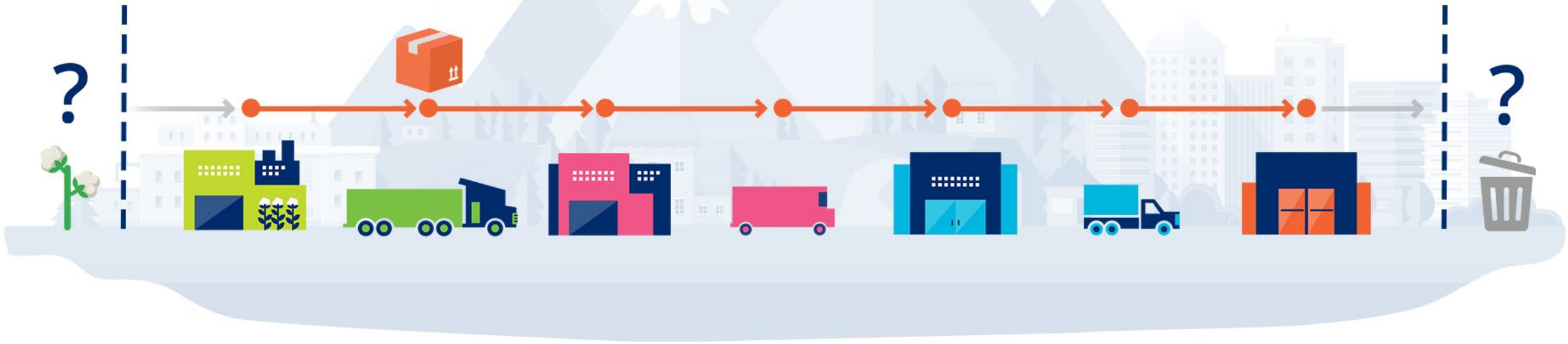






# When there is no room for confusions











# THE BARCODE *R*EVOLUTION







# GS1 Digital link is not about the technique - it's about the use

<h3>Consumer Engagement</h3>  <ul style="list-style-type: none"><li>• Access to Brand authorised info</li><li>• Promotions</li><li>• Recipes</li><li>• Opportunities to engage with the brand</li></ul>	<h3>Traceability</h3>  <ul style="list-style-type: none"><li>• Product Authentication</li><li>• Ingredient Sourcing info</li><li>• Consumer Trust</li></ul>	<h3>Safety</h3>  <ul style="list-style-type: none"><li>• Prevent sale of expired or recalled product</li><li>• Fight Counterfeiting</li></ul>
<h3>Sustainability</h3>  <ul style="list-style-type: none"><li>• Recycling info</li><li>• Enables Circular Economy</li><li>• Waste Prevention</li></ul>	<h3>B2B Applications</h3>  <ul style="list-style-type: none"><li>• Master Data</li><li>• Procurement</li><li>• Instructions</li></ul>	<h3>Improved Packaging</h3>  <ul style="list-style-type: none"><li>• Marketing goals on-pack</li><li>• Regulatory compliance</li><li>• Enhanced Consumer Experience</li></ul>

