2D Barcode
Checklist for Solution Providers

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

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
- Optimize how data is encoded in the 2D barcode

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