

# Discover the opportunities with next generation barcodes

By 2027, all suppliers will be able to select the next generation barcode that is best for their needs.



Elevate your brand experience and supply chain efficiency. Next-generation barcodes unlock a unified strategy, allowing you to:

**Enhance consumer engagement:** Connect directly with shoppers, create new brand experiences, and enable new ways of marketing and promotions, through rich product information accessible by a simple scan.

**Streamline supply chains:** Improve traceability for better inventory management, recalls, and product authenticity.

**Comply with new regulations:** Related to consumers' access to data about products, such as provision of recycling and other environmental information.

## Learn about some of the brand owner implementations from around the world:



**Citrus Fruit, Australia:** Improved digital traceability and brand authenticity through a microsite used by customers, in English, Chinese and Vietnamese.

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**Pepsico, US:** Explains how the company is using 2D barcodes and GS1 Digital Link to enable new consumer capabilities.

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**Hungast Group, Hungary:** Improved food security through traceability, resulting in 100% accuracy in dietetic foods.

[Learn more](#)



**Sistr, UK:** Opportunities for strengthening brand loyalty, ensuring compliance, reducing packaging costs and communicating information in new and engaging ways.

[Learn more](#)



**L'Oreal, France:** Connected with their global audience in 70 different countries, with the goal of having 7 billion barcodes on products.

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**Coca-Cola, Brazil:** Traceability for returnable PET bottles with a focus on consumer experience and sustainability.

[Learn more](#)

## Want to learn about more implementations

[www.gs1.org/insights-events/case-studies](http://www.gs1.org/insights-events/case-studies)