



1CODED GS1 DIGITAL LINK PILOT PROGRAMME



An invitation to smaller brands in the U.K. food & drink sector

GS1, the global body that governs and issues the barcodes used today, have a powerful new standard for '2D' barcodes. GS1 2D is web-connected, smartphone-interactive and capable of carrying much more product data than current product barcodes. This change creates an **obligation** for product brand owners, but also an **opportunity** to use these 2D codes for their advantage, particularly in the area of consumer engagement.

1CODED is a dynamic QR solution for GS1 Digital Link. We help niche & challenger brands both comply with this new industry standard, and take full advantage of the consumer information and interaction opportunities this 'digital switch-on' represents.

1 What is the 1CODED Pilot Programme?

- We are working with a select group of brand owners to provide GS1 2D enabled QR codes to sit on-pack alongside existing barcodes.
- As well as enabling you to become Digital Link compliant as a GS1 Member, you will gain immediate consumer scanning benefits. Because our codes are *dynamic*, they are both programmable and traceable (see 1coded.com).

2 Why work with us?

- Our solution is different because it was built, from the ground up, to ensure that your GS1 Digital Link implementation adheres to GS1 guidelines. We'll explain what these are and why they are important for your brand.
- In addition to access to our technology, we provide end-to-end implementation support and advice. We're open, friendly, U.K. based, and always happy to answer your questions.

3 What's included?

- A conversation about your objectives and our suggestions for how your consumer scans from pack are routed.
- We help you set up and configure a sub-domain (*id.yourbrand.com*) on your existing website. This is where consumer scans are routed.
- We configure your GS1 *Global Resolver* account
- We encode your GTINs into the GS1 2D format (plus any additional data you require).
- We guide you to 'best practice' for on-pack code placement.
- We help you configure your scan routing, which you can change anytime you want via our web portal.
- You access your consumer scan analytics for data insights, again via our portal.

The pilot programme is completely free of charge. We only ask for your time and the opportunity to share your success in a future published case study.