



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 Brands

# Getting Started With GS1 Digital Link

# What does GS1 Digital Link offer your brand?



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 helps make it possible to web-enable all your products. It offers:**

- Ability to help provide consumers enhanced content and experiences, such as detailed ingredient or allergen information, hints and tips for product use, and recommendations for related offerings
- Decrease the complexity—and overhead—of multiple labels or codes on a single product or package
- A single identifier to ensure authenticity more easily and to track a product from point of manufacture to the consumer's purchase
- Improved business-to-business processes for data sharing to support a variety of capabilities—from streamlining recall management to automating price adjustments due to product expiration dates

## How GS1 Digital Link Works

Consumers scan a 2D data carrier, such as a QR code, with their smartphones. Retailers scan the same code at the point of sale. In either case, the web-enabled barcode directs the user to an intelligent product identity in the cloud. Based on that intelligent product identity, the consumer or retailer is directed to a variety of digital content and services to enhance experience or safety.

## **How can you get started with GS1 Digital Link?**

Whether you use internal resources or engage a GS1 US Solution Provider, there are three core steps to implementing GS1 Digital Link.

### **Step 1: Create Digital Identifiers**

Once you have determined which products are top priorities for GS1 Digital Link, create a digital identifier for each using the GS1 system of identification or a GTIN®. Map the relevant GTIN, SKU-level, and/or serialized (item-level) identifiers to a corresponding digital identity constructed in the GS1 Digital Link syntax.

### **Step 2: Select a Web-Enabled Data Carrier and Incorporate it on Your Products/Packaging**

The GS1 Digital Link standard is data carrier agnostic—enabling you to implement the carrier that works best for your use cases. For consumer engagement use cases, you will want to select a line-of-sight data carrier, such as a QR code or Data Matrix. GS1 Digital Link can also be used with NFC, RFID, or other non-line-of-sight carriers. In addition, you may have use

cases where you want to combine these; GS1 Digital Link can support that approach as well.

### **Step 3: Enhance Experiences for Consumers and Retailers**

This is your chance to bring your brand to life and foster customer loyalty by bridging your physical product with digital services and content. With one scan on a smartphone, a consumer can access different product-related experiences, such as more detailed product information, promotions, sustainability, frequently asked questions, and more. When retailers scan the barcode, they can be notified at the point of sale if a product has been recalled, has expired, or is counterfeit. Behind the scenes, they can better manage inventory and access critical product details, including safety manuals.

# Get Started With GS1 Digital Link Today



Brands can now speak directly to consumers through a single, smarter barcode on their packaging, providing detailed, reliable information and richer, personalized experiences.

Visit [www.gs1us.org/gs1digitallink](http://www.gs1us.org/gs1digitallink), or scan to learn more about GS1 Digital Link!

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