GS1 Digital Link:

Powering the Future of Your Digital Product Roadmap

Master the New Dimension.
Activate your products with a unique QR code ready for supply chain and retail efficiencies, traceability and engaging consumer experiences!

Master the New Dimension

Markem-Imaje offers easy to integrate, end-to-end 2D barcode applications with variable data to improve operational efficiencies, traceability and inventory management - from pre-printing to inline printed applications.

The new global 2D standard from GS1, Digital Link, aims to transition the traditional 1D barcode in favor of a connected 2D barcode that can hold more information and brings multiple benefits for brand owners, distributors, retailers, as well as consumers.

By encoding variable, unique and rich data into 2D codes and allowing connection to B2B and B2C systems for each specific product, the true value of the barcode is unlocked. The Digital Link standard enables improved operational efficiencies, supply chain and retail management, consumer engagement and interaction possibilities, while protecting brand and controlling costs.

Our solutions and consulting services can help your enterprise design and create, an easy to integrate and modular Digital Link implementation plan covering the full life cycle of the 2D code - from QR generation to inline coding applications.

Challenges we solve for brands and retailers

- Design and create of a long-term code strategy from day 1, from pre-printing application to inline coding

- Effective printing of compliant, dynamic and rich 2D codes without reducing your production speed - CIJ, SPI, Laser, TTO, LCIJ, TIJ, P&A technolgies and consumables

- Manage all code data, integrate external sources and coordinate your DNS and redirects

- Make 2D codes unique for traceability, for supply chain visibility and brand protection

- Enhance consumer engagement and interaction through interactive and dynamic content

Why Digital Link QR codes - define your proof of concept!

Production & Inventory

- Packaging late-stage customization and SKU optimization

- Turn packaging design into a consumer engagement interaction channel

- Improve inventory management, gain availability and location insight

- Reduce waste, ensure freshness

- Optimize store processes and simplify dynamic pricing at check-out

Traceability & Safety

- Ensure supply chain traceability and visibility

- Allow product authentication and fight counterfeiting

- Build consumer trust and food safety transparency

- Share provenance, nutritional information and ingredient sourcing info

- Prevent sale of expired or recalled product at Point-of-Sales

- Achieve regulatory compliance

Connected Consumer Engagement

- Engage directly with consumers, gaining consumption insights and data

- Provide enhanced, compelling consumer experiences Online to Offline

- Share offical brand information and stories; upsell; offer ecommerce promotions, recipes etc.

- Promote and enable the circular economy through promoting recycling information

SCAN TO SEE DIGITAL LINK IN ACTION

Digital Link Barcodes
— at your pace

Blue Bite
A MARKEM-IMAJE® 2D SOLUTION

1 TRANSFORM YOUR CURRENT 1D BARCODES TO 2D AND BE POS READY TODAY - WHILE FUTURE PROOF

2 ENRICH YOUR QR WITH PRODUCTION DATA FOR ENGAGING LANDING PAGES, TRANSPARENCY AND INVENTORY EFFICIENCIES BEHIND THE SCENES.

3 EXPAND EXPERIENCES FROM BRAND PROTECTION TO EXCITING CONSUMER ENGAGEMENT

Case Study: Decathlon

The leading sport and leisure retail brand has been using Blue Bite Experience Studio and QR codes to build connect and offer their consumers extended and engaging experiences, since 2024. A fast and easy transition to Digital Link, has allow them to free up label space, be POS ready and continue to engage with their clients with only ONE code!

DPP READY!

The starter kit you need

2D Retail Base
Master the New Dimension with unique, easy to integrate and scalable solutions purpose-built for GS1 Digital Link compliance.

TIER 1

TIER 2
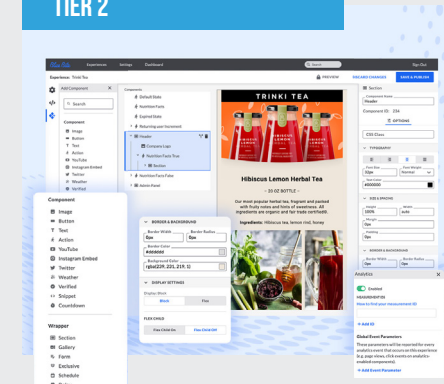
TIER 3

DIGITAL LINK 2D BARCODES TO

Launch Fast with Smarter Code Management

We simplify 2D code creation and management with plug-and-play solutions for both offline and in-line printed QR codes – cutting deployment time and complexity - while compliant and future proof.

SERVICES

· Batch or single-code transformation

· Intuitive platform for code control

· Standardized database connectivity

· Resolver support and API integration

· Secure DNS Management and Dynamic redirects

· Google GA4 & third-party analytics ready

CREATE LANDING PAGES TO

Drive Engagement with Personalized Experiences

Turn every scan into a branded, data-rich moment–ready for retail. Blue Bite Studio makes it easy to launch personalized, dynamic landing pages–no dev help needed.

BENEFITS

· Code-free setup

· Templates & customization

· Analytics

· Easy third-party integration

· Real time updates & targeting

· Google GA4 & form integration

PROFESSIONAL SERVICES & SUPPORT

The Fastest Path to Connected Product Success

With 17+ years of experience, our team helps global brands to quickly turn packaging into connected product experiences that drive loyalty and long-term value–from pilot to full-scale rollout.

BENEFITS

· Tailored content & targeting

· Personalization at every touchpoint

· Geo-localized content

· SDK services

· Business systems integration (e.g.,

· Custom development solutions ERP, PIM, CRM)

CoLOS®
A MARKEM-IMAJE® 2D SOLUTION

Enrich your
Digital Link codes *– at your pace*

Master the New Dimension with a unique, easy to integrate and scalable solutions set for compliant 2D GS1 barcodes

TIER 4

WHEN YOU ARE READY FOR NEXT STEP
2D Retail Advanced

Take your GS1 Digital Link barcodes from pre-preprinting to inline printing. Or use Markem-Imaje's software CoLOS® for code creation, management and printing PoS ready, compliant 2D barcodes.

POSSIBILITIES

- API Integration
- Code Creation
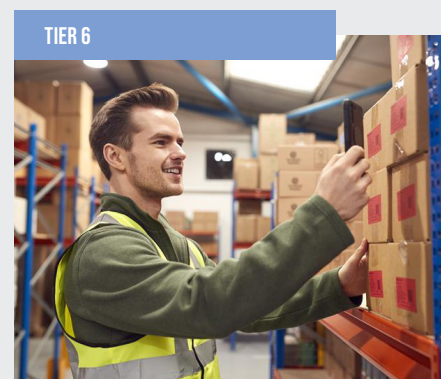- Data Management
- Printing & Coding
- Verification

TIER 5

WHEN YOU WANT TO BOOST VALUE
2D Retail Pro

Enrich your 2D codes with live production data like e.g. batch, best before date and price enabling further consumer safety and benefits for retailers. Improve inventory management, implement dynamic pricing and cut waste through the code.

POSSIBILITIES

- Code Creation
- Data Management
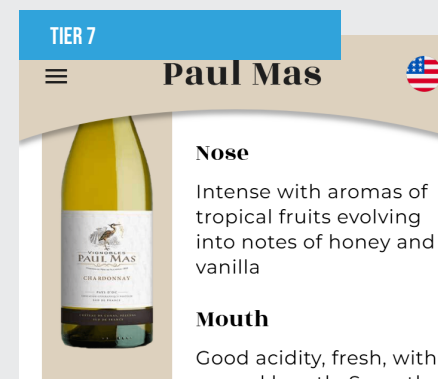- IT/OT integration
- Printing & Coding
- Verification

TIER 6

WHEN YOU NEED UNIQUE CODES
2D Supply Chain

Give your 2D code an unique product fingerprints that make individual products seamlessly trackable, delivering data reliability and safety throughtout the supply chain including aggregation of product unit coding data to a case or pallet level.

POSSIBILITIES

- Unique Digital Identifier
- Promotional coding
- Serialization
- Aggregation
- DDRS, FSMA and Tax applications

TIER 7

CREATE LANDING PAGES TO
2D Engage

Level up your landing pages with production data, offering further value and data transparency to the consumers - while future proofing your connected goods for regulatory compliance like Digital Product Passport.

POSSIBILITIES

- Engaging Consumer Experiences
- Brand transparency
- Advanced puchasing habits
- Integrate with Digital Product Passport

Your Benefits

- Fast and easy to implement coding hardware and software (on-prem/cloud) solutions for GS1 DL compliant 2D barcodes.

- Proven and standarized data management solutions for seamless IT/OT integration.

- Expert support from ideation and solution design to project management and installations.

- Unique, scaleable portfolio for brands and retailers – from basic POS readiness to advanced unique codes with production data, brand protection and consumer experiences.

- Bundled solution with unique flexible payment plans including all services, for step-by-step expansion.

Case Study: Markem-Imaje

The Markem-Imaje ink factories in North America and France, have both implemented GS1 Digital Link 2D barcodes on their goods. The QR includes GTIN, batch and expiry date and links to an customer service experience where the user can find Safety data sheets, compliance documentation, support and an easy reordering process.

GS1 Digital Link

Make the move to 2D barcodes—here's how

1 **Understand the "What"**

GS1 Digital Link is the next-gen standard that transforms 2D barcodes into dynamic gateways to product-level data—combining identifiers like the GTIN with real-time digital experiences.

2 **Know the "Why"**

Today's consumers and regulations demand more: transparency, traceability, and interactivity. GS1 Digital Link enables access to everything from ingredients and recycling info to brand storytelling and e-commerce—all from one QR code.

3 **Plan the "Where" and "When"**

This is a global shift. GS1 drives over 10 billion trans-actions a day, and the deadline for the transition—known as the "sunrise"—is set for end of 2027.

4 **Choose the "Who" and "How"**

Markem-Imaje is your trusted partner to make this shift seamless. We offer the fastest path to 2D with scalable and modular solutions adapted to your implementation journey, custom landing pages, business system integration, and professional services.

LET'S CONNECT

SCAN ME

MARKEM-IMAJE.COM

Intelligence, beyond the mark.

We partner with our customers to unlock the power of information in codes. Through an extensive global network, we innovate and deliver smarter printing, brand protection and consumer engagement solutions. Together we optimize supply chain efficiencies, achieve sustainability and compliance objectives, connect products and protect brands.