GS1 Australia

2D BARCODE
Checklist for Solution Providers

How

A valuable resource for solution providers to determine the correct technical solution for implementing 2D barcodes in retail.

Scope Checklist

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

Stakeholder Checklist

- ☐ Consider internal stakeholders to include such as brand, marketing, manufacturing, IT departments, 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 2D code
- ☐ Identify common goals and measures with collaboration partners to avoid conflicts later

Technical Checklist

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