acrovision

Are you ready for GS1 Sunrise 2027 and Digital Link?

What is GS1 Digital Link QR codes?

From 2027, GS1 and retailers are moving away from 1D EAN barcodes to GS1 Digital Link QR codes. Richer data for manufacturers, retailers and consumers.





Manufacturer
- Product details
- Traceability

Retailer
- Point-of-Sale (PoS)
- Loyalty

Consumer
- Web link for smartphone
- Promo/ reviews/ allergens

https://Acrovision.co.uk/01/09528453370255/10/AV13225CF/21/22082303?17=320216

Real URL web link | PoS GTIN | Batch No. | Serial No. | Expiry Date

Why it matters?

Traditional barcodes only ever carried a flat number. GS1 Digital Link keeps that identifier but turns the code into a connected data source.

1 Sunrise 2027

GS1 initiative driving retail Point-of-Sale support for QR codes alongside linear barcodes.

2 Richer consumer content

One scan unlocks brand controlled, updateable content: recycling info, traceability, promotions, manuals or allergens.

3 Same packaging space

It fits today's barcode footprint, so one symbol replaces both the checkout code and printed URL.

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PARTNER SYSTEM INTEGRATOR PSI COGNEX

GS1 Solution Provider Alliance Member UK

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Validator

The complete solution for packaging Validation and Verification on new and existing production lines

Acrovision's Validator checks GS1 Digital Link codes comply with Sunrise 2027 standards, catching print and data errors before they leave the production line. Built on Cognex machine vision technology, it helps manufacturers and contract packers certify readiness and move confidently from 1D to 2D barcodes.

One platform, 6 checks available:

1D & 2D barcode validation



1D & 2D Barcode print quality

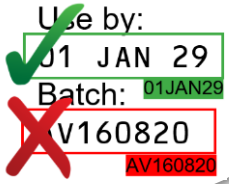


Full ISO compliant Barcode Verification

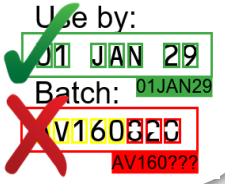


ISO 15415/16 & 29158

Text validation



Text quality



Pattern matching





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www.acrovision.co.uk

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