



2D BARCODE Checklist for Brand Owners



How

A valuable resource for brand owners to confirm business, technical and partnership steps have been met for implementing 2D barcodes in retail.

Scope Checklist

- Evaluate business use case opportunities
- Select a pilot product, line or category
- Evaluate existing barcodes on-pack
- Select 2D barcodes based on use cases and requirements
- Identify additional data needs to be encoded with the GTIN
- Understand data and GS1 standards to help support your decisions

Technical Checklist

- Ensure technical capabilities for encoding dynamic data (where applicable)
- Assess print capabilities and print quality
- Check for scanning compatibility with the new 2D barcode
- Ensure software, hardware and databases are up-to-date

Stakeholder Checklist

- Align internal stakeholders including supply chain, IT department and marketing
- Engage with your Solution Providers
- Collaborate with a retailer to test POS checkout feasibility for the new 2D code
- Identify common goals and measures with collaboration partners