



BarTender[®]

BY SEAGULL SCIENTIFIC



The future of barcoding: GS1 Digital Link



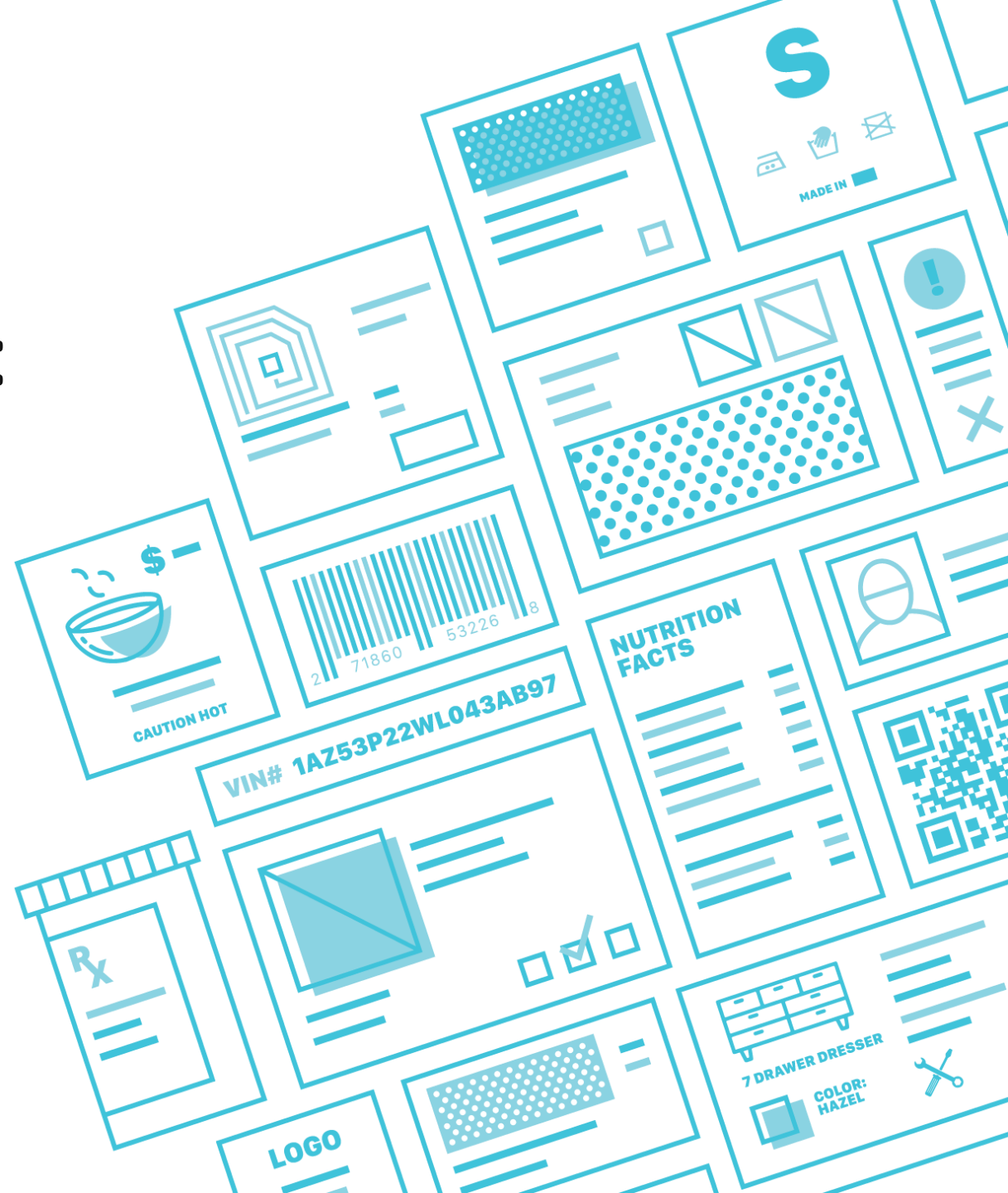
STACEY EJIM, MARKETING MANAGER
BARTENDER SOFTWARE



ELIZABETH SINCLAIR, DIRECTOR OF MARKETING,
BARTENDER SOFTWARE












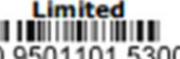





PETER HERNANDEZ, ENTERPRISE SALES ENGINEER,
BARTENDER SOFTWARE

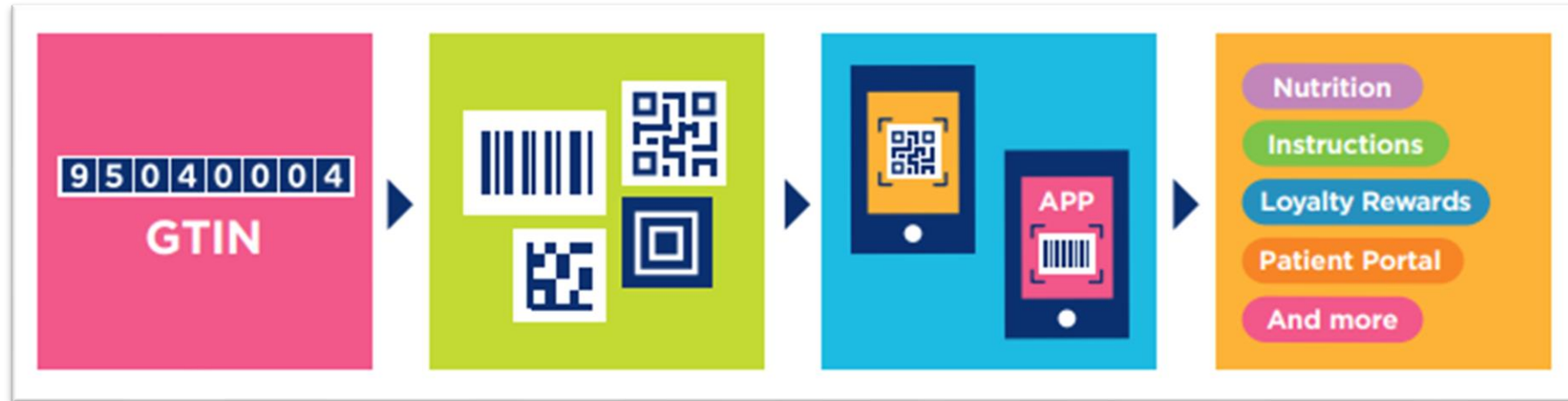


What is GS1?

The GS1 Barcodes

GS1 EAN/UPC Family				GS1 2D Barcodes	
UPC-A  6 14141 00003 6	EAN-13  9 501101 530003	UPC-E  0 614193 9	EAN-8  9505 0003	GS1 DataMatrix  (01) 0 9501101 53000 3 (17) 150119 (10) AB-123	GS1 QR Code  (01) 0 9501101 53000 3 (8200) http://example.com
GS1 DataBar Family					
Omnidirectional  (01) 0 9501101 53000 3	Expanded  (01) 0 9501101 53000 3 (17) 140704		Stacked Omnidirectional  (01) 0 9501101 53000 3	Expanded Stacked  (01) 0 9501101 53000 3 (3103) 000480	
Truncated  (01) 0 9501101 53000 3	Limited  (01) 0 9501101 53000 3	Stacked  (01) 0 9501101 53000 3			
GS1 1D Symbols used in General Distribution and Logistics but not at retail POS					
GS1-128  (01) 1 9501101 53000 0 (17) 140704 (10) AB-123			ITF-14  19501101530000		




What is GS1 Digital Link?



- ▶ A solution that “web-enables” barcodes
- ▶ A barcode that contains a URL
- ▶ Follows similar standards as the existing GS1 barcodes

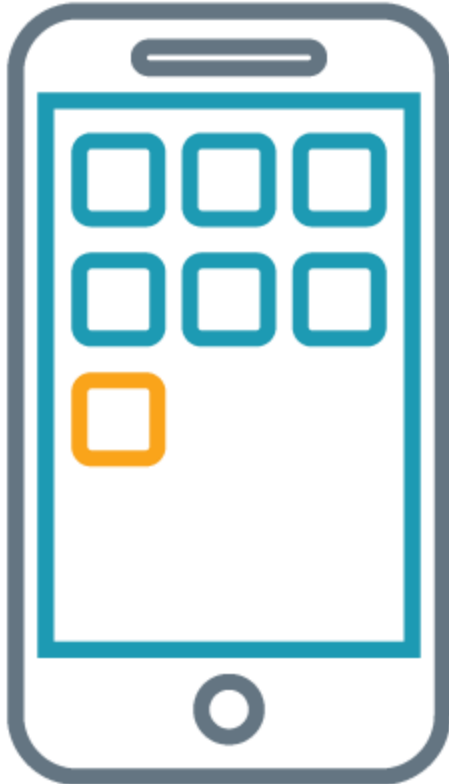
GS1 Digital Link: Potential Value

GS1 Digital Link has the opportunity to help transform current labeling into an **efficient, empowering platform for retailers & consumers** that can enable limitless linked information, improve data latency, and more.

Reduces Label Types	Links to Additional Information	Extends Uniqueness	Simplifies Data Sharing Ecosystems	Removes Data Latency
 <p>Multiple barcodes on label</p>	 <p>Limited product info & use cases</p>	 <p>Identical codes on 1D labeled products</p>	 <p>Retailers aggregate data</p>	 <p>1 Day refresh rate</p>
 <p>Single barcode on label</p>	 <p>Limitless product info & use cases (product origin, ingredients, etc.)</p>	 <p>Unique codes on all products</p>	 <p>Retailer link to data sources</p>	 <p>Real time refresh</p>

*Property of GS1

Why now?



- Smart phones are everywhere
- Consumers: the “Thin Interface”
- New ways of thinking about labeling

Brands and Digital Link



- Social media? It's The Wild West.
- Be the source of truth
- Build trust
- Influence pre-purchase decision
- Corporate social responsibility
- Encourage repeat purchases
- Give consumers what they want

The Digital Link-enabled supply chain

- Communicate safety and handling data
- Enable the Circular Economy
- Capture chain of custody
- Traceability
- Product, pricing and marketing information
- Communicate safety and handling data





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