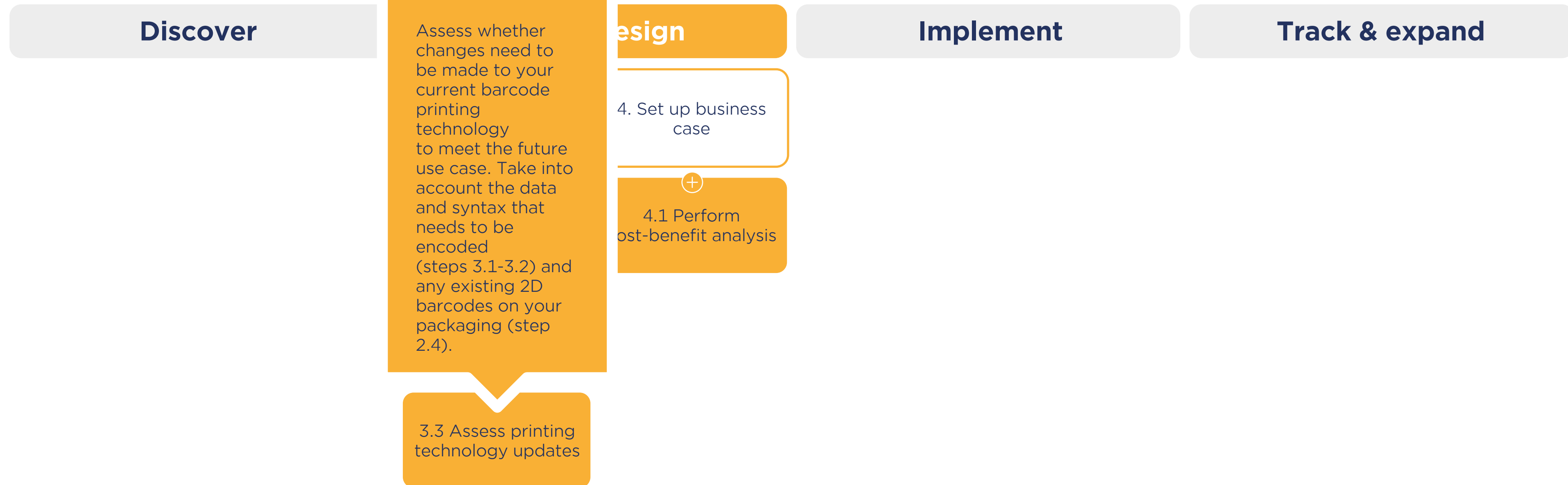
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Assess whether changes need to be made to your current barcode printing technology to meet the future use case. Take into account the data and syntax that needs to be encoded (steps 3.1-3.2) and any existing 2D barcodes on your packaging (step 2.4).

4. Set up business case

4.1 Perform cost-benefit analysis

3.3 Assess printing technology updates

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3. Design future state

3.1 Select the right data to be encoded

3.2 Choose the right barcode & syntax

3.3 Assess printing technology updates

4.1 Perform cost-benefit analysis

Based on the evaluations/assessments done in previous steps, determine whether you should continue your 2D implementation journey by creating a business case.

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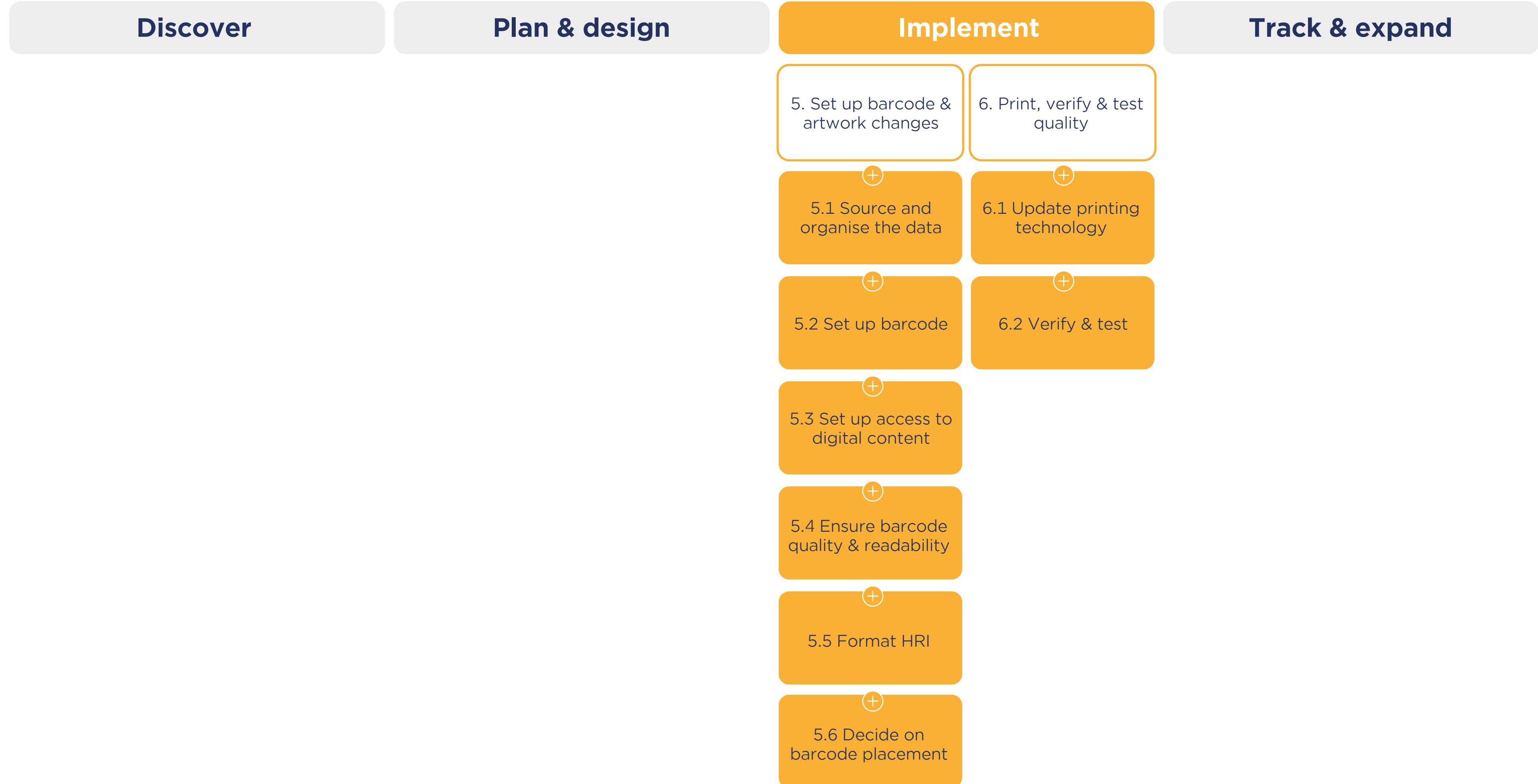I am a **brand owner** looking to **apply and encode** a **2D barcode** on **my products**

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**5. Set up barcode & artwork changes**

**6. Print, verify & test quality**

5.1 Source and organise the data

6.1 Update printing technology

5.2 Set up barcode

6.2 Verify & test

5.3 Set up access to digital content

5.4 Ensure barcode quality & readability

5.5 Format HRI

5.6 Decide on barcode placement

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Making sure the required data for encoding is available, accurate, complete and up-to-date is essential to successfully implement 2D objectives.

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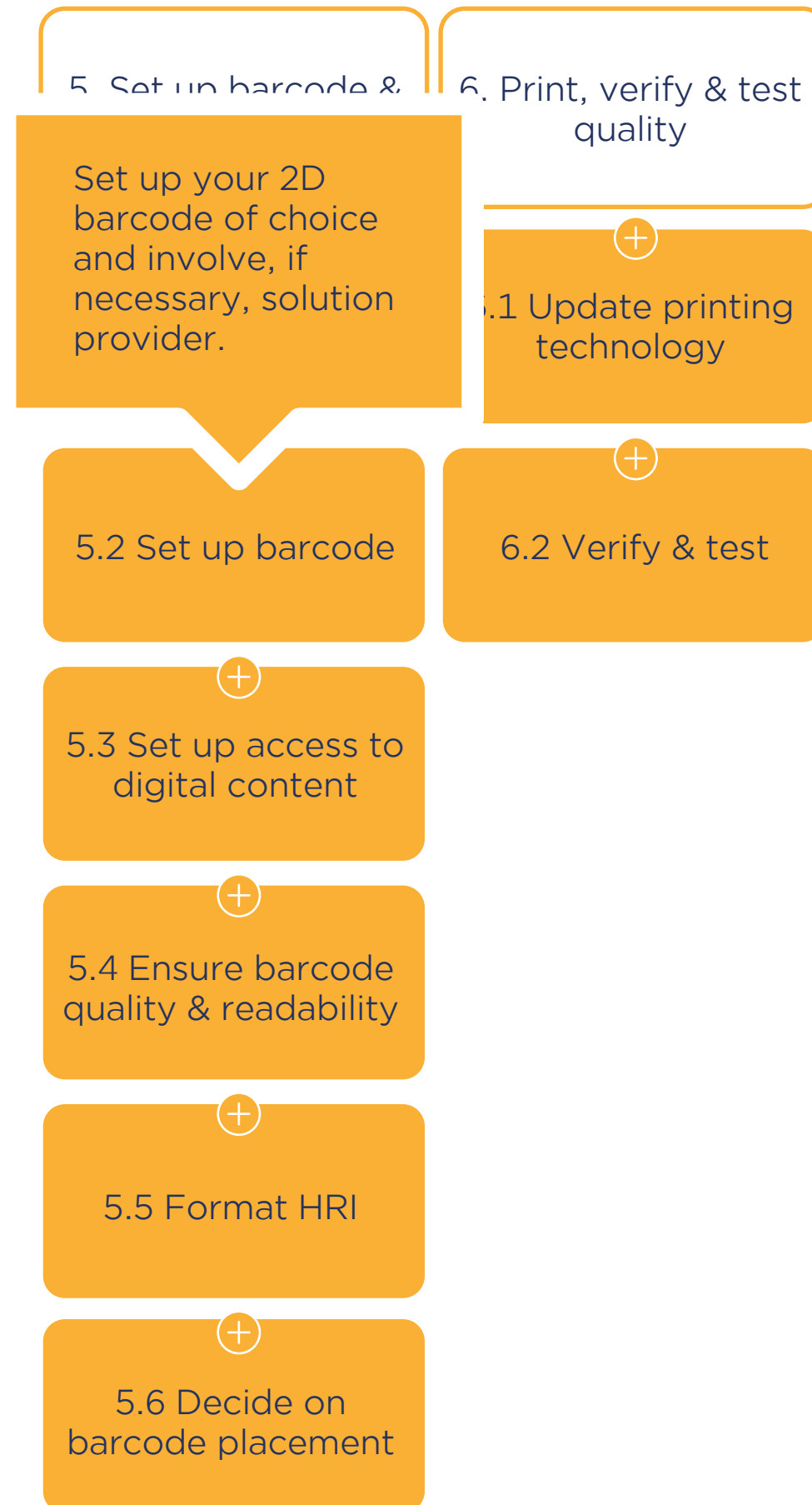I am a **brand owner** looking to **apply and encode** a **2D barcode** on **my products**

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6. Print, verify & test quality

Set up your 2D barcode of choice and involve, if necessary, solution provider.

.1 Update printing technology

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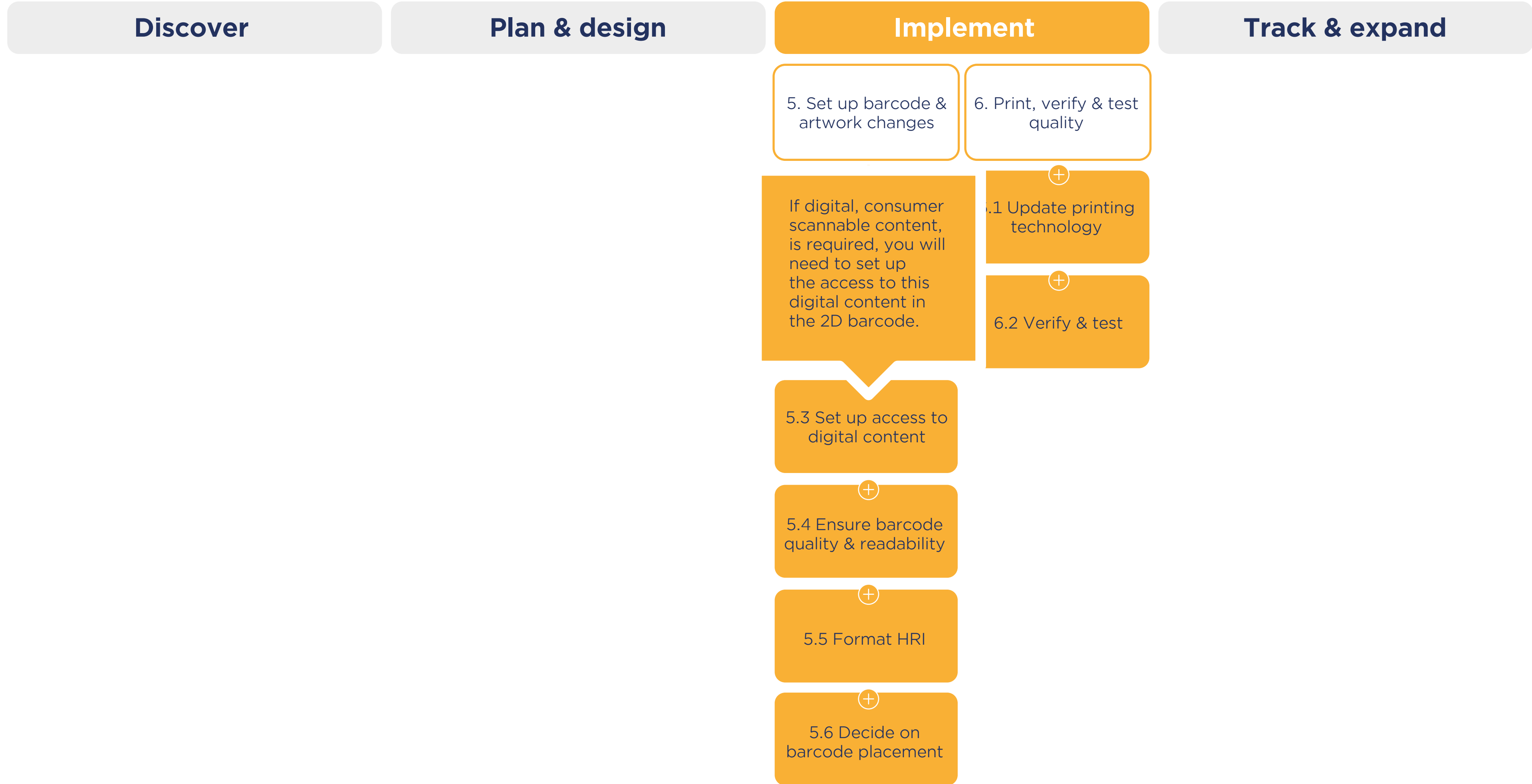I am a **brand owner** looking to **apply and encode** a **2D barcode** on **my products**

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If digital, consumer scannable content, is required, you will need to set up the access to this digital content in the 2D barcode.

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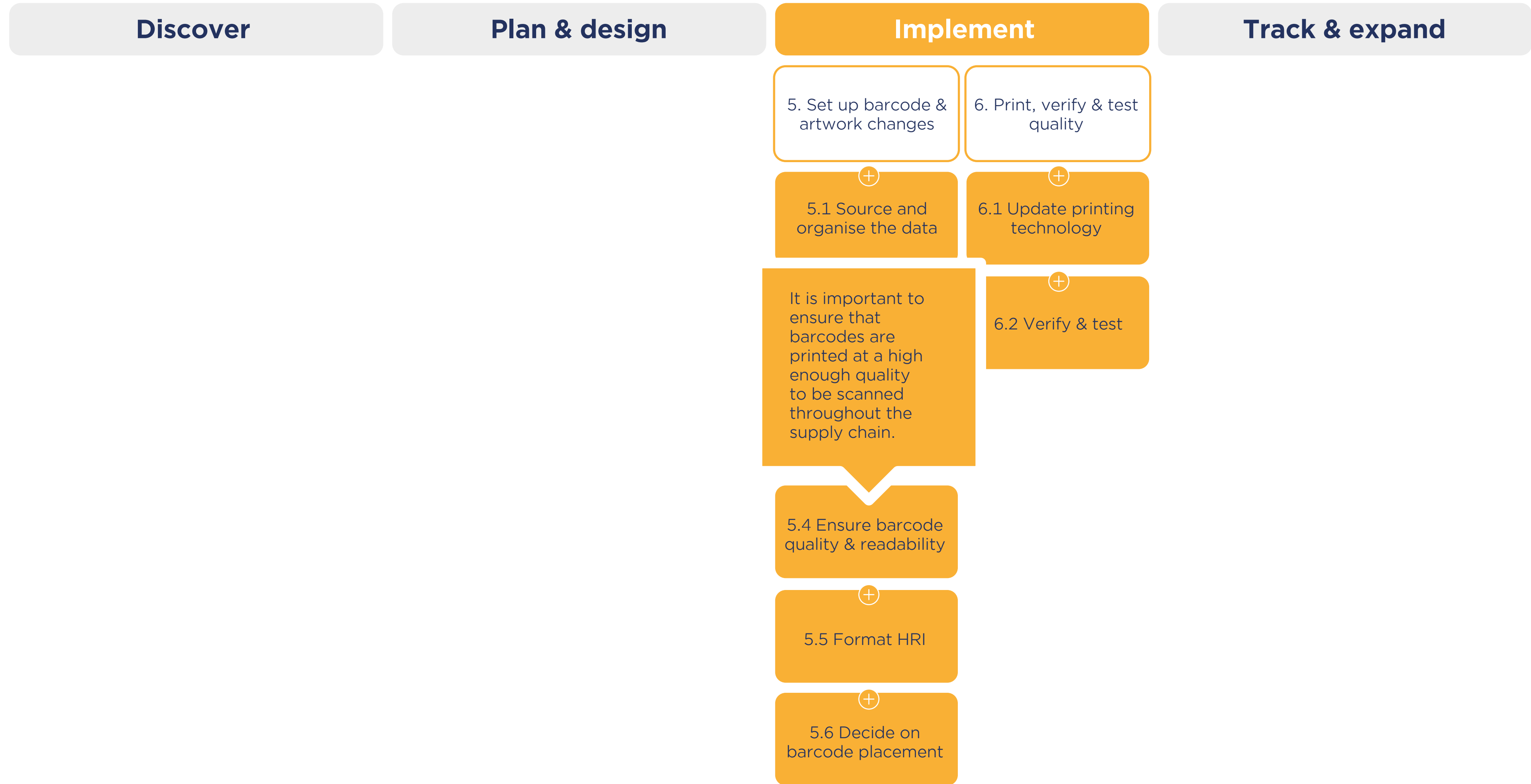I am a **brand owner** looking to **apply and encode** a **2D barcode** on **my products**

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### Implement

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5.1 Source and organise the data

6.1 Update printing technology

It is important to ensure that barcodes are printed at a high enough quality to be scanned throughout the supply chain.

6.2 Verify & test

5.4 Ensure barcode quality & readability

5.5 Format HRI

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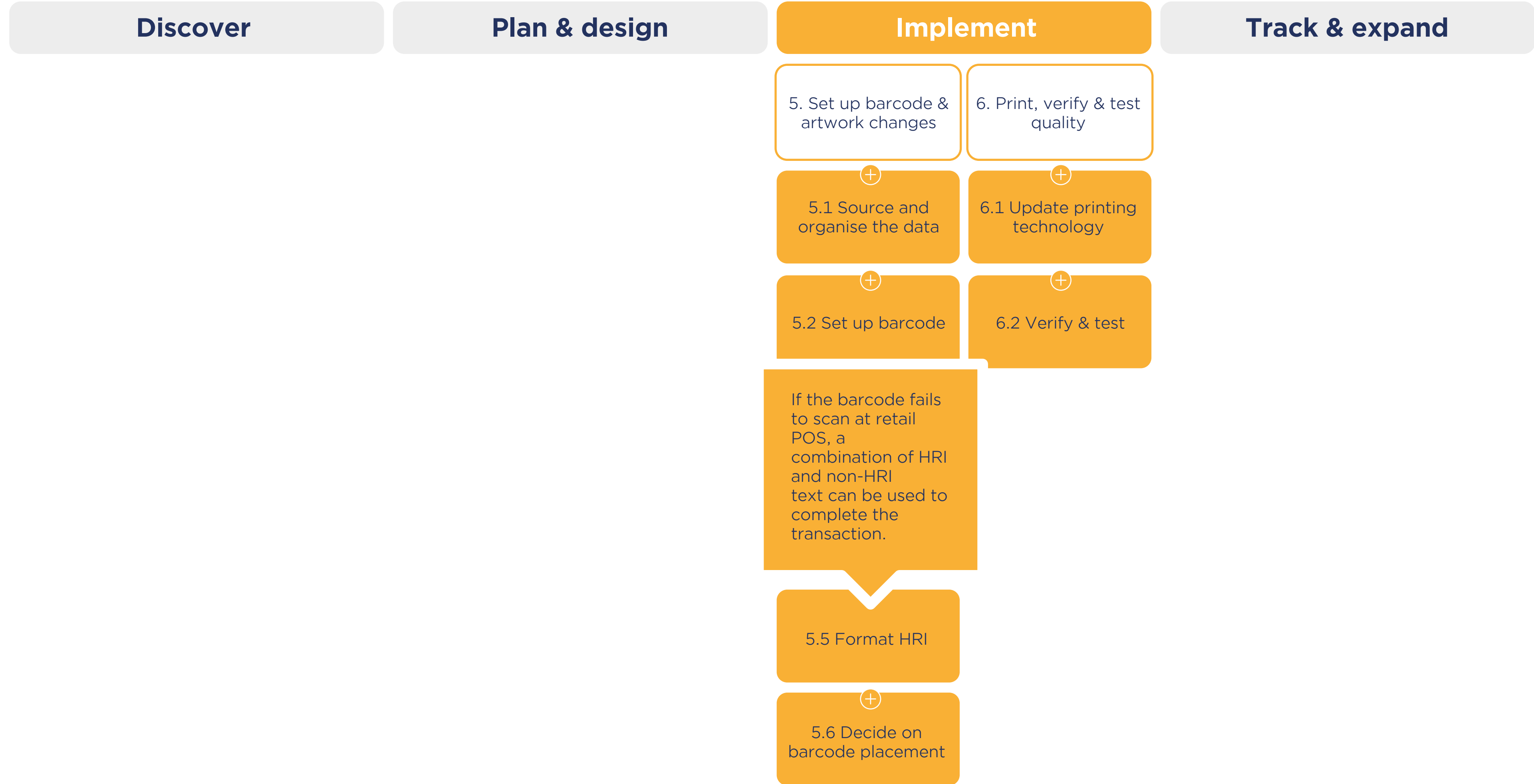
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If the barcode fails to scan at retail POS, a combination of HRI and non-HRI text can be used to complete the transaction.

5.5 Format HRI

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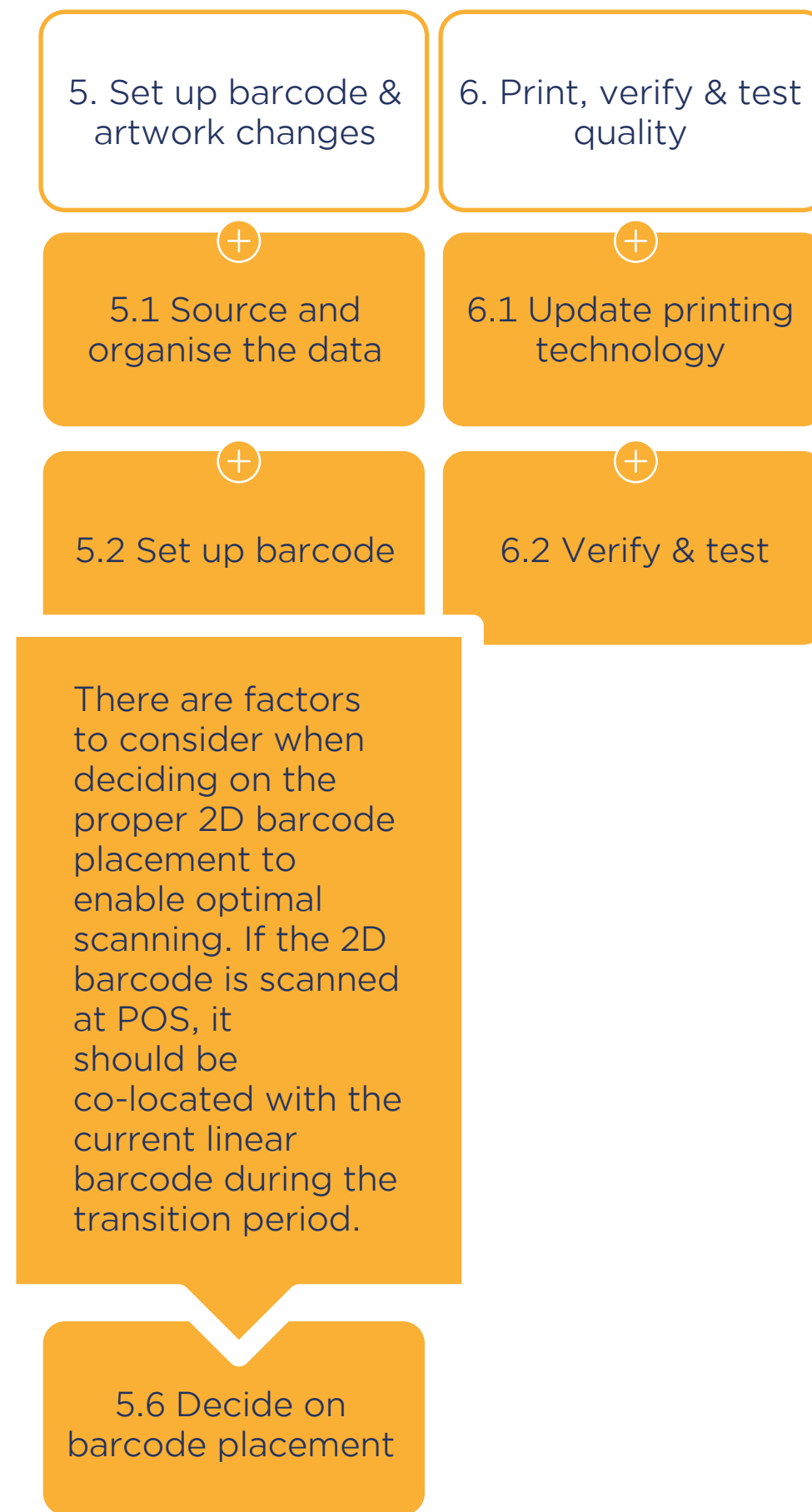I am a **brand owner** looking to **apply and encode** a **2D barcode** on **my products**

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There are factors to consider when deciding on the proper 2D barcode placement to enable optimal scanning. If the 2D barcode is scanned at POS, it should be co-located with the current linear barcode during the transition period.

5.6 Decide on barcode placement

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**Select an implementation phase**

| Discover | Plan & design | Imp | Track & expand |

5. Set up barcode & artwork changes

5.1 Source and organise the data

5.2 Set up barcode

5.3 Set up access to digital content

5.4 Ensure barcode quality & readability

5.5 Format HRI

5.6 Decide on barcode placement

6.1 Update printing technology

6.2 Verify & test

Based on the evaluation of your current printing technology and the technology required to print your 2D barcode, update, if needed, your technology with the support of your solution provider

# 2D Barcode Implementation Journey

A Practical Guide for Retailers and Brand Owners

**Personas**

**Brand owner**

**Retailer**

**Implementation Pathways**

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|---|---|---|---|

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⊕ 5.4 Ensure barcode quality & readability

⊕ 5.5 Format HRI

⊕ 5.6 Decide on barcode placement

6.2 Verify & test

Trading partners and consumers must be able to interact with the barcode quickly and extract the appropriate data for their needs. Poor quality barcodes and malfunctioning digital links create negative experiences in both supply chain and consumer settings.

# 2D Barcode Implementation Journey
A Practical Guide for Retailers and Brand Owners

GS1®

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## Select an implementation phase

| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

7. Roll out

8. Track and share results

⊕ 7.1 Coordinate external communication

⊕ 8.1 Track value

⊕ 7.2 Train & raise awareness

⊕ 8.2 Share your 2D story

# 2D Barcode Implementation Journey

A Practical Guide for Retailers and Brand Owners

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## Select an implementation phase

| Discover | Plan & design | Implement | xpand |

Communicate with retailers to inform them about the addition of a POSscannable 2D barcode on your product and (additional) data being encoded in the 2D barcode to enable them to start leveraging use cases from this data as well.

8. Track and share results

7.1 Coordinate external communication

8.1 Track value

7.2 Train & raise awareness

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# 2D Barcode Implementation Journey
A Practical Guide for Retailers and Brand Owners

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## Select an implementation phase

| Discover | Plan & design | Implement | Track & expand |
|----------|---------------|-----------|----------------|

Effective communication and training are essential for smooth adoption and maximising the benefits of your 2D implementation.

8. Track and share results

8.1 Track value

7.2 Train & raise awareness

8.2 Share your 2D story

# 2D Barcode Implementation Journey
## A Practical Guide for Retailers and Brand Owners

**Personas**

**Brand owner**

**Retailer**

**Implementation Pathways**

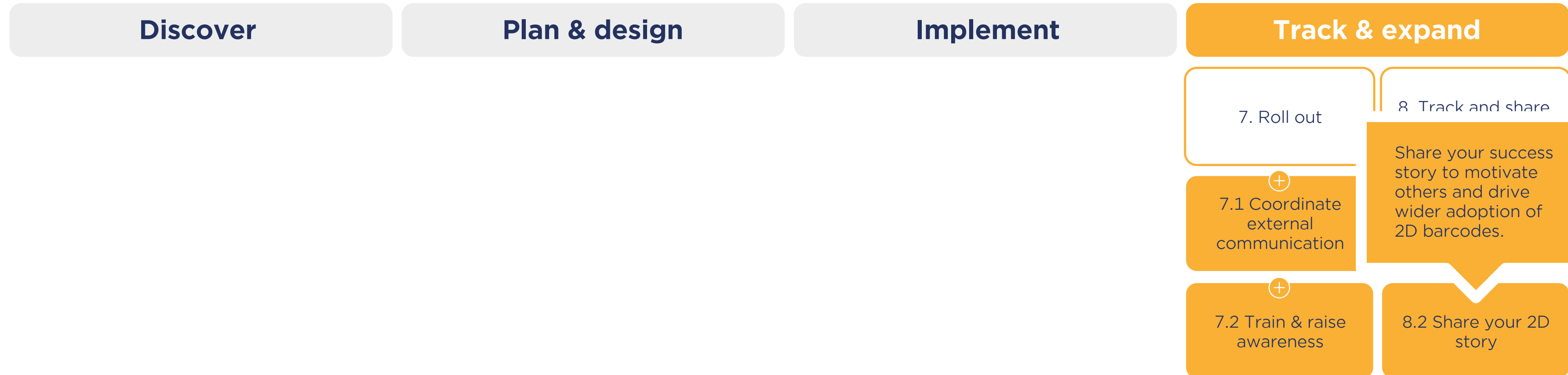I am a **brand owner** looking to **apply and encode** a **2D barcode** on **my products**

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**Select an implementation phase**

| Discover | Plan & design | Implement | Track |

7. Roll out

7.1 Coordinate external communication

7.2 Train & raise awareness

8.1 Track value

8.2 Share your 2D story

Once 2D has been implemented, it is recommended to track and optimise the results versus the expectations from the business case and benefit logic.

# 2D Barcode Implementation Journey

A Practical Guide for Retailers and Brand Owners

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## Select an implementation phase

| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

**7. Roll out**

8. Track and share

Share your success story to motivate others and drive wider adoption of 2D barcodes.

**7.1 Coordinate external communication**

**7.2 Train & raise awareness**

**8.2 Share your 2D story**

# 2D Barcode Implementation Journey

A Practical Guide for Retailers and Brand Owners

## Personas

**Brand owner**

**Retailer**

## Select an implementation phase

| Discover | Plan & design | Implement | Track & expand |

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## Select an implementation phase

| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

**1. Set up project**

**2. Evaluate current state**

⊕

1.1 Define project plan & implementation type

⊕

2.1 Evaluate POS ecosystem

⊕

1.2 Set up project team & involve stakeholders

# 2D Barcode Implementation Journey

A Practical [Guide for Ret]ailers and Brand Owners

**GS1**

## Personas

**Brand owner**

**Retailer**

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[...]tation phase

Getting the 2D barcode rollout right is key for retailers to efficiently scan and unlock the valuable product information encoded by brands, streamlining operations and enhancing customer service.

[...]ver

**Plan & design**

**Implement**

**Track & expand**

2. Evaluate current state

1.1 Define project plan & implementation type

2.1 Evaluate POS ecosystem

1.2 Set up project team & involve stakeholders

# 2D Barcode Implementation Journey
## A Practical Guide for Retailers and Brand Owners

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**Select an implementation phase**

| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

Based on your business objectives, determine which internal and external stakeholders to involve.

2. Evaluate current state

⊕

2.1 Evaluate POS ecosystem

1.2 Set up project team & involve stakeholders

# 2D Barcode Implementation Journey

## A Practical Guide for Retailers and Brand Owners

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**Select an impleme...**

| Disc... | Plan & design | Implement | Track & expand |

1. Set up project

⊕
1.1 Define project plan & implementation type

⊕
1.2 Set up project team & involve stakeholders

By 2027 retailers must, at minimum, be able to accept a defined set of different barcodes at their POS. This may require upgrades to your POS ecosystem. An evaluation of the current state will help to design the future state in the next step

2.1 Evaluate POS ecosystem

# 2D Barcode Implementation Journey
## A Practical Guide for Retailers and Brand Owners

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**Select an implementation phase**

| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

3. Design future state

4. Determine budget & finalise project plan

⊕

3.1 Design future state POS ecosystem

⊕

4.1 Determine budget & finalise project plan

# 2D Barcode Implementation Journey

A Practical Guide for Retailers and Brand Owners

## Personas

Brand owner

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## Select an implementation phase

| Discover | Design | Implement | Track & expand |

After evaluating your POS ecosystem, you can start with designing the future state of your POS ecosystem and identify the gaps.

4. Determine budget & finalise project plan

3.1 Design future state POS ecosystem

4.1 Determine budget & finalise project plan

# 2D Barcode Implementation Journey
## A Practical Guide for Retailers and Brand Owners

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**Select an implementation phase**

Discover

Plan &

Implement

Track & expand

3. Design future state

3.1 Design future state POS ecosystem

4.1 Determine budget & finalise project plan

Based on the evaluation of the current state and the design of the future state, determine the appropriate budget and finalise your project plan. This plan should include upgrading your POS ecosystem and providing training for relevant stakeholders.

# 2D Barcode Implementation Journey
## A Practical Guide for Retailers and Brand Owners

**Personas**

Brand owner

Retailer

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**Select an implementation phase**

| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

5. Upgrade & test POS ecosystem

5.1 Upgrade & test POS ecosystem

# 2D Barcode Implementation Journey
A Practical Guide for Retailers and Brand Owners

**Personas**

Brand owner

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**Implementation Pathways**

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**Select an implementation phase**

Discover

Plan & design

Track & expand

After evaluating your POS ecosystem and designing your future state, you can start upgrading your scanners and/or POS host system to scan and read 2D barcodes, if necessary.

5.1 Upgrade & test POS ecosystem

![GS1 logo] **2D Barcode Implementation Journey**
A Practical Guide for Retailers and Brand Owners

**Personas**

| Brand owner |
| Retailer |

**Implementation Pathways**

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**Select an implementation phase**

| Discover | Plan & design | Implement | Track & expand |

5.1 Upgrade & test POS ecosystem

7. Unlock future potential

6.1 Train & raise awareness

7.1 Share your 2D story

7.2 Determine additional value

# 2D Barcode Implementation Journey

## A Practical Guide for Retailers and Brand Owners

**GS1**

**Personas**

- Brand owner
- Retailer

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**Select an implementation phase**

| Discover | Plan & design | Implement | expand |

Effective communication and training are essential for smooth adoption and maximising the benefits of your 2D implementation.

6.1 Train & raise awareness

7. Unlock future potential

7.1 Share your 2D story

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# 2D Barcode Implementation Journey
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**Select an implementation phase**

| Discover | Plan & design | Implement | Track & |
|---|---|---|---|

5.1 Upgrade & test POS ecosystem

6.1 Train & raise awareness

7.1 Share your 2D story

7.2 Determine additional value

Share your success story to motivate others and drive wider adoption of 2D barcodes.

# GS1®

# 2D Barcode Implementation Journey
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## Select an implementation phase

| Discover | Plan & design | Implement | Track & |
|----------|---------------|-----------|---------|

5.1 Upgrade & test POS ecosystem

⊕

6.1 Train & raise awareness

2D barcodes can enable many more use cases for the retailer, such as inventory management and dynamic price markdown, with high potential benefits.
Begin exploring the different use cases and potential for your company.

7.2 Determine additional value

# 2D Barcode Implementation Journey
A Practical Guide for Retailers and Brand Owners

## Personas

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**Select an implementation phase**

| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

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**Select an implementation phase**

| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

1. Set up project

2. Evaluate current state

⊕

1.1 Define your goals/use cases

⊕

2.1 Evaluate as-is situation

⊕

1.2 Define project plan & implementation type

⊕

1.3 Set up project team & involve stakeholders

# 2D Barcode Implementation Journey

A Practi[...]ailers and Brand Owners

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[...]ntation phase

**[...]ver**

**Plan & design**

**Implement**

**Track & expand**

Retailers have unique needs. By focusing on your specific goals from the start, you can tailor your 2D barcode utilisation to unlock the most impactful benefits for your business, including the ability to scan 2D barcodes at POS.

1.1 Define your goals/use cases

2. Evaluate current state

2.1 Evaluate as-is situation

1.2 Define project plan & implementation type

1.3 Set up project team & involve stakeholders

# 2D Barcode Implementation Journey
## A Practical Guide for Retailers and Brand Owners

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**Select an implementation phase**

| ...ver | Plan & design | Implement | Track & expand |

The 2D roll-out process is important to execute well. It is key to start with the right scope and setup, and use the results to decide on further deployment.

2. Evaluate current state

⊕

2.1 Evaluate as-is situation

1.2 Define project plan & implementation type

⊕

1.3 Set up project team & involve stakeholders

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## Select an implementation phase

| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

1. Set up project

2. Evaluate current state

Based on your business objectives, determine which internal and external stakeholders to involve.

2.1 Evaluate as-is situation

1.3 Set up project team & involve stakeholders

# 2D Barcode Implementation Journey
## A Practical Guide for Retailers and Brand Owners

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**Select an impleme**

**Disc**

1. Set up project

1.1 Define your goals/use cases

1.2 Define project plan & implementation type

1.3 Set up project team & involve stakeholders

To effectively use additional data or engage in promotions and collaborations with suppliers, it is important to first assess the current situation before planning the desired future state.

2.1 Evaluate as-is situation

**Plan & design**

**Implement**

**Track & expand**

# 2D Barcode Implementation Journey

A Practical Guide for Retailers and Brand Owners

## Personas

**Brand owner**

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## Select an implementation phase

| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

### Plan & design

| 3. Design future state | 4. Set up business case |
|---|---|
| ⊕ | ⊕ |
| 3.1 Design to-be processes, data & IT landscape | 4.1 Perform cost-benefit analysis |

# 2D Barcode Implementation Journey

A Practical Guide for Retailers and Brand Owners

**Personas**

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**Implementation Pathways**

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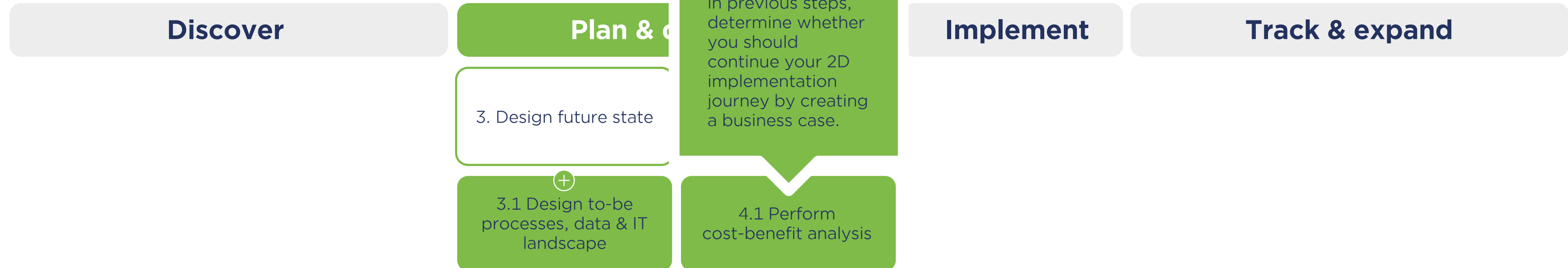
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**Select an implementation phase**

Discover

Design

Implement

Track & expand

Designing future processes, data requirements and IT infrastructure to effectively leverage encoded 2D barcode data within retail operations is key for successful implementation.

4. Set up business case

3.1 Design to-be processes, data & IT landscape

4.1 Perform cost-benefit analysis

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**Select an implementation phase**

Discover

Plan & 

Implement

Track & expand

3. Design future state

3.1 Design to-be processes, data & IT landscape

4.1 Perform cost-benefit analysis

Based on the evaluations/assessments performed in previous steps, determine whether you should continue your 2D implementation journey by creating a business case.

# 2D Barcode Implementation Journey
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## Select an implementation phase

| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

5. Upgrade data support & systems

⊕

5.1 Ensure backend system & data support upgrades

# 2D Barcode Implementation Journey
## A Practical Guide for Retailers and Brand Owners

**Personas**

Brand owner

Retailer

**Select an implementation phase**

Discover

Plan & design

Track & expand

Leveraging data beyond the GTIN from scanning 2D barcodes may require upgrades to backend systems and data support. Updates may not be required if scanners are passing data that is already in use.

5.1 Ensure backend system & data support upgrades

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## A Practical Guide for Retailers and Brand Owners

**Personas**

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**Select an implementation phase**

| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

**6. Train**

**7. Unlock future potential**

**Implementation Pathways**

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6.1 Train employees, customers & other partners

7.1 Track results

7.2 Share your 2D story

7.3 Determine additional value

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## Select an implementation phase

| Discover | Plan & design | Implement | expand |
|---|---|---|---|

Effective communication and training are essential for smooth adoption and maximising the benefits of your 2D implementation.

6.1 Train employees, customers & other partners

7. Unlock future potential

⊕ 7.1 Track results

⊕ 7.2 Share your 2D story

⊕ 7.3 Determine additional value

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## Select an implementation phase

| Discover | Plan & design | Implement | Track & |
|---|---|---|---|

6. Train

⊕
6.1 Train employees, customers & other partners

Once 2D has been implemented, it is advisable to track and optimise the results to ensure they align with the expectations outlined in the business case and benefit logic.

7.1 Track results

⊕
7.2 Share your 2D story

⊕
7.3 Determine additional value

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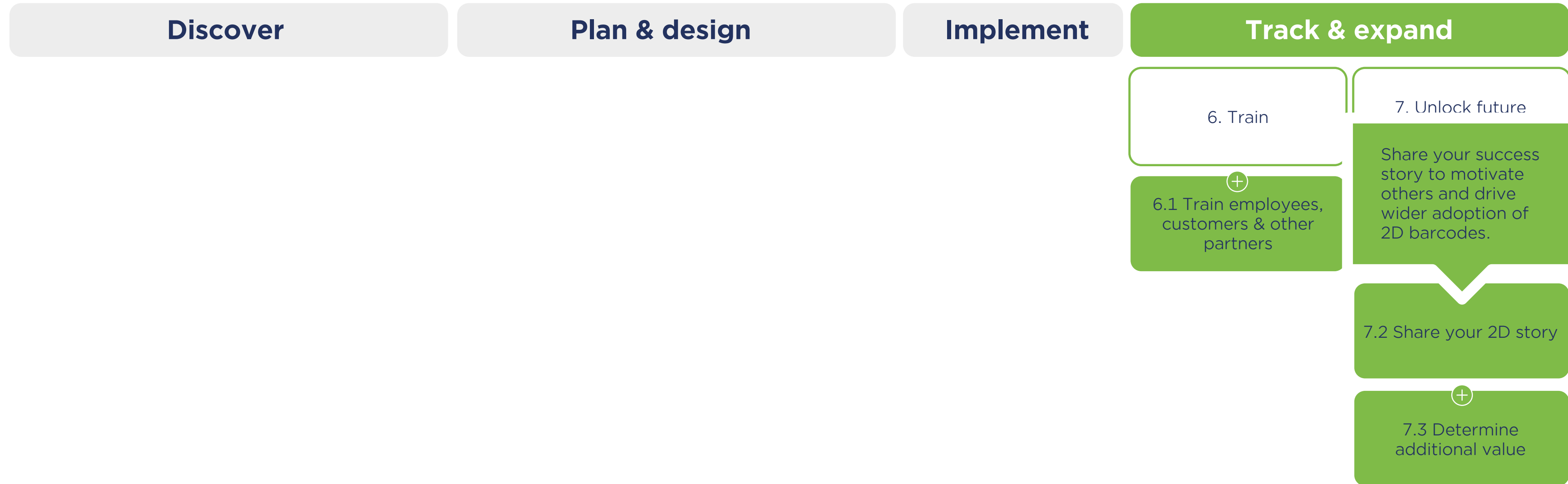
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**Select an implementation phase**

| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

6. Train

7. Unlock future

6.1 Train employees, customers & other partners

Share your success story to motivate others and drive wider adoption of 2D barcodes.

7.2 Share your 2D story

7.3 Determine additional value

# 2D Barcode Implementation Journey
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**Select an implementation phase**

Discover

Plan & design

Implement

**Track & expand**

6. Train

6.1 Train employees, customers & other partners

2D barcodes can enable many more use cases for the retailer, such as inventory management and dynamic price markdown, with high potential benefits. Begin exploring the different use cases and potential for your company.

7.3 Determine additional value

# 2D Barcode Implementation Journey
A Practical Guide for Retailers and Brand Owners

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| Discover | Plan & design | Implement | Track & expand |
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## Select an implementation phase

| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

**1. Set up project**

**2. Evaluate current state**

⊕ 1.1 Define your goals and metrics

⊕ 2.1 Evaluate your processes and systems

⊕ 1.2 Define project plan & implementation type

⊕ 2.2 Evaluate printing capabilities

⊕ 1.3 Set up project team & involve stakeholders

⊕ 2.3 Evaluate regulatory requirements

⊕ 2.4 Evaluate existing codes on pack

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## Implementation phase

| ...ver | Plan & design | Implement | Track & expand |
|---|---|---|---|

Being clear on your key driver(s), business goals and metrics is vital for a successful 2D implementation and to measure success once the implementation is complete.

2. Evaluate current state

**1.1 Define your goals and metrics**

**1.2 Define project plan & implementation type**

**1.3 Set up project team & involve stakeholders**

**2.1 Evaluate your processes and systems**

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## Select an implementation phase

| Discover | Plan & design | Implement | Track & expand |

The 2D roll-out process is important to execute well. It is key to start with the right scope and Set up and use the results to decide on further deployment.

2. Evaluate current state

2.1 Evaluate your processes and systems

1.2 Define project plan & implementation type

2.2 Evaluate printing capabilities

1.3 Set up project team & involve stakeholders

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## Select an implementation phase

| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

**1. Set up project**

**2. Evaluate current state**

Based on your business objectives, determine which internal and external stakeholders to involve.

⊕ 2.1 Evaluate your processes and systems

⊕ 2.2 Evaluate printing capabilities

**1.3 Set up project team & involve stakeholders**

⊕ 2.3 Evaluate regulatory requirements

⊕ 2.4 Evaluate existing codes on pack

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**Select an impl**

Dis

**Plan & design**

**Implement**

**Track & expand**

1. Set up project

Evaluating current processes and systems is essential to effectively bridge the gap between the current and the future state.

1.1 Define your goals and metrics

2.1 Evaluate your processes and systems

1.2 Define project plan & implementation type

2.2 Evaluate printing capabilities

1.3 Set up project team & involve stakeholders

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## Select an implementation phase

| Discover | Plan & design | Implement | Track & expand |

**1. Set up project**

1.1 Define your goals and metrics

1.2 Define project plan & implementation type

1.3 Set up project team & involve stakeholders

Assessing current printing capabilities is important as input to determine whether any upgrades are necessary.

2.2 Evaluate printing capabilities

2.3 Evaluate regulatory requirements

2.4 Evaluate existing codes on pack

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**Select an implementation phase**

| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

1. Set up project

1.1 Define your goals and metrics

1.2 Define project plan & implementation typ

Ensuring compliance with industry-specific regulations and guidelines is critical for your business. Unlocking access to increased product information via 2D can help.

1.3 Set up project team & involve stakeholders

2.3 Evaluate regulatory requirements

2.4 Evaluate existing codes on pack

# 2D Barcode Implementation Journey
## A Practical Guide for Retailers and Brand Owners

**Personas**

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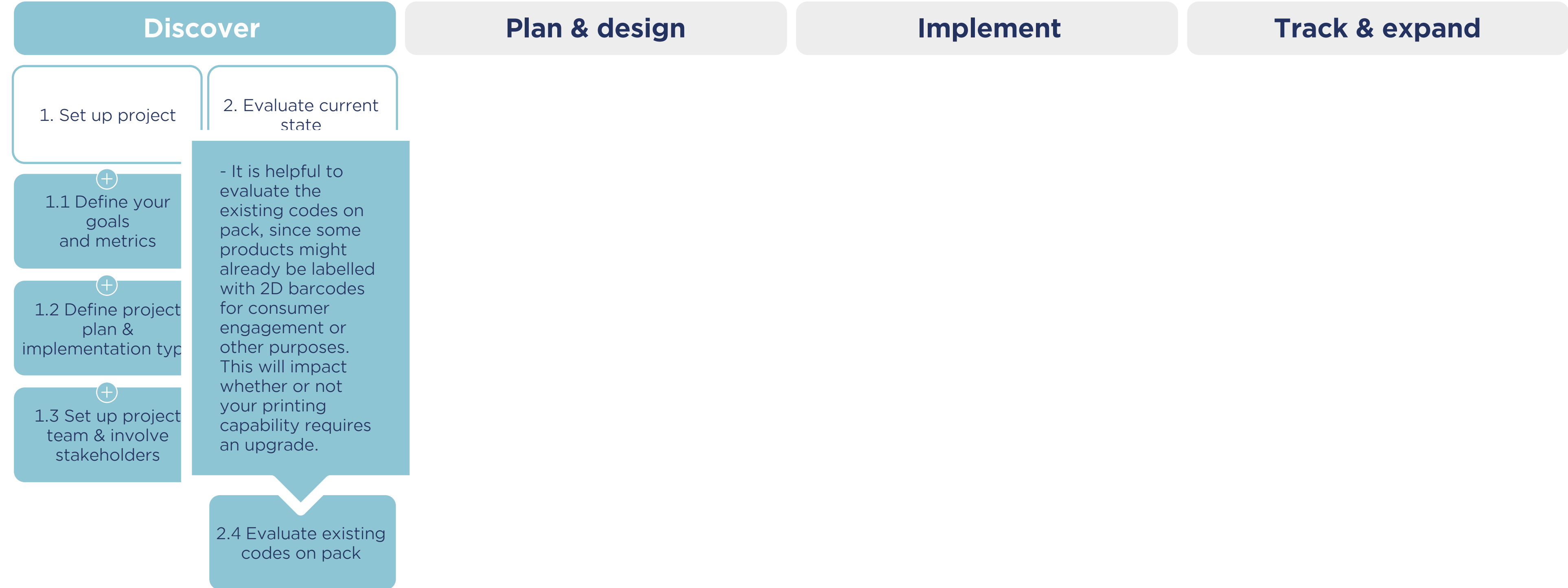I am a **brand owner** looking to **apply and encode** a **2D barcode** on **my products**

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|---|---|---|---|

1. Set up project

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1.1 Define your goals and metrics

1.2 Define project plan & implementation type

1.3 Set up project team & involve stakeholders

- It is helpful to evaluate the existing codes on pack, since some products might already be labelled with 2D barcodes for consumer engagement or other purposes. This will impact whether or not your printing capability requires an upgrade.

2.4 Evaluate existing codes on pack

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## Select an implementation phase

| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

### Plan & design

3. Design future state

4. Set up business case

⊕ 3.1 Select the right data to be encoded

⊕ 4.1 Perform cost-benefit analysis

⊕ 3.2 Choose the right barcode & syntax

⊕ 3.3 Design to-be processes, data & IT landscape

⊕ 3.4 Assess printing technology updates

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**Select an implementation phas**

| Discover | | esign | Implement | Track & expand |
|---|---|---|---|---|

Define the essential information that needs to be encoded in the 2D barcode based on your business objectives.

4. Set up business case

3.1 Select the right data to be encoded

4.1 Perform cost-benefit analysis

3.2 Choose the right barcode & syntax

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**Select an implementation phase**

| Discover | Design | Implement | Track & expand |
|---|---|---|---|

Explore the different 2D barcodes to determine which one fits best with your selected business objectives. The choice of barcode determines the right syntax.

4. Set up business case

⊕

4.1 Perform cost-benefit analysis

3.2 Choose the right barcode & syntax

⊕

3.3 Design to-be processes, data & IT landscape

⊕

3.4 Assess printing technology updates

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## Select an implementation phase

| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

4. Set up business case

4.1 Perform cost-benefit analysis

Designing future processes, data requirements and IT infrastructure to effectively leverage encoded 2D barcode data within retail operations is key for successful implementation.

3.3 Design to-be processes, data & IT landscape

3.4 Assess printing technology updates

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| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

3. Design future state

4. Set up business case

3.1 Select the right data to be encoded

4.1 Perform cost-benefit analysis

Assess whether changes are needed to your current printing technology to enable in-store printing of labels with 2D barcodes.

3.4 Assess printing technology updates

# 2D Barcode Implementation Journey

A Practical Guide for Retailers and Brand Owners

## Personas

Brand owner

**Retailer**

## Implementation Pathways

I am a **brand owner** looking to **apply and encode** a **2D barcode** on **my products**

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## Select an implementation phase

| Discover | Plan & | Implement | Track & expand |
|---|---|---|---|

3. Design future state

⊕ 3.1 Select the right data to be encoded

4.1 Perform cost-benefit analysis

Based on the evaluations or assessments performed in previous steps, determine whether you should continue your 2D implementation journey by creating a business case.

⊕ 3.2 Choose the right barcode & syntax

⊕ 3.3 Design to-be processes, data & IT landscape

⊕ 3.4 Assess printing technology updates

# 2D Barcode Implementation Journey
## A Practical Guide for Retailers and Brand Owners

**Personas**

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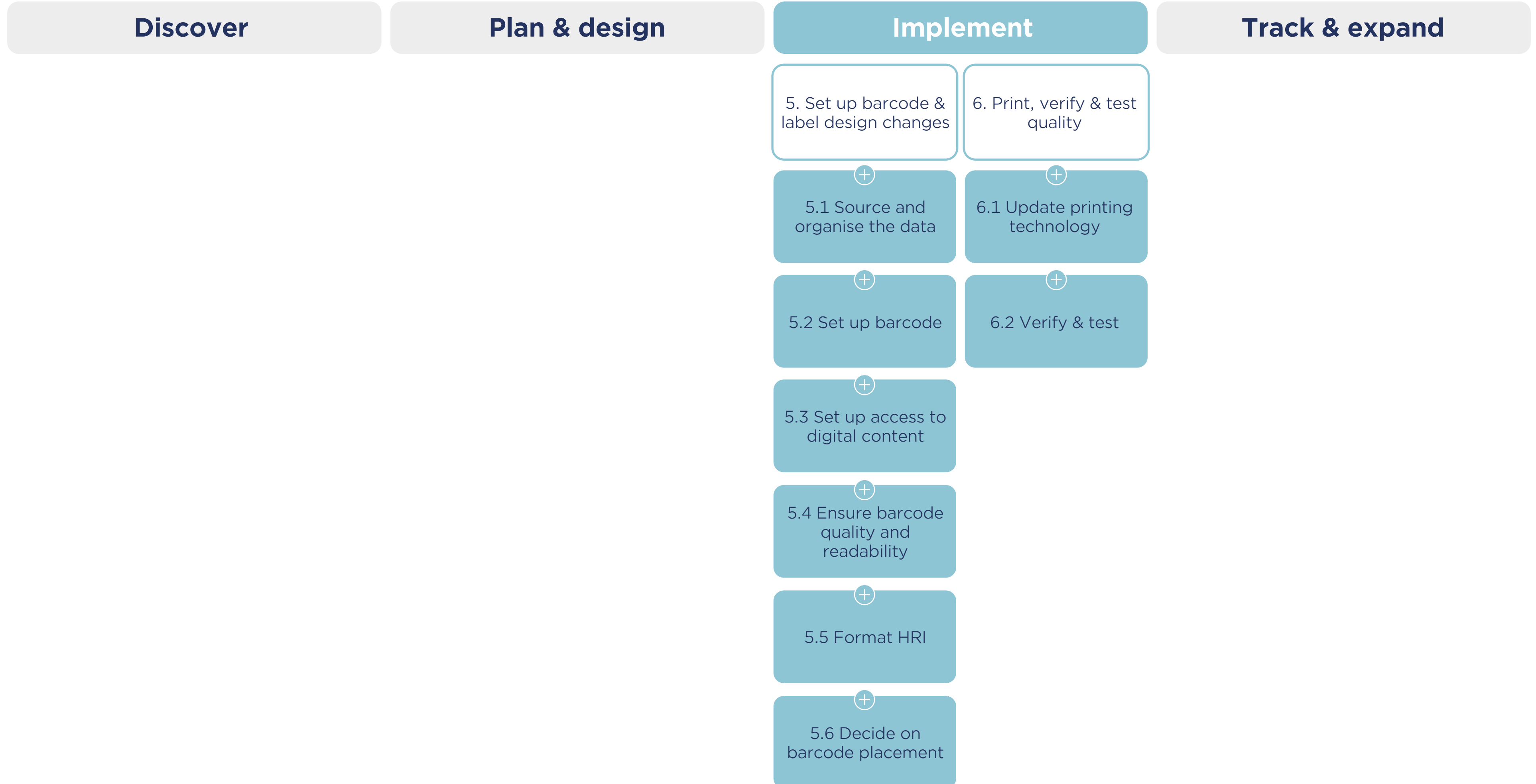I am a **brand owner** looking to **apply and encode** a **2D barcode** on **my products**

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| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

5. Set up barcode & label design changes

6. Print, verify & test quality

5.1 Source and organise the data

6.1 Update printing technology

5.2 Set up barcode

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5.3 Set up access to digital content

5.4 Ensure barcode quality and readability

5.5 Format HRI

5.6 Decide on barcode placement

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## Select an implementation phase

| Discover | Plan & design | | Track & expand |

ment

Making sure the required data for encoding is available, accurate, complete and up-to-date is essential to successfully implementing 2D objectives.

. Print, verify & test quality

5.1 Source and organise the data

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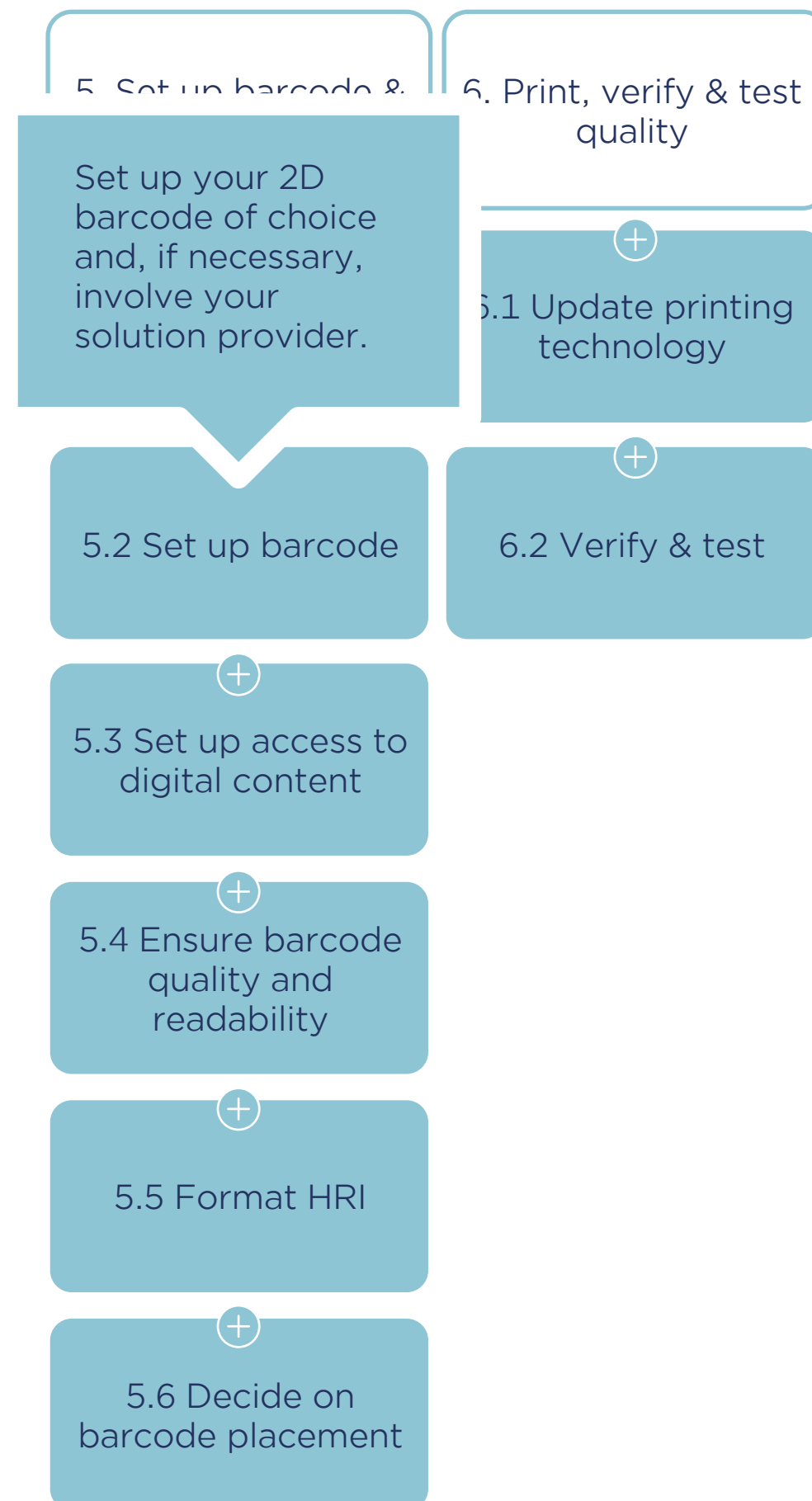I am a **brand owner** looking to **apply and encode** a **2D barcode** on **my products**

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## Select an implementation phase

| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

5. Set up barcode &

6. Print, verify & test quality

Set up your 2D barcode of choice and, if necessary, involve your solution provider.

6.1 Update printing technology

5.2 Set up barcode

6.2 Verify & test

5.3 Set up access to digital content

5.4 Ensure barcode quality and readability

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|---|---|---|---|

5. Set up barcode & label design changes

6. Print, verify & test quality

If digital, consumer-scannable content, is required, you will need to set up the access to this digital content in the 2D barcode.

6.1 Update printing technology

6.2 Verify & test

5.3 Set up access to digital content

5.4 Ensure barcode quality and readability

5.5 Format HRI

5.6 Decide on barcode placement

![GS1 logo] **2D Barcode Implementation Journey**
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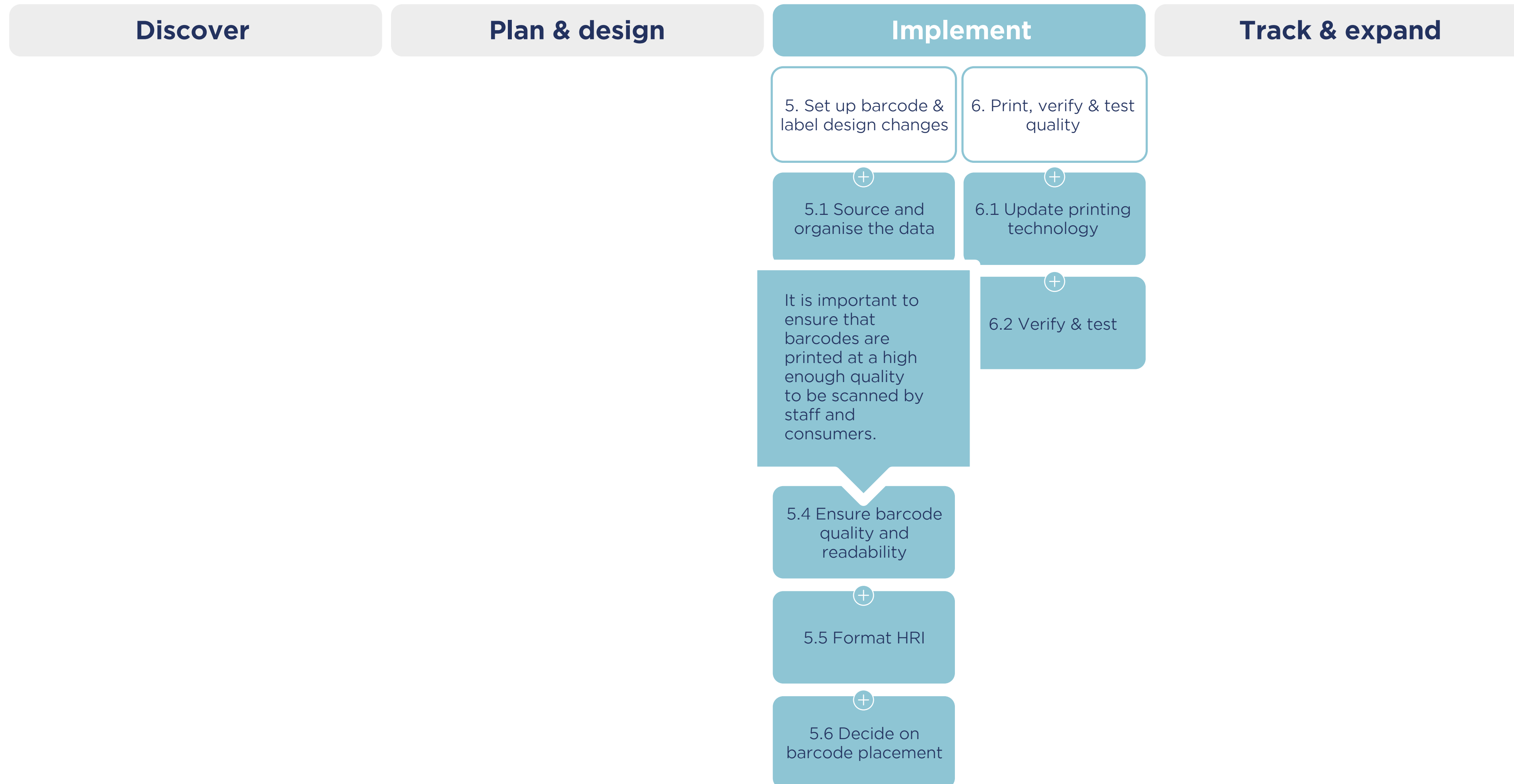
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**Select an implementation phase**

| Discover | Plan & design | Implement | Track & expand |

5. Set up barcode & label design changes

6. Print, verify & test quality

⊕ 5.1 Source and organise the data

⊕ 6.1 Update printing technology

It is important to ensure that barcodes are printed at a high enough quality to be scanned by staff and consumers.

⊕ 6.2 Verify & test

5.4 Ensure barcode quality and readability

⊕ 5.5 Format HRI

⊕ 5.6 Decide on barcode placement

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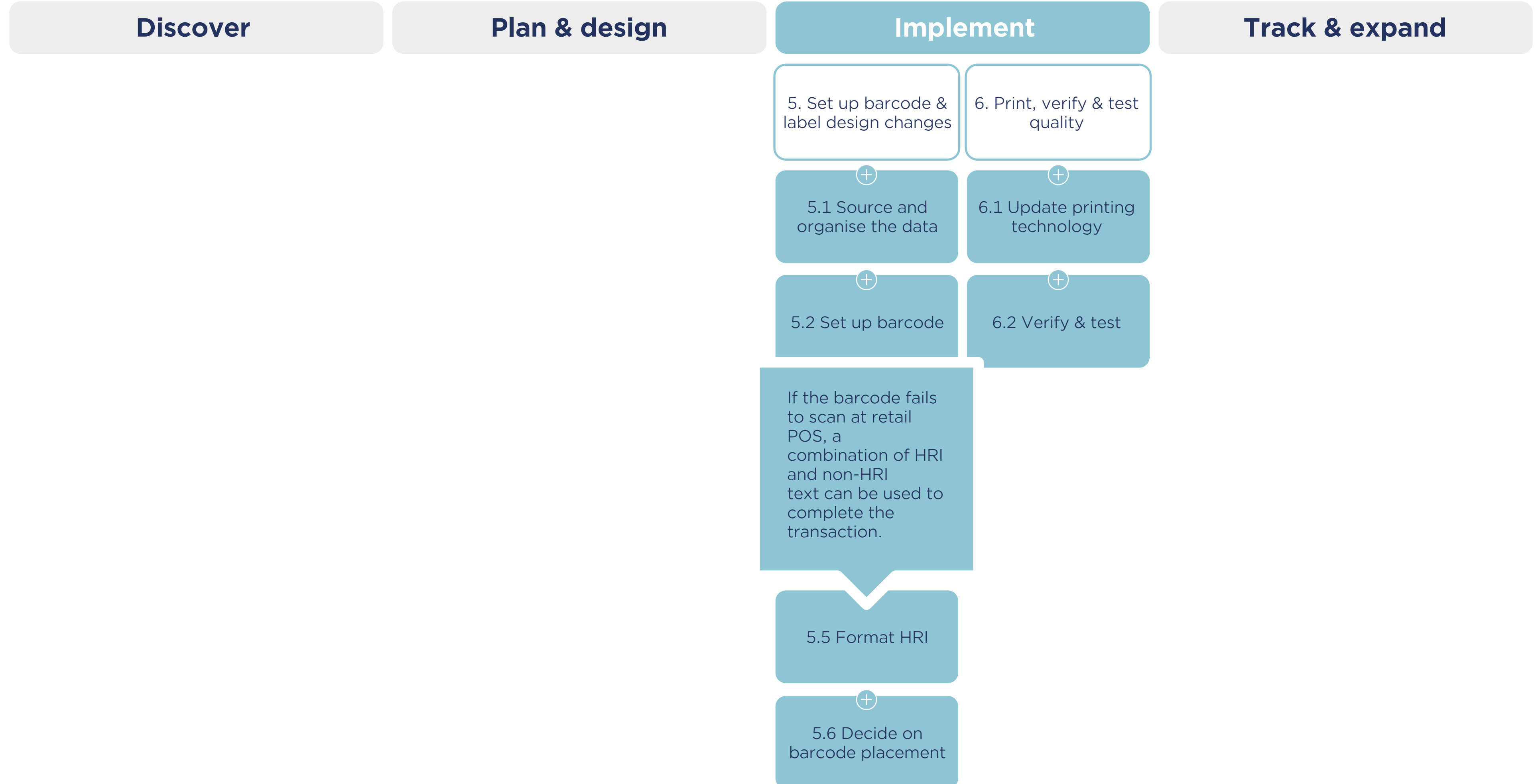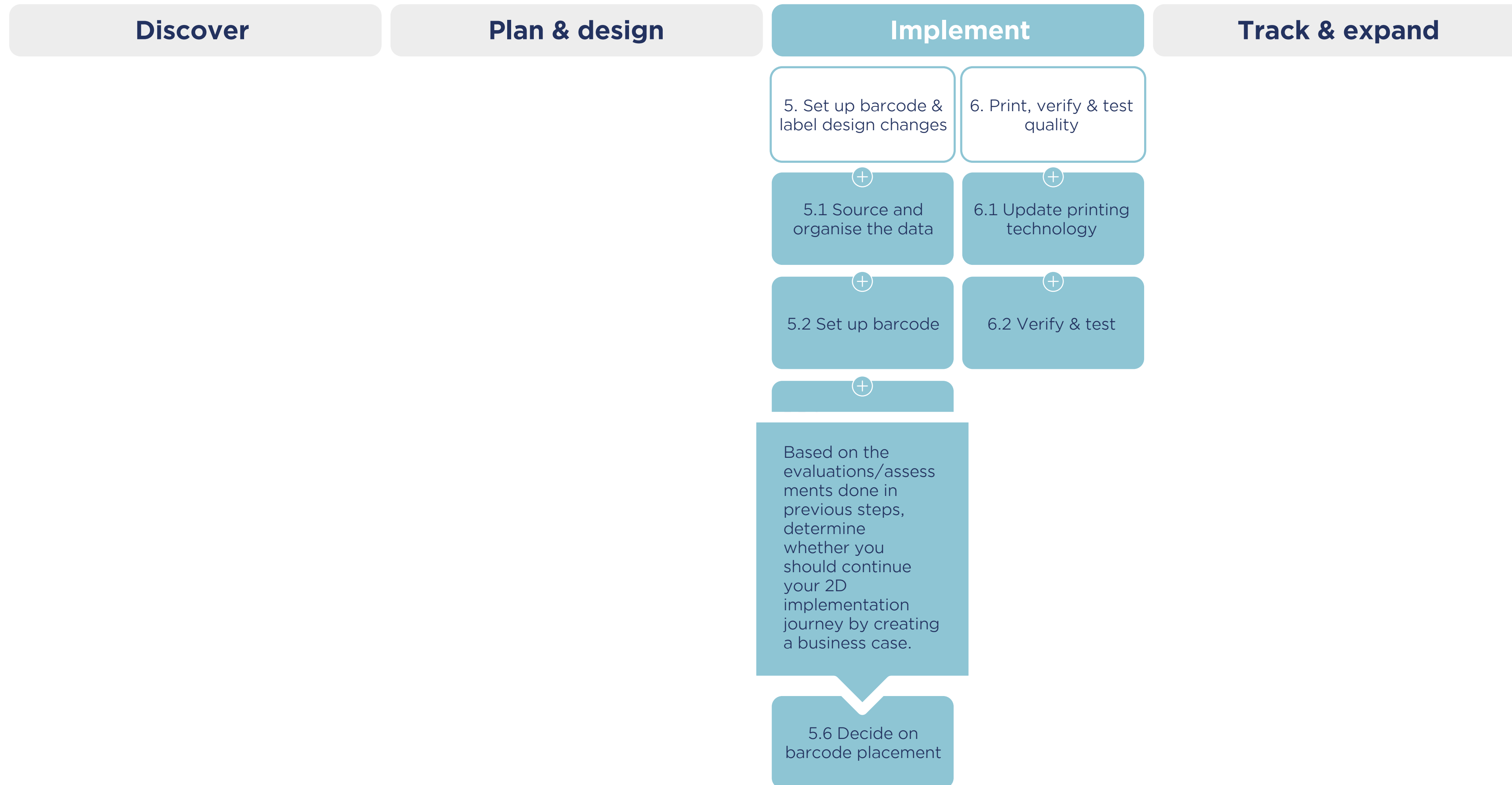
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6.2 Verify & test

If the barcode fails to scan at retail POS, a combination of HRI and non-HRI text can be used to complete the transaction.

5.5 Format HRI

5.6 Decide on barcode placement

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Based on the evaluations/assessments done in previous steps, determine whether you should continue your 2D implementation journey by creating a business case.

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Based on the evaluation of your current printing technology and the requirements for printing your 2D barcode, update your technology as needed with support from your solution provider.

6.1 Update printing technology

6.2 Verify & test

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⊕ 5.5 Format HRI

⊕ 5.6 Decide on barcode placement

POS staff and consumers must be able to interact with the barcode quickly and extract the appropriate data for their needs. Poor quality barcodes and malfunctioning Digital Links create negative experiences in both POS and consumer settings.

6.2 Verify & test

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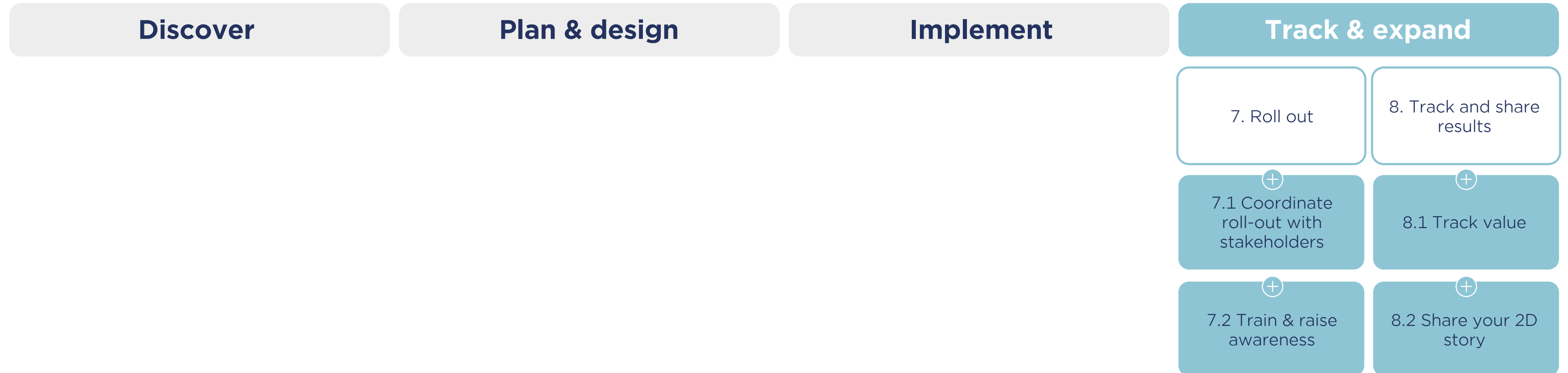
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| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

| 7. Roll out | 8. Track and share results |
|---|---|

| 7.1 Coordinate roll-out with stakeholders | 8.1 Track value |
|---|---|

| 7.2 Train & raise awareness | 8.2 Share your 2D story |
|---|---|

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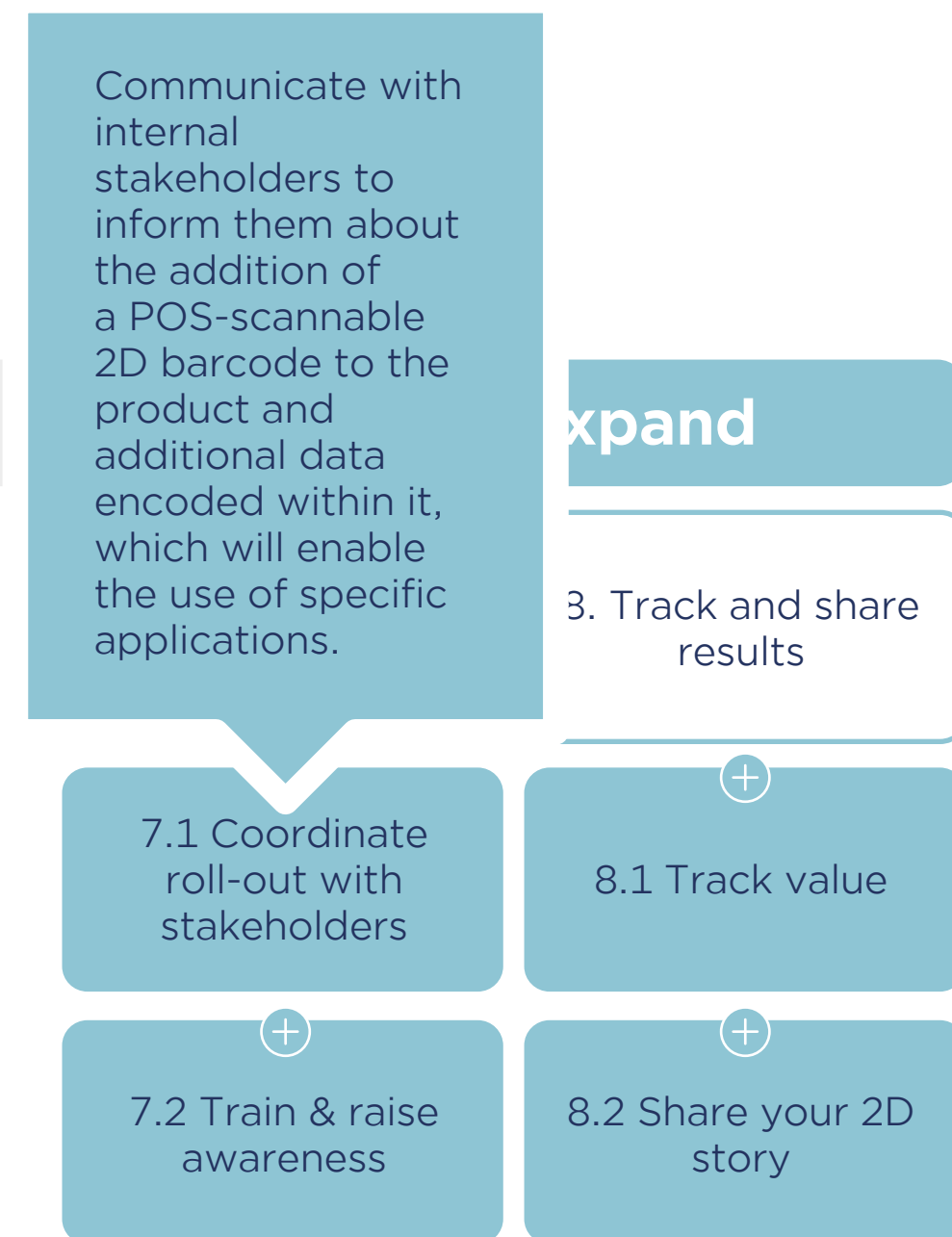I am a **brand owner** looking to **apply and encode** a **2D barcode** on **my products**

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**Select an implementation phase**

| Discover | Plan & design | Implement | xpand |
|---|---|---|---|

Communicate with internal stakeholders to inform them about the addition of a POS-scannable 2D barcode to the product and additional data encoded within it, which will enable the use of specific applications.

8. Track and share results

7.1 Coordinate roll-out with stakeholders

8.1 Track value

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8.2 Share your 2D story

# GS1® 2D Barcode Implementation Journey
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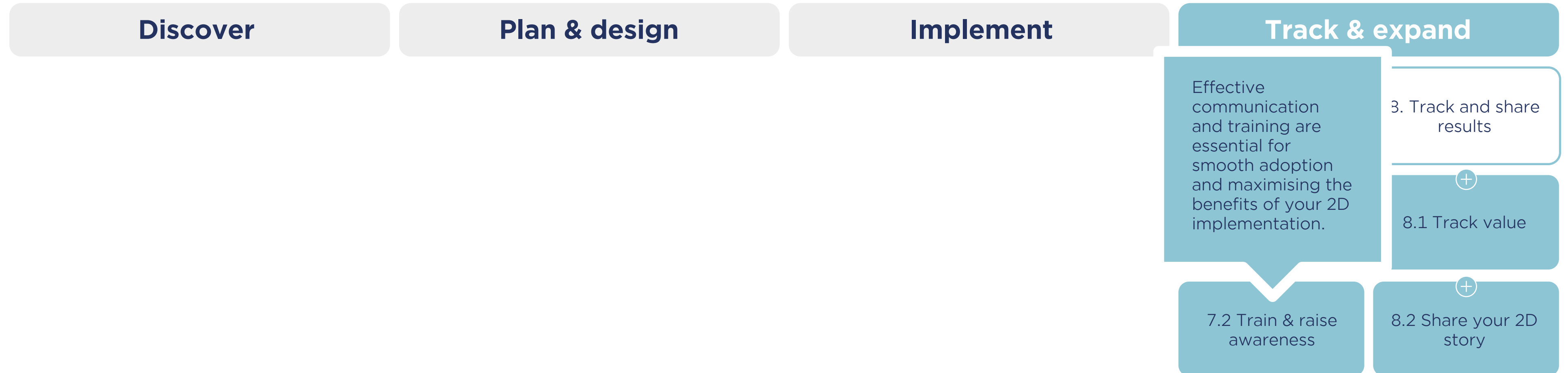I am a **brand owner** looking to **apply and encode** a **2D barcode** on **my products**

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**Select an implementation phase**

| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

Effective communication and training are essential for smooth adoption and maximising the benefits of your 2D implementation.

3. Track and share results

8.1 Track value

7.2 Train & raise awareness

8.2 Share your 2D story

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## Select an implementation phase

| Discover | Plan & design | Implement | Track |
|---|---|---|---|

**7. Roll out**

⊕
**7.1 Coordinate roll-out with stakeholders**

⊕
**8.1 Track value**

⊕
**7.2 Train & raise awareness**

⊕
**8.2 Share your 2D story**

Once 2D has been implemented, it is advisable to track and optimise the results to ensure they align with the expectations outlined in the business case and benefit logic.

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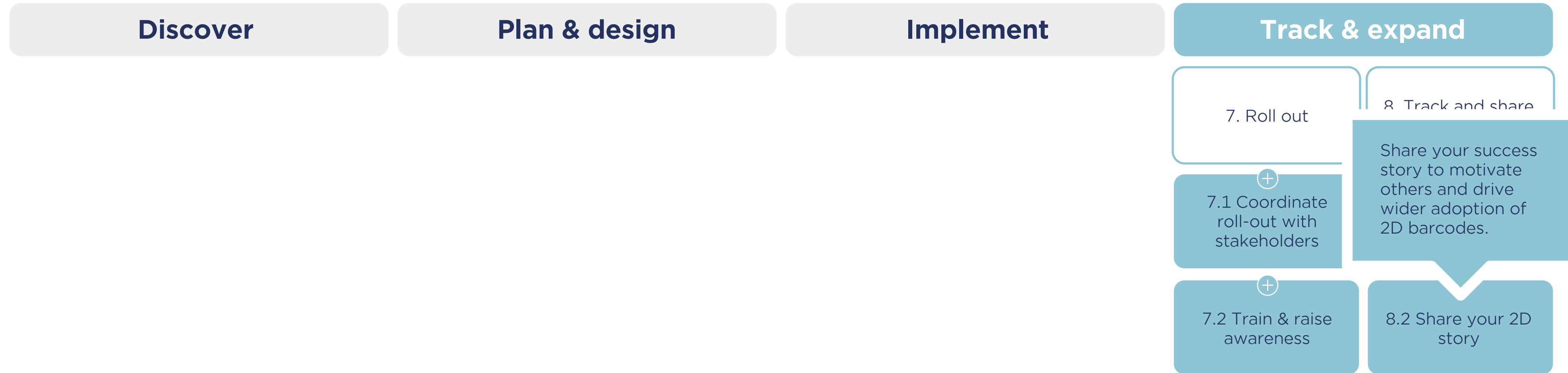I am a **brand owner** looking to **apply and encode** a **2D barcode** on **my products**

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**Select an implementation phase**

| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

7. Roll out

8. Track and share

7.1 Coordinate roll-out with stakeholders

Share your success story to motivate others and drive wider adoption of 2D barcodes.

7.2 Train & raise awareness

8.2 Share your 2D story

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**Select an implementation phase**

| Discover | Plan & design | Implement | Track & expand |

**1. Set up project**

**2. Evaluate current state**

1.1 Define your goals and metrics

2.1 Evaluate your processes and systems

1.2 Define project plan & implementation type

2.2 Evaluate printing capabilities

1.3 Set up project team & involve stakeholders

2.3 Evaluate regulatory requirements

2.4 Evaluate existing codes on pack

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Being clear on your key driver(s), business goals and metrics is vital for a successful 2D implementation and to measure success once the implementation is complete.

...entation phase

...ver | **Plan & design** | **Implement** | **Track & expand**

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## Select an implementation phase

| Plan & design | Implement | Track & expand |
|---|---|---|

**ver**

The 2D roll-out process is important to execute well. It is key to start with the right scope and Set up and use the results to decide on further deployment.

2. Evaluate current state

⊕ 2.1 Evaluate your processes and systems

1.2 Define project plan & implementation type

⊕ 2.2 Evaluate printing capabilities

⊕ 1.3 Set up project team & involve stakeholders

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**Select an implementation phase**

| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

**1. Set up project**

**2. Evaluate current state**

Based on your business objectives, determine which internal and external stakeholders to involve.

⊕ 2.1 Evaluate your processes and systems

⊕ 2.2 Evaluate printing capabilities

**1.3 Set up project team & involve stakeholders**

⊕ 2.3 Evaluate regulatory requirements

⊕ 2.4 Evaluate existing codes on pack

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| Dis | Plan & design | Implement | Track & expand |

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1.1 Define your goals and metrics

1.2 Define project plan & implementation type

1.3 Set up project team & involve stakeholders

2.1 Evaluate your processes and systems

Evaluating current processes and systems is essential to be able to effectively bridge the gap between the current and the future state.

2.2 Evaluate printing capabilities

2.3 Evaluate regulatory requirements

2.4 Evaluate existing codes on pack

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**Select an implementation phase**

| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

1. Set up project

Assessing current printing capabilities is important as input to decide whether any upgrades are necessary.

⊕ 1.1 Define your goals and metrics

⊕ 1.2 Define project plan & implementation type

2.2 Evaluate printing capabilities

⊕ 1.3 Set up project team & involve stakeholders

⊕ 2.3 Evaluate regulatory requirements

⊕ 2.4 Evaluate existing codes on pack

# 2D Barcode Implementation Journey
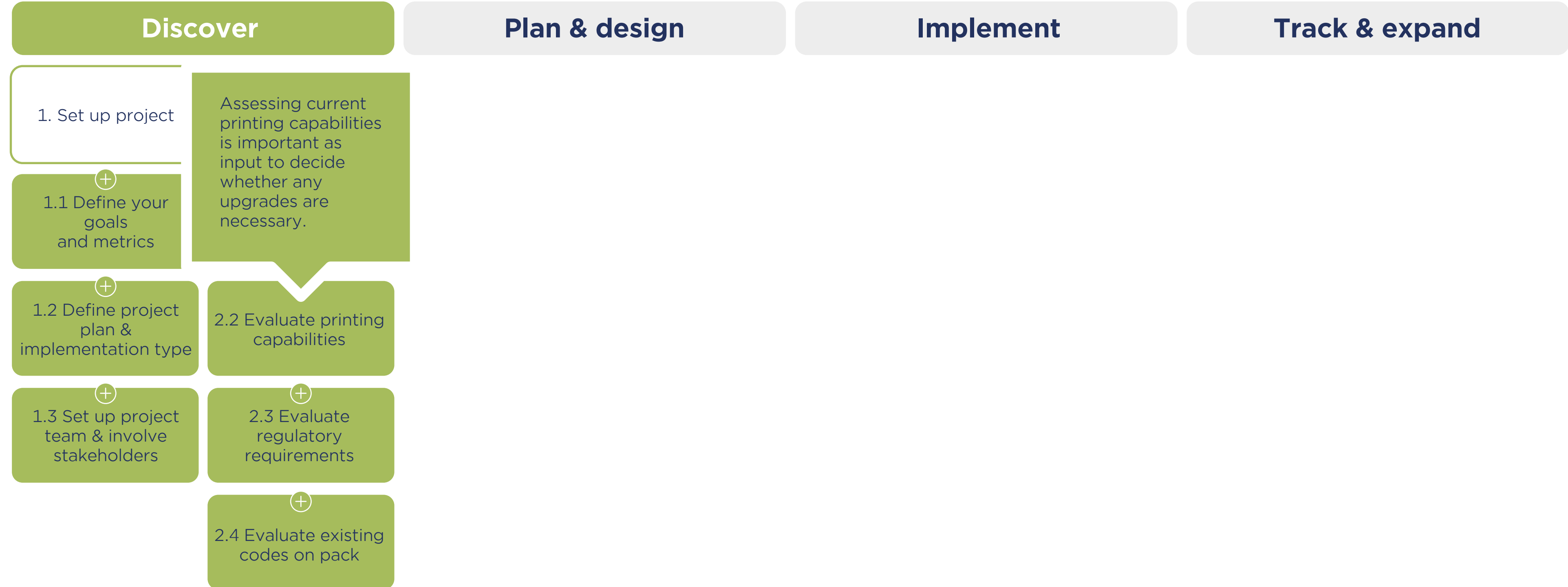A Practical Guide for Retailers and Brand Owners

## Personas

**Brand owner**

**Retailer**

## Implementation Pathways

I am a **brand owner** looking to **apply and encode** a **2D barcode** on **my products**

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## Select an implementation phase

| Discover | Plan & design | Implement | Track & expand |

1. Set up project

1.1 Define your goals and metrics

1.2 Define project plan & implementation typ

1.3 Set up project team & involve stakeholders

Ensuring compliance with industry-specific regulations and guidelines is critical for your business. Unlocking access to increased product information via 2D can help.

2.3 Evaluate regulatory requirements

2.4 Evaluate existing codes on pack

# GS1®

# 2D Barcode Implementation Journey
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## Select an implementation phase

| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

1. Set up project

2. Evaluate current

⊕
1.1 Define your goals and metrics

⊕
1.2 Define project plan & implementation typ...

⊕
1.3 Set up project team & involve stakeholders

It is helpful to evaluate the existing codes on pack since some brand owners might already have 2D barcodes on their packaging for consumer engagement or other purposes. This will impact whether your printing capability requires an upgrade or not.

2.4 Evaluate existing codes on pack

# 2D Barcode Implementation Journey
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**Select an implementation phase**

| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

3. Design future state

4. Set up business case

⊕

3.1 Select the right data to be encoded

⊕

4.1 Perform cost-benefit analysis

⊕

3.2 Choose the right barcode & syntax

⊕

3.3 Assess printing technology updates

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**Select an implementation phas**

Discover

esign

Implement

Track & expand

- Define the essential information that needs to be encoded in the 2D barcode based on your business objectives.

3.1 Select the right data to be encoded

3.2 Choose the right barcode & syntax

3.3 Assess printing technology updates

4. Set up business case

4.1 Perform cost-benefit analysis

# 2D Barcode Implementation Journey

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## Select an implementation phas

| Discover | Design | Implement | Track & expand |
|---|---|---|---|

Explore the different 2D barcodes to determine which one fits best with your selected business objectives. The choice of the barcode determines the right syntax.

4. Set up business case

⊕

4.1 Perform cost-benefit analysis

3.2 Choose the right barcode & syntax

⊕

3.3 Assess printing technology updates

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**Select an implementation phase**

| Discover | esign | Implement | Track & expand |
|---|---|---|---|

Assess whether changes need to be made to your current barcode printing technology to meet the future use case. Take into account the data and syntax that needs to be encoded (steps 3.1-3.2) and any existing 2D barcodes on your packaging (step 2.4).

4. Set up business case

4.1 Perform ost-benefit analysis

3.3 Assess printing technology updates

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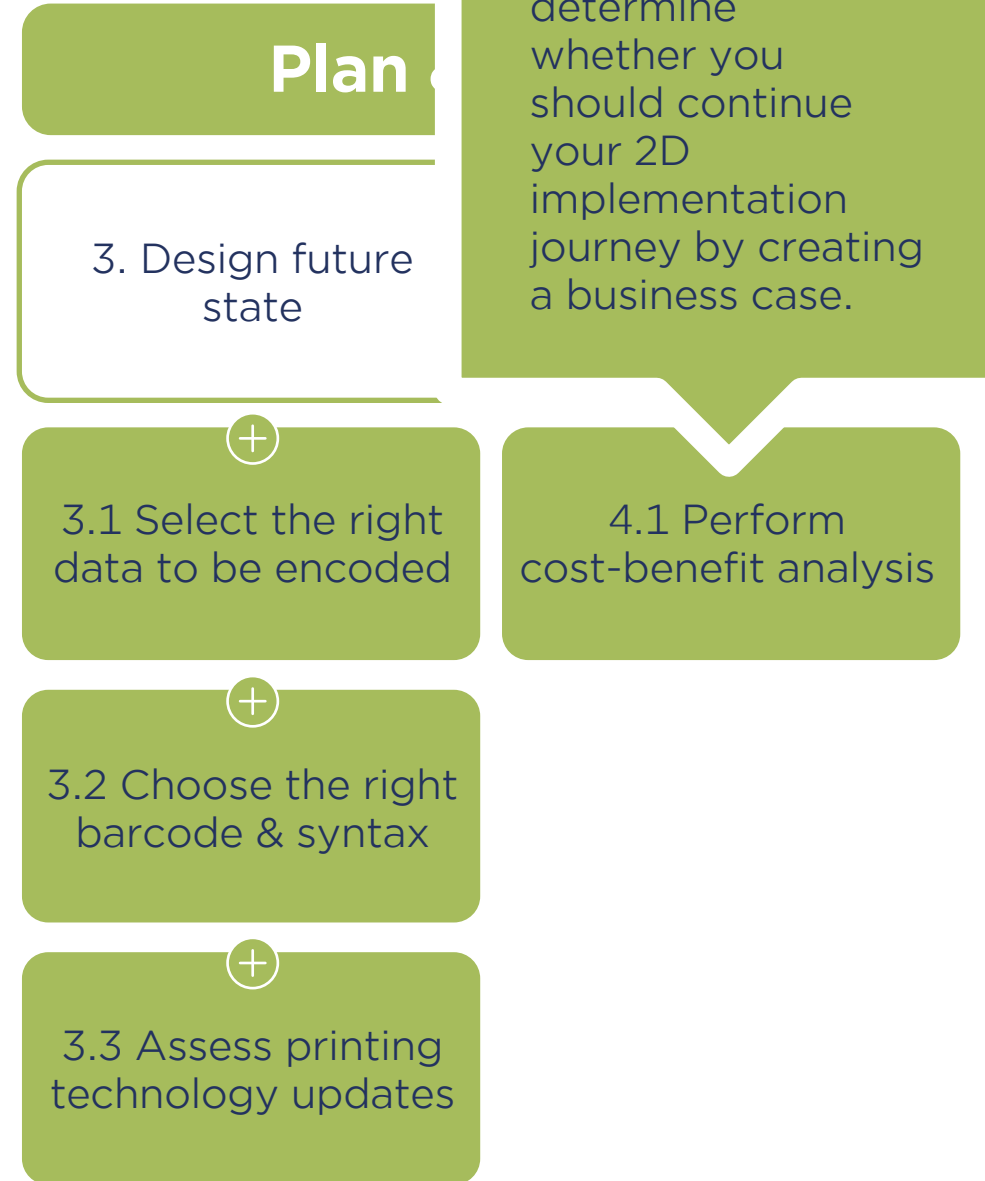## A Practical Guide for Retailers and Brand Owners

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**Select an implementation phase**

| Discover | Plan | Implement | Track & expand |

3. Design future state

3.1 Select the right data to be encoded

3.2 Choose the right barcode & syntax

3.3 Assess printing technology updates

Based on the evaluations/assessments done in previous steps, determine whether you should continue your 2D implementation journey by creating a business case.

4.1 Perform cost-benefit analysis

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A Practical Guide for Retailers and Brand Owners

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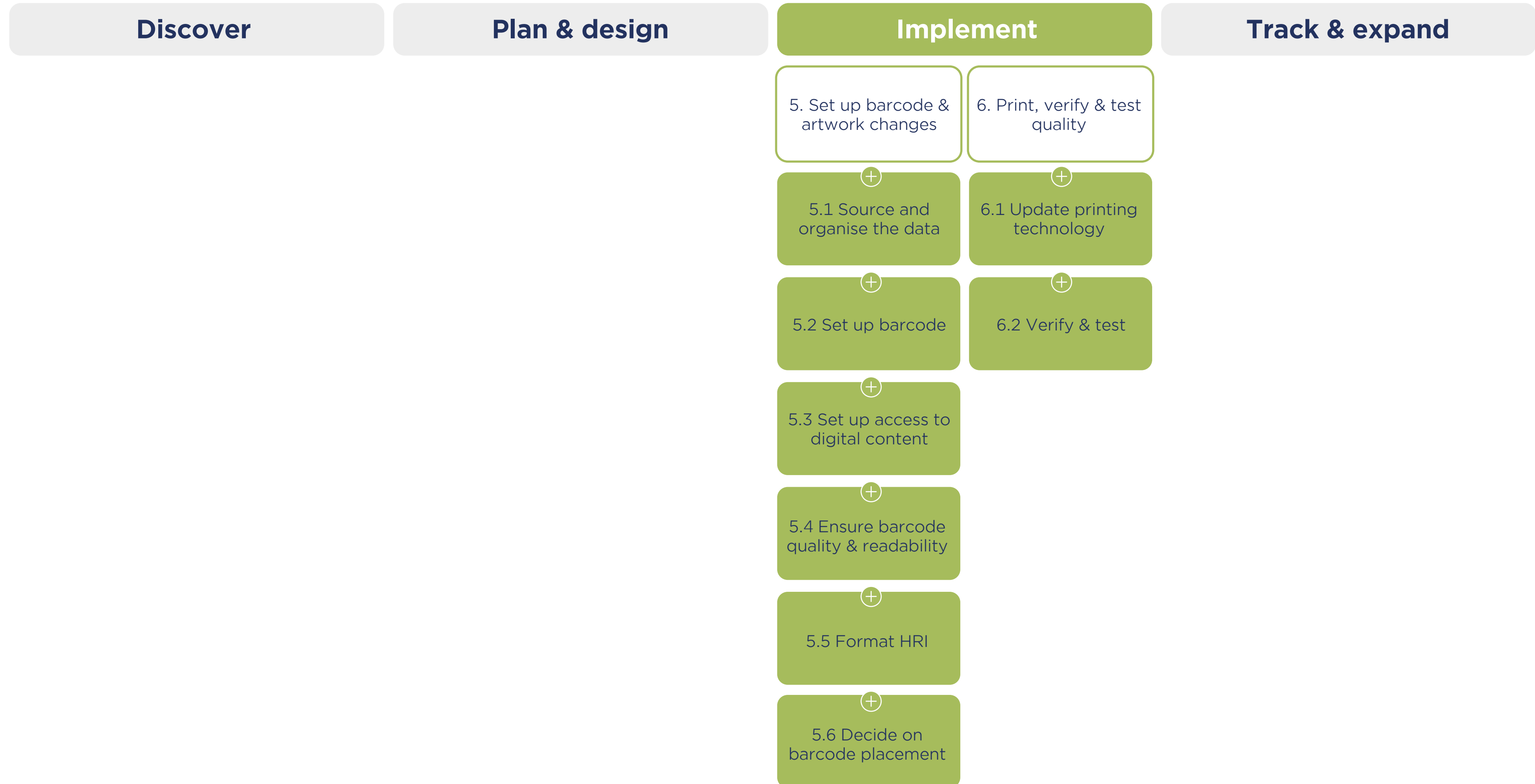I am a **brand owner** looking to **apply and encode** a **2D barcode** on **my products**

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## Select an implementation phase

| Discover | Plan & design | Implement | Track & expand |
|----------|---------------|-----------|----------------|

**5. Set up barcode & artwork changes**

**6. Print, verify & test quality**

5.1 Source and organise the data

6.1 Update printing technology

5.2 Set up barcode

6.2 Verify & test

5.3 Set up access to digital content

5.4 Ensure barcode quality & readability

5.5 Format HRI

5.6 Decide on barcode placement

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**Select an implementation phase**

| Discover | Plan & design | ...ment | Track & expand |

Making sure the required data for encoding is available, accurate, complete and up-to-date is essential to successfully implement 2D objectives.

. Print, verify & test quality

5.1 Source and organise the data

6.1 Update printing technology

5.2 Set up barcode

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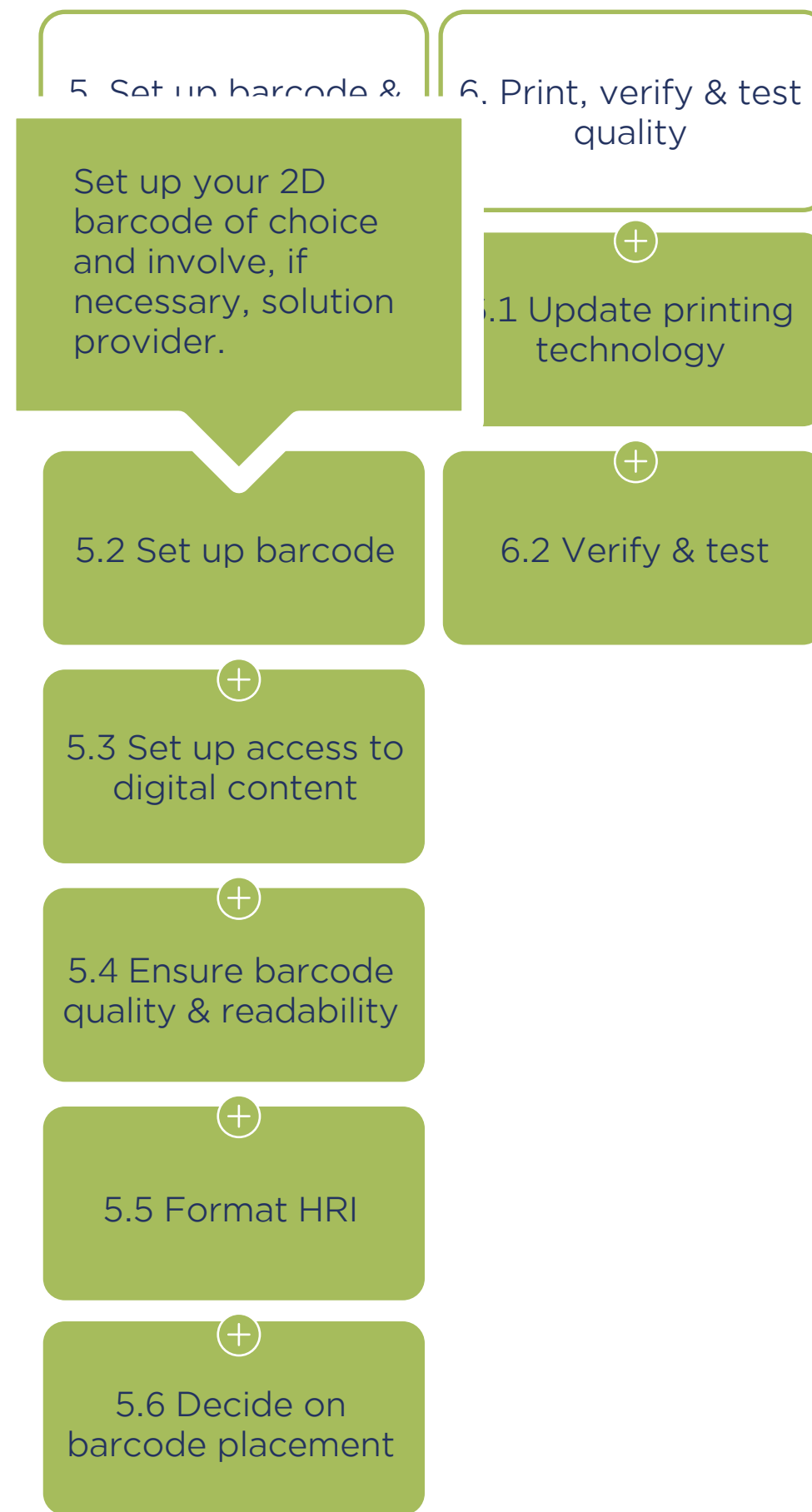I am a **brand owner** looking to **apply and encode** a **2D barcode** on **my products**

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**Select an implementation phase**

| Discover | Plan & design | Implement | Track & expand |

5. Set up barcode &

6. Print, verify & test quality

Set up your 2D barcode of choice and involve, if necessary, solution provider.

.1 Update printing technology

5.2 Set up barcode

6.2 Verify & test

5.3 Set up access to digital content

5.4 Ensure barcode quality & readability

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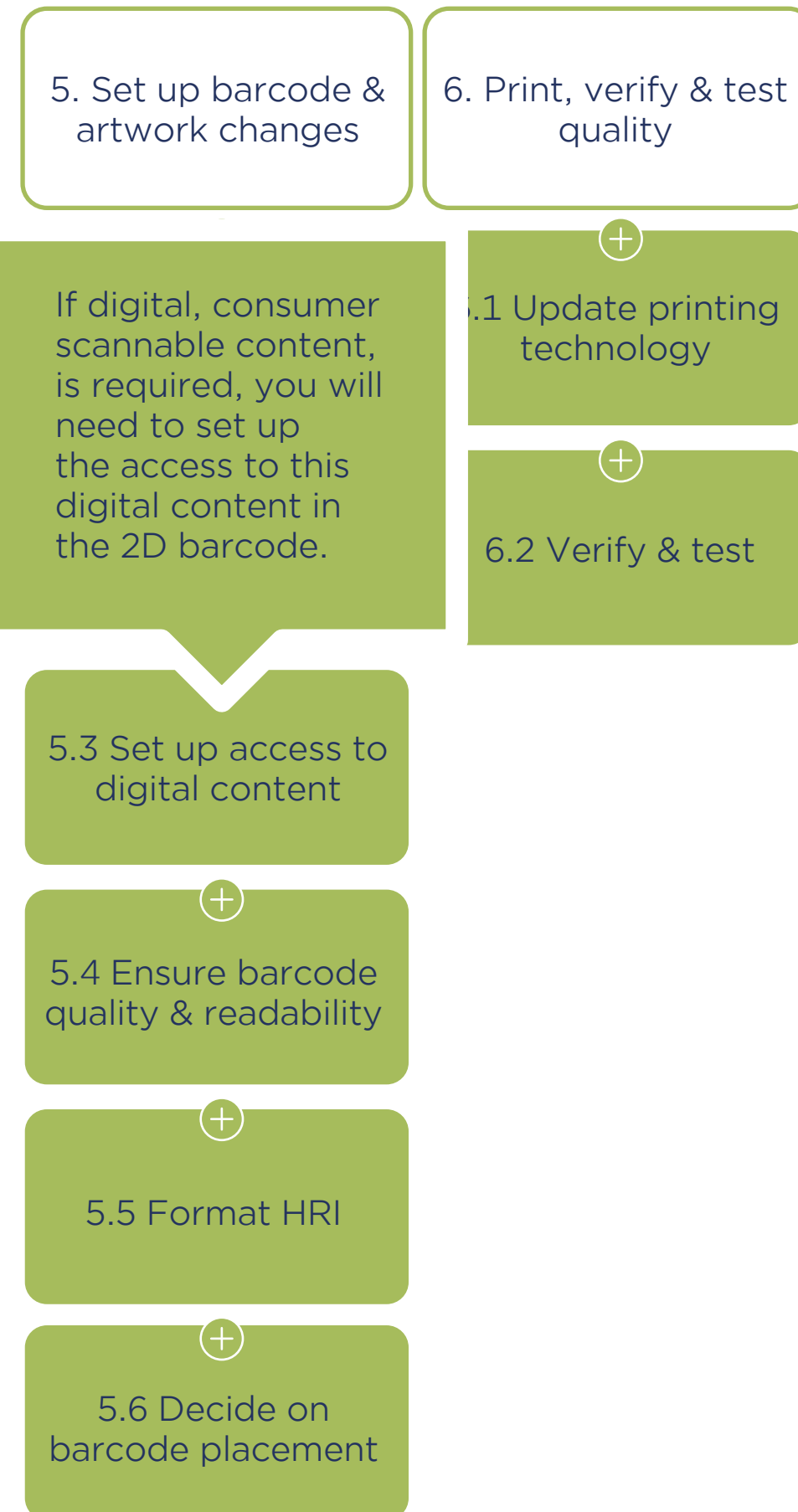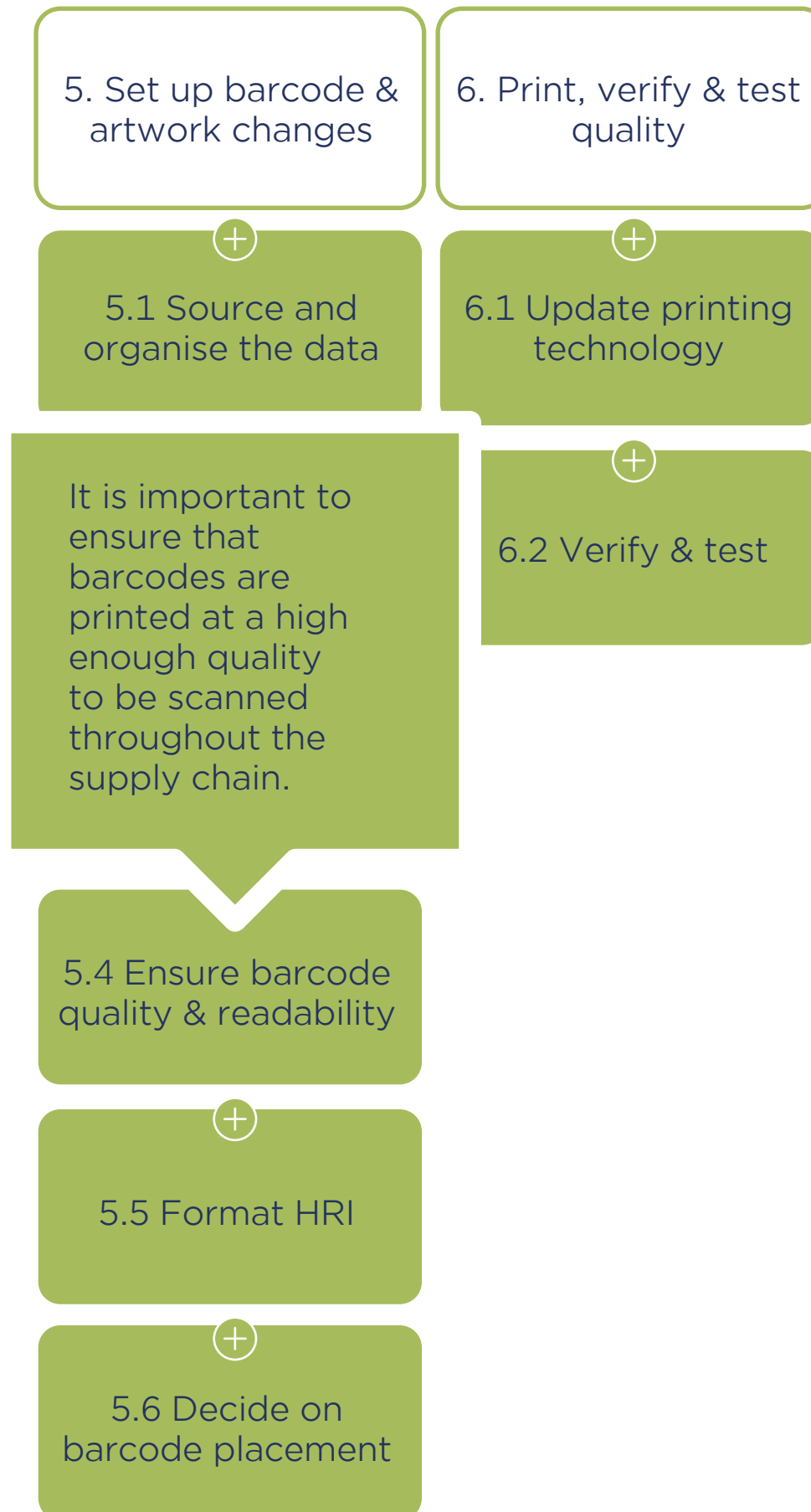
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## Select an implementation phase

| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

5. Set up barcode & artwork changes

6. Print, verify & test quality

If digital, consumer scannable content, is required, you will need to set up the access to this digital content in the 2D barcode.

6.1 Update printing technology

6.2 Verify & test

5.3 Set up access to digital content

5.4 Ensure barcode quality & readability

5.5 Format HRI

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# 2D Barcode Implementation Journey

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|---|---|---|---|

**5. Set up barcode & artwork changes**

**6. Print, verify & test quality**

⊕

5.1 Source and organise the data

⊕

6.1 Update printing technology

It is important to ensure that barcodes are printed at a high enough quality to be scanned throughout the supply chain.

⊕

6.2 Verify & test

5.4 Ensure barcode quality & readability

⊕

5.5 Format HRI

⊕

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# 2D Barcode Implementation Journey
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6.1 Update printing technology

5.2 Set up barcode

6.2 Verify & test

If the barcode fails to scan at retail POS, a combination of HRI and non-HRI text can be used to complete the transaction.

5.5 Format HRI

5.6 Decide on barcode placement

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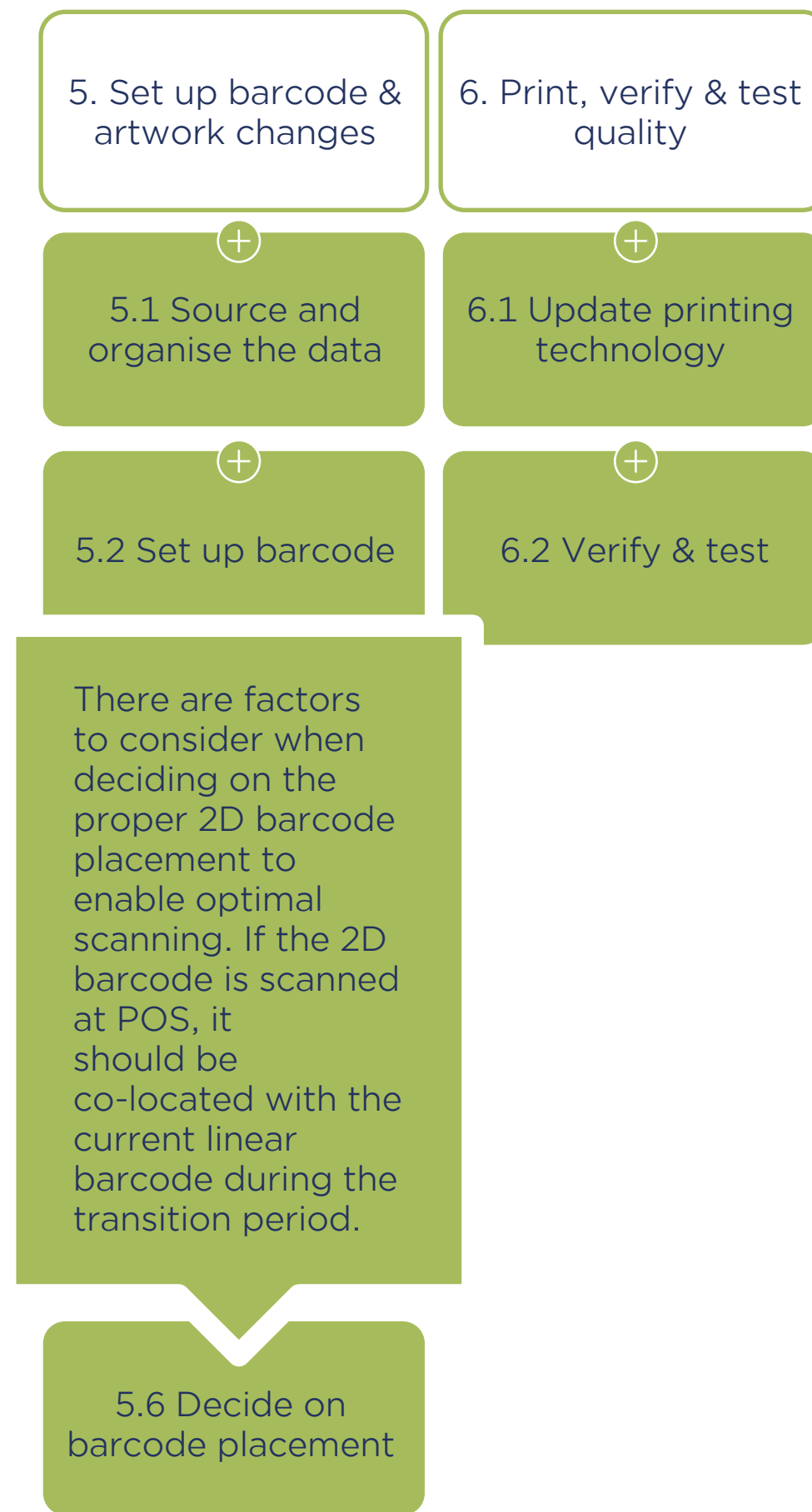
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6.2 Verify & test

There are factors to consider when deciding on the proper 2D barcode placement to enable optimal scanning. If the 2D barcode is scanned at POS, it should be co-located with the current linear barcode during the transition period.

5.6 Decide on barcode placement

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|---|---|---|---|

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⊕ 5.5 Format HRI

⊕ 5.6 Decide on barcode placement

⊕ 6.1 Update printing technology

Based on the evaluation of your current printing technology and the technology required to print your 2D barcode, update, if needed, your technology with the support of your solution provider

⊕ 6.2 Verify & test

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6.2 Verify & test

Trading partners and consumers must be able to interact with the barcode quickly and extract the appropriate data for their needs. Poor quality barcodes and malfunctioning digital links create negative experiences in both supply chain and consumer settings.

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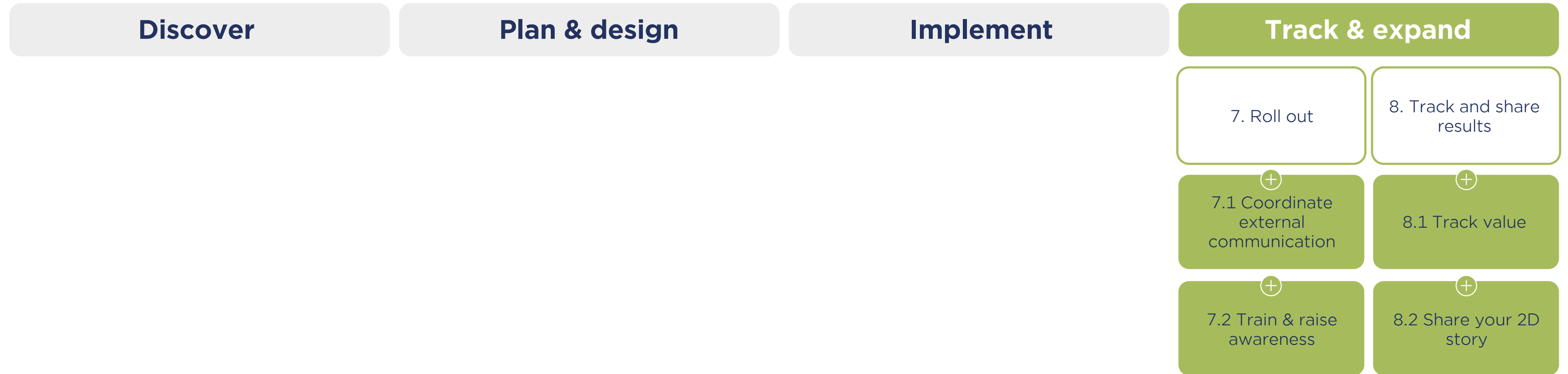
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## Select an implementation phase

| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

### Track & expand

7. Roll out

8. Track and share results

7.1 Coordinate external communication

8.1 Track value

7.2 Train & raise awareness

8.2 Share your 2D story

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## Select an implementation phase

| Discover | Plan & design | Implement | xpand |
|----------|---------------|-----------|-------|

Communicate with retailers to inform them about the addition of a POSscannable 2D barcode on your product and (additional) data being encoded in the 2D barcode to enable them to start leveraging use cases from this data as well.

8. Track and share results

7.1 Coordinate external communication

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| Discover | Plan & design | Implement | Track & expand |
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> Effective communication and training are essential for smooth adoption and maximising the benefits of your 2D implementation.

8. Track and share results

⊕

8.1 Track value

⊕

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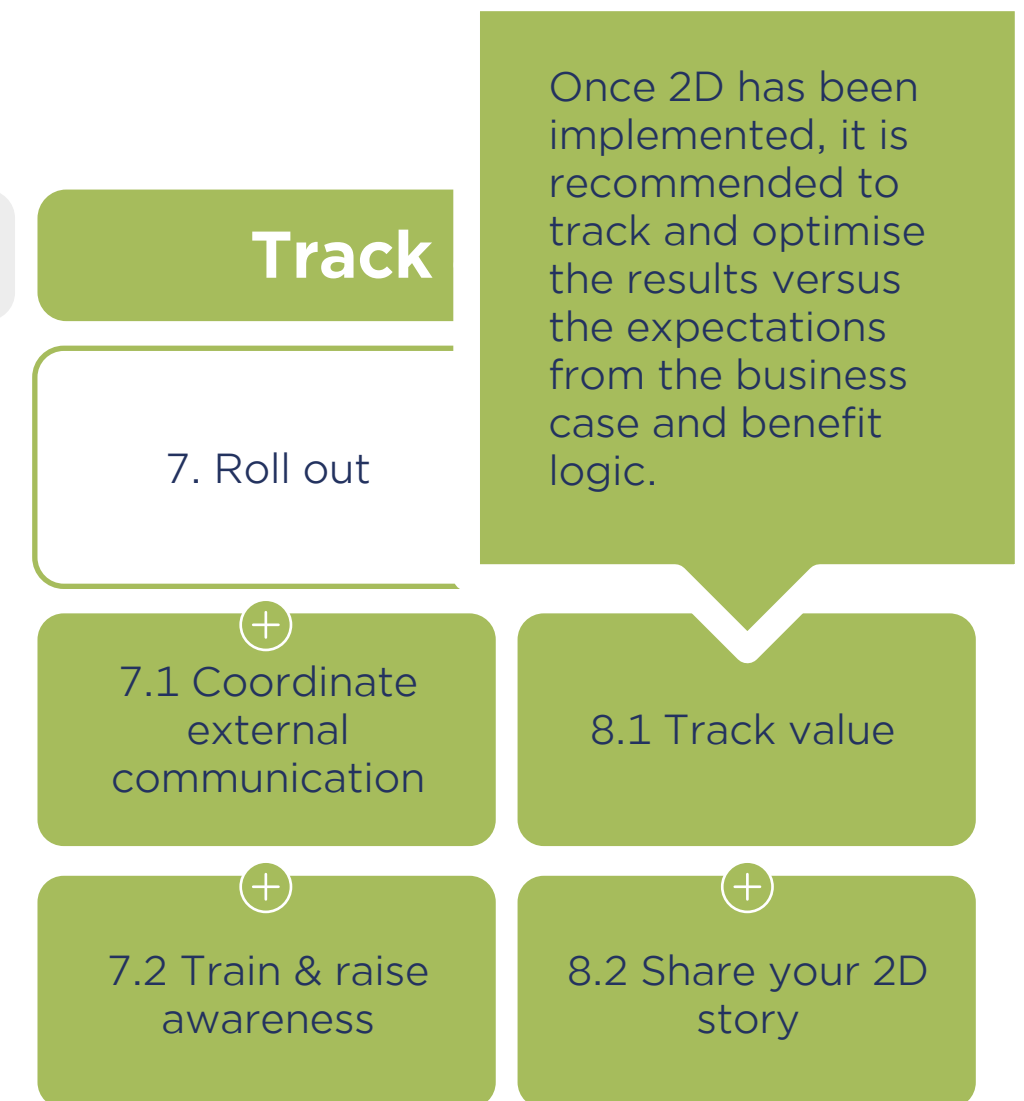
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**Select an implementation phase**

| Discover | Plan & design | Implement | Track |
|----------|---------------|-----------|-------|

7. Roll out

⊕
7.1 Coordinate external communication

⊕
7.2 Train & raise awareness

8.1 Track value

⊕
8.2 Share your 2D story

Once 2D has been implemented, it is recommended to track and optimise the results versus the expectations from the business case and benefit logic.

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| Discover | Plan & design | Implement | Track & expand |
|---|---|---|---|

7. Roll out

8. Track and share

Share your success story to motivate others and drive wider adoption of 2D barcodes.

7.1 Coordinate external communication

7.2 Train & raise awareness

8.2 Share your 2D story