

Solution providers support the transition to 2D barcodes in retail



The addition of retail 2D barcodes, like QR Codes and Data Matrix powered by GS1 or GS1 DataMatrix, on product packaging will enable manufacturers and retailers to achieve greater efficiency and consumers to enjoy richer digital interactions with products at home, in-store or anywhere.

Meeting evolving retail and consumer needs through 2D barcodes

Linear EAN/UPC barcodes, used on billions of products worldwide, have been the trusted standard for product identification in retail for decades, streamlining checkout, inventory management and supply chain operations.

Today's consumers expect more than a price at checkout—they want to instantly understand what's in the products they buy, how to use them safely and how those products impact their health and the world around them. At the same time, regulators and retailers require deeper traceability to improve safety, manage risk and strengthen customer trust. Unlocking this next era of transparency, engagement and trust calls for a new generation of 2D barcodes built to connect to digital content and deliver greater benefits.

To address these new demands, solution providers in the retail ecosystem are facilitating industry's capability to use 2D barcodes. These barcodes are designed to be scanned at point-of-sale (POS) as well as with smartphones to access online information. If the use case requires, they can hold more product information such as batch or expiry date. This unlocks a range of new possibilities, providing all the information consumers need and desire, improving traceability and driving efficiencies through the supply chain while still enabling scanning at checkout.

The 2D barcodes at retail POS initiative

The signatories of this letter join the members of the GS1 Management Board and industry leaders in declaring their support of the retail environment developing capability to use 2D barcodes.

The retail industry has set a goal that by the end of 2027 all POS systems should be capable of reading and processing a defined set of 2D barcodes with GS1 standards in addition to existing linear barcodes. This global, gradual transition requires collaboration between solution providers, retailers and manufacturers. Companies that lead this change will be best positioned to benefit their customers and their businesses.

Hear from our POS solution providers about their collective efforts and commitment to drive industry into the 2D evolution!



To learn more about QR Codes with GS1 standards and get involved, go to: www.gs1.org/2D-barcodes

¹ Read GS1 Competition Law Caution [here](#)

Solution providers support the transition to 2D barcodes in retail



Rosario Casillo

Executive Vice President, Data Capture Product and Solutions

"Datalogic leads GS1 adoption with the industry's widest portfolio of 2D-ready retail devices. By embracing GS1 Digital Link, we help retailers and brands unlock richer product information, improve traceability and enhance consumer engagement with future-proof, interoperable solutions."

Honeywell

David Barker

President, Honeywell Productivity Solutions and Services

"Honeywell is committed to innovating barcode technology and enhancing traceability and supply chain efficiency in retail. We are pleased to collaborate with GS1 to validate 2D scanning performance and seamlessly integrate the technology across our portfolio."



Dong Guo

Chief Executive Officer, Newland AIDC

"Newland AIDC is committed to full 2D barcode compatibility across our retail scanning solutions. The implementation of 2D barcodes presents numerous advantages, including enhanced traceability, improved food safety, increased supply chain efficiency and transparency, better regulatory compliance and more effective communication with consumers. We are engaged in pilot programs and technical validation to ensure our hardware meets GS1's readiness standards. Our teams are prepared to support retailers and our partners with implementation guidance and best practices."



Thomas Bianculli

Chief Technology Officer, Zebra Technologies

"Zebra Technologies is committed to full 2D barcode compatibility across our retail scanning solutions. These 2D barcodes can enhance traceability, food safety, consumer protection, supply chain efficiency, regulatory compliance and consumer communication. We are engaged in pilot programs and technical validation to ensure our solutions meet our customers' needs as the transition to use of GS1's 2D barcodes at retail point-of-sale accelerates. Our teams are prepared to support retailers with implementation guidance and best practices."



To learn more about QR Codes with GS1 standards and get involved, go to:
www.gs1.org/2D-barcodes

¹ Read GS1 Competition Law Caution [here](#)