



The Global Language of Business

Brand/Manufacturer Checklist for 2D Pilots



The checklist below provides suggested elements to support the discovery and planning the scope for a 2D pilot. Consider not only the technical elements you need to examine, but also the coordination needed for assembling and aligning your internal and external stakeholders.

Scope checklist

- Evaluate business use case opportunities.
- Pick a pilot product, line or category.
- Evaluate existing barcodes on-pack.
- Select 2D barcodes based on use cases and requirements.
- Identify additional data needs that need to be encoded with the GTIN.
- Understand data and GS1 standards before making 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 barcode.
- Ensure software, hardware and databases are up-to-date.

Stakeholder checklist

- Align internal stakeholders, such as Supply Chain, IT dept, 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.
- Involve authorities if required in your region.

Use cases for 2D barcodes

From consumer engagement to traceability to inventory management, a variety of use cases can be unlocked by leveraging additional product data in 2D barcodes. For more information, visit the [GS1 2D in Retail](http://www.gs1.org/2dbarcodes) webpage at: www.gs1.org/2dbarcodes.

Other resources

The [2D Barcodes at Retail Point-of-Sale Getting Started Guide](#) is a comprehensive resource to understanding the basics of 2D barcodes and the product data that can be included in them.

If consumer engagement is a key goal for your pilot or implementation, see the [Best practices for creating your QR Code powered by GS1](#).

Questions about the 2D future? [Contact GS1](#) for help with your journey toward a new dimension in barcodes!