



# QR codes powered by GS1

**IR B2B**

January 2026



# AGENDA

1. GS1 UK: Our Purpose
2. Sunrise 2027: An overview
3. The Digital Link Technology
4. QR powered by GS1: Use Cases
5. Next Steps

# Our purpose

- We are neutral not-for-profit member organisation
- We set global standards that power retail
- We are best known for the humble barcode
- We provide the unique identifier code which is embedded in the barcode

## GS1 UK



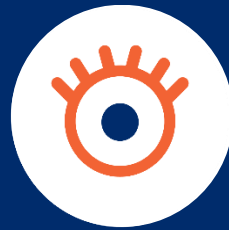
**61,000** members

**76%** from the retail industry

**10bn** barcodes scanned everyday

# Everything we do is built on standards

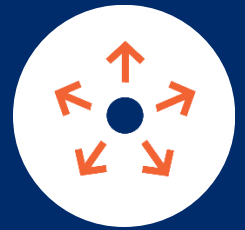
GS1 standards enable the **identification**, **capture** and **sharing** of information in a common format.



**identify**



**capture**



**share**

# Benefits of GS1 standards



Reliability



Traceability



Efficiency



Confidence



Variation



Cost



Errors



Complexity

# AGENDA

1. GS1 UK: Our Purpose
2. Sunrise 2027: An overview
3. The Digital Link Technology
4. QR powered by GS1: Use Cases
5. Next Steps

# The next generation of barcodes are set to meet the needs of the digital age

1974



2025



# The world is evolving and our needs are also changing



## Consumer demands

Information regarding ingredients, allergens, nutrition, sustainability, authenticity, accessibility etc



## Sustainability

Expectation to **reduce the environmental impact** of the supply chain.



## Regulatory requirements

Regulators are requiring the **disclosure of more information** about products – DPP, DRS



## Digitalisation

**Omni-channel shopper journey** is blurring the lines between physical and digital shopping experiences.

# Global regulatory pressure

The regulatory pressure comes from all corners of the world, with the European Union (EU) leading

The image provides a high-level, non-exhaustive, overview of current mandatory regulations and voluntary disclosures that have high impact on organisations. The purpose is to exemplify the current complex regulatory sustainability landscape\*.

## Canada

- **Bill S-211** Fight Against Forced Labor and Child Labor in Supply Chains Act
- **TCFD** Taskforce on Climate-Related Financial Disclosures (being adopted)

## USA

- **CAA** Clean Air Act
- **CWA** Clean Water Act
- **California Climate Disclosure Bills** (SB-253 and SB-261)
- **New York Fashion Sustainability and Social Accountability Act**
- **SEC** Mandatory ESG Reporting
- **ULFPA** Uyghur Forced Labor Prevention Act

## Brazil

- **CVM 193 Resolution** based on ISSB
- **National Solid Waste Law**

## Germany

- **LKSG** German Supply Chain Due Diligence Act

## France

- **AGEC** Anti-Waste Law

## European Union (EU)

- **CBAM** Carbon Border Adjustment Mechanism
- **CSDDD** Corporate Sustainability Due Diligence Directive
- **CSRD** Corporate Sustainability Reporting Directive
- **ESPR** Eco-Design for Sustainable Products Regulation (incl. Digital Product Passport [DPP])
- **ESRS** European Sustainability Reporting Standards
- **EU Taxonomy**
- **EUDR** EU Deforestation Regulation
- **GPSD** General Product Safety Directive
- **GCD** Green Claims Directive (incl. Empowering Consumers Directive [ECD])
- **PPWR** Packaging & Packaging Waste Regulation
- **WFD** Waste Framework Directive

Non-Exhaustive

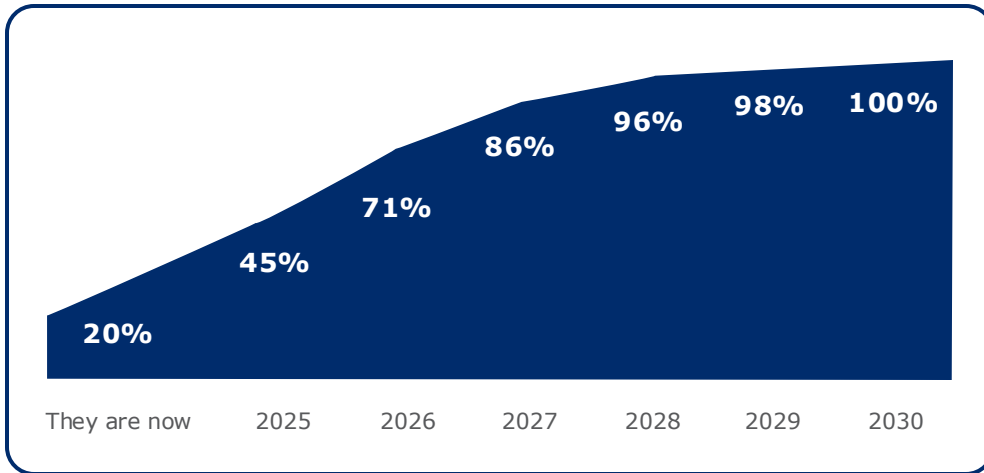
## South Africa

- **CIPC's** ESG Reporting Framework
- **JSE** Johannesburg Stock Exchange's ESG Reporting Requirements

## Australia

- **Mandatory Climate Reporting Bill** (draft ISSB aligned legislation)
- **Modern Slavery Act**

# QR codes expected to be the norm in retail by 2030



69%

See QR as integral to their growth plans



46%

Of the surveyed companies have begun to build QR capabilities

\*By which year will QR codes be the norm in UK retail environments (in physical stores and online) overall?

# Ambition 2027

By the end of 2027, all retail point of sale systems should be capable of reading and processing a defined set of 2D barcodes with GS1 standards, in addition to existing linear barcodes.



## 2026 - 2027

- Majority of retailers able to scan at POS
- Integration with back-end software
- Scaling of retail pilots



## 2024 - 2025

- ↑ • POS upgrades
- Scanning tests and landscape readiness
- Small scale retail pilots



## 2027 - 2037

- Phase out the barcode

# AGENDA

1. GS1 UK: Our Purpose
2. Sunrise 2027: An overview
3. The Digital Link Technology
4. QR powered by GS1: Use Cases
5. Next Steps

# What is the difference?

## QR Code



- ✓ Links to one web page

<https://www.gs1.org>

## QR code powered by GS1

GS1®



(01)0501234500008

- ✓ Can link multiple web pages
- ✓ Can be dynamically updated
- ✓ Can hold offline information like the GTIN
- ✓ Goes BEEP at the till

<https://www.id.gs1uk.org/01/0501234500008>

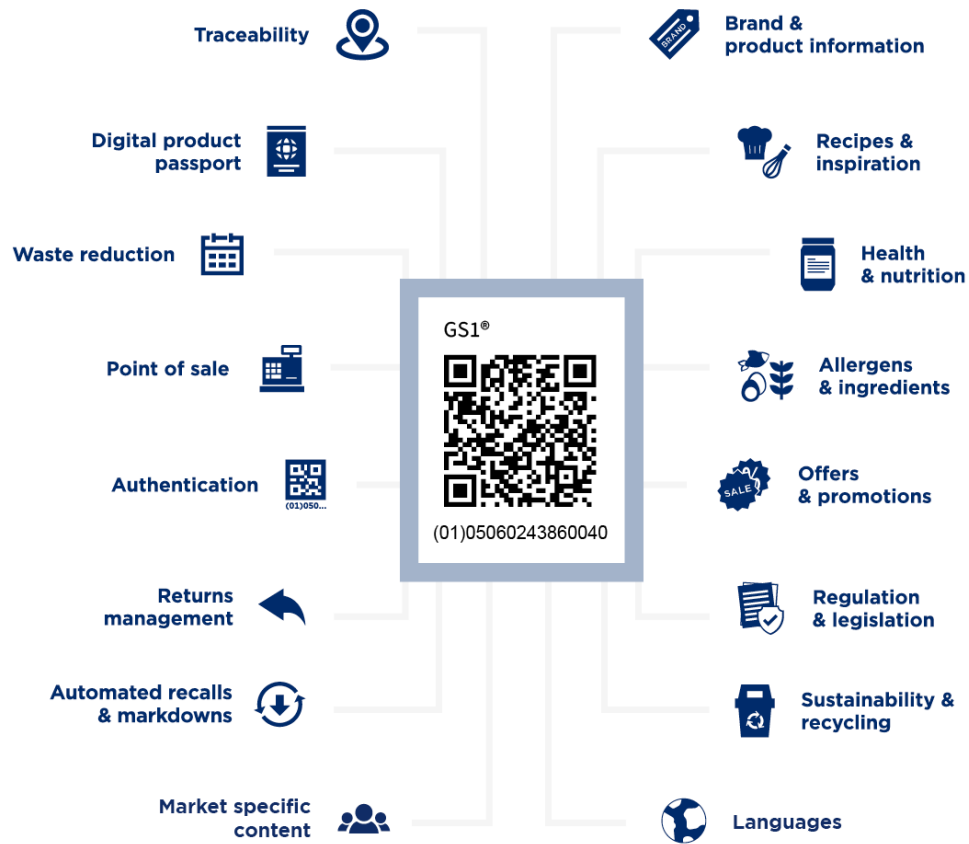
# What is a QR code powered by GS1?



<https://id.bringoutthebranston.co.uk/01/05060336506022/10/ABCD/21/123?17=241225>



# One smarter scan, many possibilities



# Establishing trust

We recommend adding the GS1 Trademark to all QR codes powered by GS1.

This will:

- ✓ Add credibility
- ✓ Build consumer trust
- ✓ Aid store staff



# AGENDA

1. GS1 UK: Our Purpose
2. Sunrise 2027: An overview
3. The Digital Link Technology
4. QR powered by GS1: Use Cases
5. Next Steps

# Global first movers



# QR codes in action



Unilever

Making vital consumer information **accessible** to blind and partially sighted consumers.



Enhance **customer experience** of its NPD to drive higher purchase intent



Improve upon **expiry date management** & reduce risk of fines



Implement Deposit Return Scheme to deliver against **sustainability** strategy

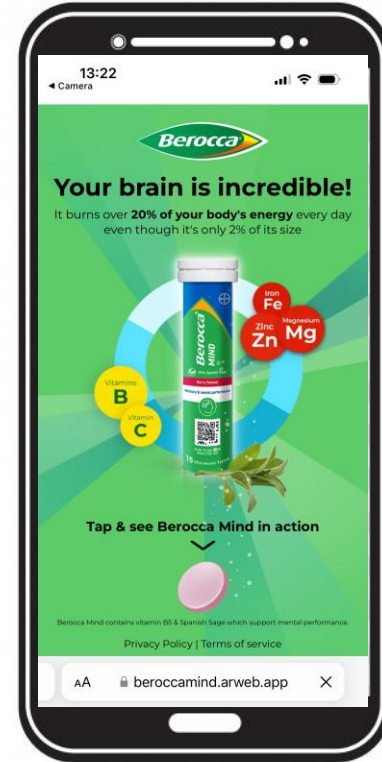




# Bayer – Live Demo



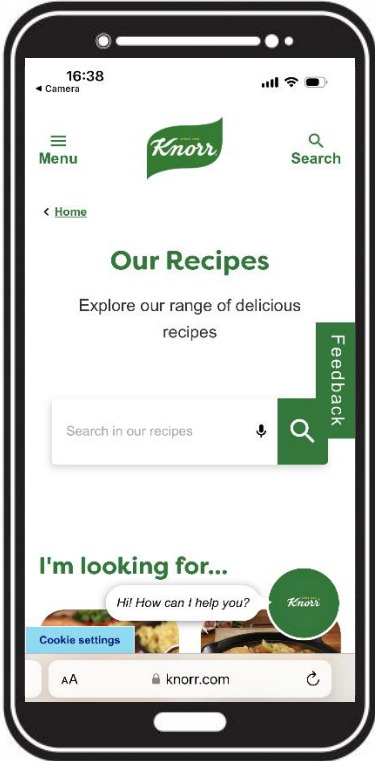
<https://qsqqw.etn.gg/01/5010605402951>



# Unilever – Live Demo



<https://dl.ulcp.io/01/05000184161165>



# AGENDA

1. GS1 UK: Our Purpose
2. Sunrise 2027: An overview
3. The Digital Link Technology
4. QR powered by GS1: Use Cases
5. Next Steps

# Who do I need to involve?

- Leadership
- Commercial
- Marketing
- IT + master data
- Supply chain
- Product development + packaging tech
- Sustainability
- Regulatory



# Next steps



**Involve key stakeholders**



**Align on priorities**



**Understand Current Capabilities**



**Partner with GS1 UK**

# Sign up to our newsletters



**Retail**



**SME**