



GS1 – the global language of business

GS1 is a global standardisation body



1974



2024



Global 2D transition until 2027

After 2027, if retail points of sale are capable of reading 2D barcodes, the linear barcode can be removed, and only the 2D barcode would remain on the product packaging. For some products the linear barcode would still be used.



One scan, unlimited data access



GS1 Digital Link = Link from physical objects to the web



GS1 in Europe draft DPP demonstrator

Not finalised



Contact information

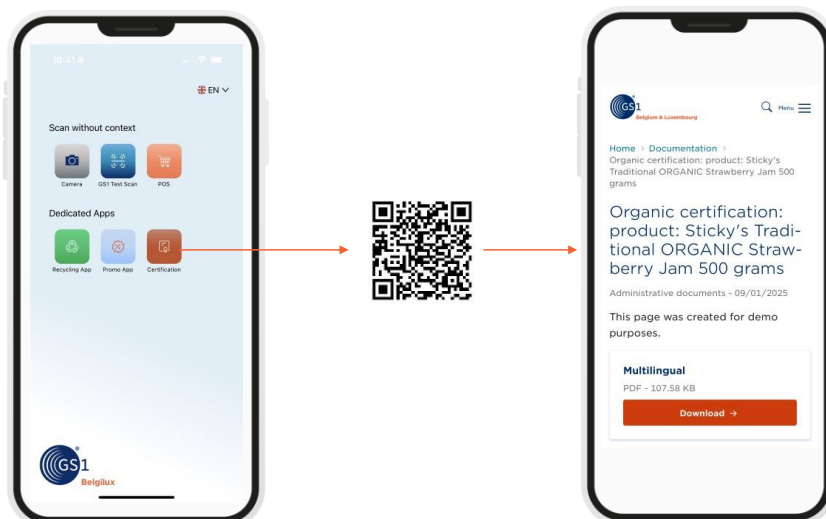
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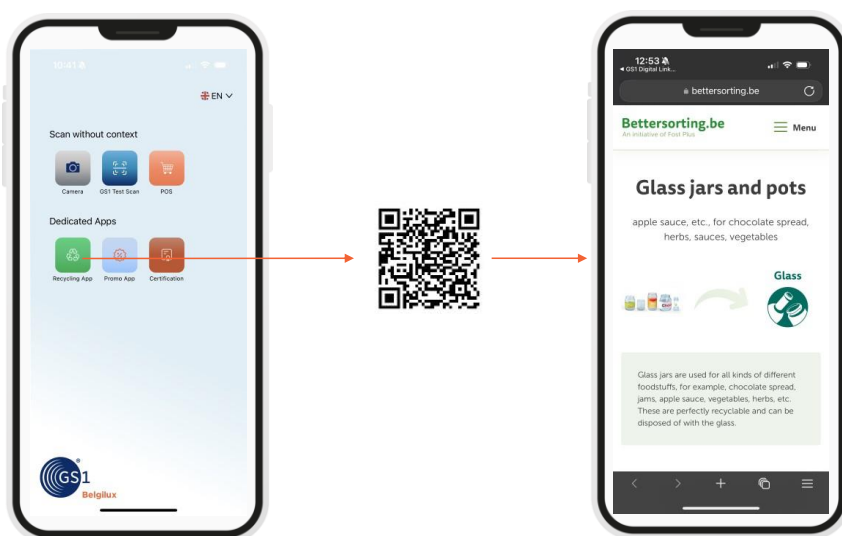
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