



The Global Language of Business

Solution Provider Checklist for 2D Pilots



The checklist below provides suggested elements to support Retailers and Brands as they advance 2D barcodes through pilots and implementations.

Scope checklist

- ☐ Review products that will be used in the pilot, including evaluating the product substrate.
- ☐ Understand which static and dynamic data needs to be encoded in 2D barcodes, which are determined by the desired use case.
- ☐ Understand the GS1 data structure and quality standards.
- ☐ Evaluate the printing and scanning environment including print surface.

Technical checklist

- ☐ Ensure technical capabilities for encoding dynamic data (where applicable).
- ☐ Assess print capabilities and print quality and adjust based on the print environment.
- ☐ Check for scanning compatibility with 2D barcodes.
- ☐ Ensure software, hardware and databases are up-to-date.
- ☐ Optimise how data is encoded in the 2D barcode.

Stakeholder checklist

- ☐ Internal stakeholders to take on board include brand marketing/manufacturing, information technology, shop floor operations and maintenance departments.
- ☐ Engage with up and downstream solution providers (label software, printing, scanning, enterprise, etc.).
- ☐ Collaborate with brand and retailer to ensure POS checkout feasibility for the new code.
- ☐ Identify common goals and measures with collaboration partners to avoid conflicts later
- ☐ Involve authorities if required in your region.

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.

Other resources

The [2D Barcodes at Retail Point-of-Sale Getting Started Guide](#) is a comprehensive resource to understanding the basics of 2D barcodes and the product data that can be included in them.

If consumer engagement is a key goal for your pilot or implementation, see the [Best practices for creating your QR Code powered by GS1](#).

Additional technical resources are available at github.com/gs1

Questions about the 2D future? [Contact GS1](#) for help with your journey toward a new dimension in barcodes!