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.

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**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!