

FROM BARCODES TO QR CODES : THE REVOLUTION OF THE DIGITAL LINK

Boosting your articles with digital links.



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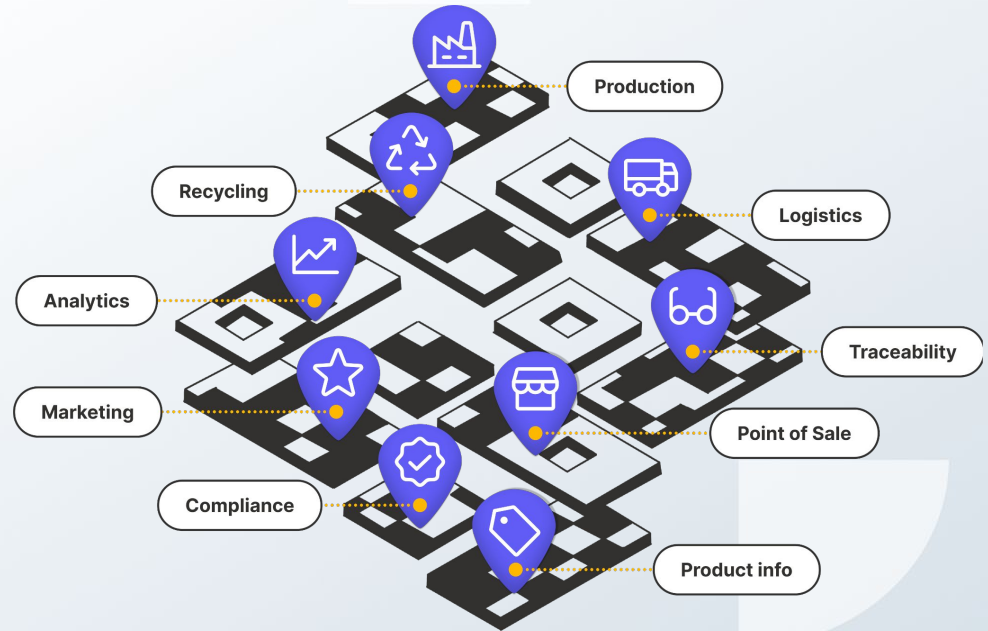
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A before and after in Retail

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- Our origins
- What drives us and why we are here
- What's a Digital Link?
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WHO WE ARE

Leaders in QR codes since 2009

We are the founder team of [uQR.me](https://uqr.me), now QRCodeKIT.com, the leader platform dedicated to the **creation, management and reporting of dynamic QR codes**. We serve millions of scanned QRs for tens of thousands of companies worldwide, many of them Fortune 100.

GS1 is promoting a shift to 2D barcodes like QR codes by 2027 with its GS1 Sunrise 2027 initiative, aiming to boost product information accessibility and consumer engagement through scans.

We are here to accompany you in this transition.

Digital-Link.com is born.



Some of the companies that already trust us include PepsiCo, Lidl, Kroger and Amazon, among many others.

2027: From barcodes to QR digital link

GS1 has set **2027** as the **sunrise** for the transition of all barcodes to the new **digital link QR codes** standard.

[+ info here](#)

It is already being reflected in **European Union Legislation**:

Wine products: Presentation of information via electronic means ([EU regulation 2021/2117](#))

Batteries and waste batteries: Creation of the Digital Passport for batteries ([EU Regulation 2023/1542](#))

Sustainable products: Creation of the Digital Product Passport ([Proposal for EU Ecodesign Regulation 2022](#))

Textile sector: Introduction to the Digital Product Passport ([Commission Communication 2022](#))



What's a **digital link**?

Digital link is the new **identification standard** created by **GS1**, which has already started to replace barcodes with QR codes.



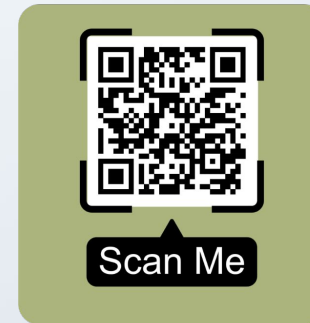
GTIN:

8594159531666

Digital link (web address + GTIN):

<https://dlink.is/01/8594159531666>

This digital link is converted into a QR code to be included on the packaging. It can also be linked to other data, such as batch n^o, production date, expiration date, weight, price/kg and total price.



But...what's a **digital link**?

As its name suggests, it is a LINK, a link to a web page.

A web page with a Barcode N° (GTIN).

A web page that generates a QR Code: readable by checkout scanners and by consumers' mobile devices

Example:

<https://dlink.is/01/> + 8594159531666 = <https://dlink.is/01/8594159531666>



Web (LINK or URL)

+

GTIN (EAN/SKU...)



MORE THAN SMART PACKAGING

One QR code, multiple functions.

Digital links (QR codes) work with both **POS scanners and mobile devices**, displaying the GTIN to the cashier's scanner (similar to how the barcode does today) and presenting the customer's mobile device with a product page featuring the regulatory digital label, as well as promotional content from the brand.



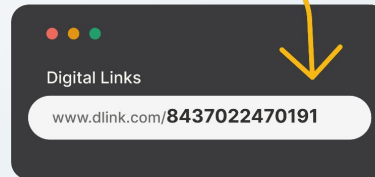
THE INTERNET & GTINs COME TOGETHER

The power of digital links.

A digital link is **an enhanced barcode** that provides:

- a dynamic QR code
- a digital link or URL
- a SMART product page
- the identification of your product (GTIN)

Combining product identifications such as GTIN with web addresses, it provides **the safest and most reliable way** to enhance products with intelligent features.



Full Customization

Customize everything related to your digital link.

From its domain:



Your brand, your domain



Your GTIN

<https://yourbrand.com/01/>

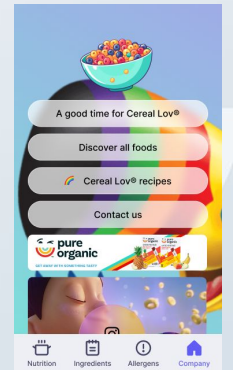


8594159531666

QR with logo:



Landing Page:



Every detail about your **packaging, traceability** and **brand** in one place



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Thank you!

We look forward to having you try the platform together

- ✓ We are leaders with 14 years of experience in the sector
- ✓ Fortune Global 100 clients already trust us
- ✓ User-friendly, secure and robust platform
- ✓ Compliant with regulations and ISOs
- ✓ Personalized assistance
- ✓ Cost reduction
- ✓ SSO, access levels, white label, reporting and much more!