

Realize the Power of **Digital Link** with Zebra

Make the move to GS1 Digital Link for richer product data, optimized inventory, and a standout customer journey



Bringing barcodes into the digital age with **GS1 Digital Link**

The Universal Product Code (UPC) was created over 50 years ago—well before the Internet and smartphones became part of daily life. Designed to carry a product's Global Trade Item Number (GTIN), it triggers the familiar checkout "beep," but doesn't hold additional details. To meet modern retail needs, GS1—the standards organization behind the UPC—introduced GS1 Digital Link. This next-generation standard transforms product data into a web address embedded in a 2D code, such as a QR code or NFC tag.

With a simple scan, retailers, manufacturers, and consumers can access richer information, including traceability data, nutrition facts, and recalls. Even better, Digital Link content can be updated at any time **without altering the barcode**—making it easier to keep product information accurate, current, and connected. If you're ready to unlock what's next in retail, Zebra is here to help you make a seamless move to Digital Link.



A single code can do it all

GTIN

Expiration date

Discounts

Batch/lot number

Serial number

Ingredients

Authentication

Recipes

And much more



One code. Countless possibilities.

Digital Link creates value at every touchpoint—from the supply chain to the front line to the consumer. Here are just a few ways it can make an impact:



Guarantee product authenticity

Scanning a GS1 Digital Link code can help verify a product's origin, production, and authenticity in real time. Consumers can confirm the legitimacy of their medication, designer bag, or other product by going directly to the supplier website—building trust while helping to keep counterfeit goods off the market.



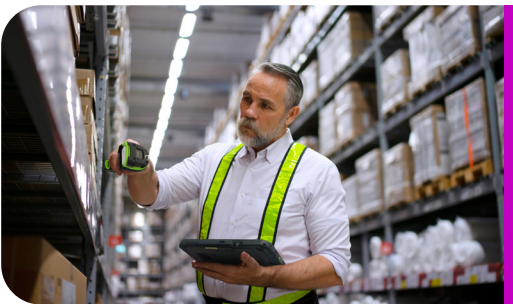
Reduce waste in perishables

Digital Link can encode dynamic data like production date and expiration date. Logistics partners can prioritize transportation for items nearing the end of their shelf life, while retailers can use this data to trigger smart discounts. The result? Less waste and customers always get the freshest products.



Optimize inventory in real time

GS1 Digital Link provides instant access to product data like lot numbers, sell-by dates, and location—giving retailers and warehouses item-level visibility and the insights needed to optimize inventory, reduce stockouts, and prevent overstocking.



Accelerate recall management

By carrying batch and lot data, GS1 Digital Link helps identify recalled products at every stage—from warehouse inventory to the point of sale. Shoppers can even scan at home to see if an item is affected.



Create unique digital experiences

Scanning a QR code with Digital Link instantly connects consumers to rich, interactive content—like recipes, tips, usage instructions, warranty registration, and recycling guidance. These personalized digital experiences strengthen brand loyalty and encourage repeat purchases.

From Barcode to Digital Link — Zebra makes it possible

We're ready when you are.

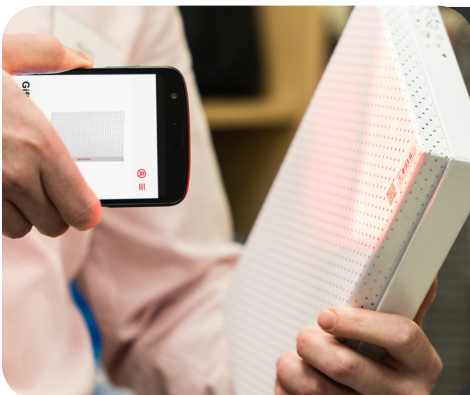
As the global leader in 2D data capture, we have been innovating for over 50 years—helping businesses around the world adapt and thrive through every major shift in data and identification technology. GS1 Digital Link is a natural extension of our proven 2D portfolio, and we are deeply engaged in shaping best practices that will make the transition to Digital Link seamless and successful.

What this means for retailers

Our comprehensive hardware and software solutions ensure your business is ready for every phase of adoption at every point in the supply chain. Whether you're aiming for minimal changes to existing processes or planning to unlock the full potential of this new standard, Zebra products are ready to go.

- Print GS1 compliant barcodes with Zebra printers
- Elevate the checkout experience with Zebra scanners
- Empower associates to better serve customers with mobile computers and tablets
- Enhance inventory takes with RFID readers

Preparing for GS1 Digital Link is more than meeting a requirement—it's an opportunity to enhance operations, enable next-level traceability, and deliver richer customer experiences.



Sunrise 2027 and beyond

The transition is already underway. Sunrise 2027 is driving the industry-wide shift to 2D barcodes at checkout. In the lead-up, brands are adding 2D codes to packaging while retailers modernize POS systems to scan them. During the transition, products will carry both 1D and 2D barcodes—with Zebra solutions built to seamlessly scan and support both, today and beyond.

An end-to-end ecosystem built for Digital Link



Printers

Whether you're printing shelf labels, markdowns, returns, or packing slips, Zebra's portfolio of desktop, mobile, and industrial printers produce high-quality GS1 compliant labels. Using ZPL (Zebra Programming Language) or ZebraDesigner 3 barcode label design software, you can easily create and print Digital Link-enabled labels that scan flawlessly every time.



Mobile Computers and Tablets

Capturing Digital Link data takes item lookup far beyond basic price and name, giving associates visibility into store-to-store inventory, expiration dates, and more. Staff can quickly access details like return policies, ingredients, sustainability practices, and care instructions—helping them answer customer questions with confidence and reducing the need for extensive training.



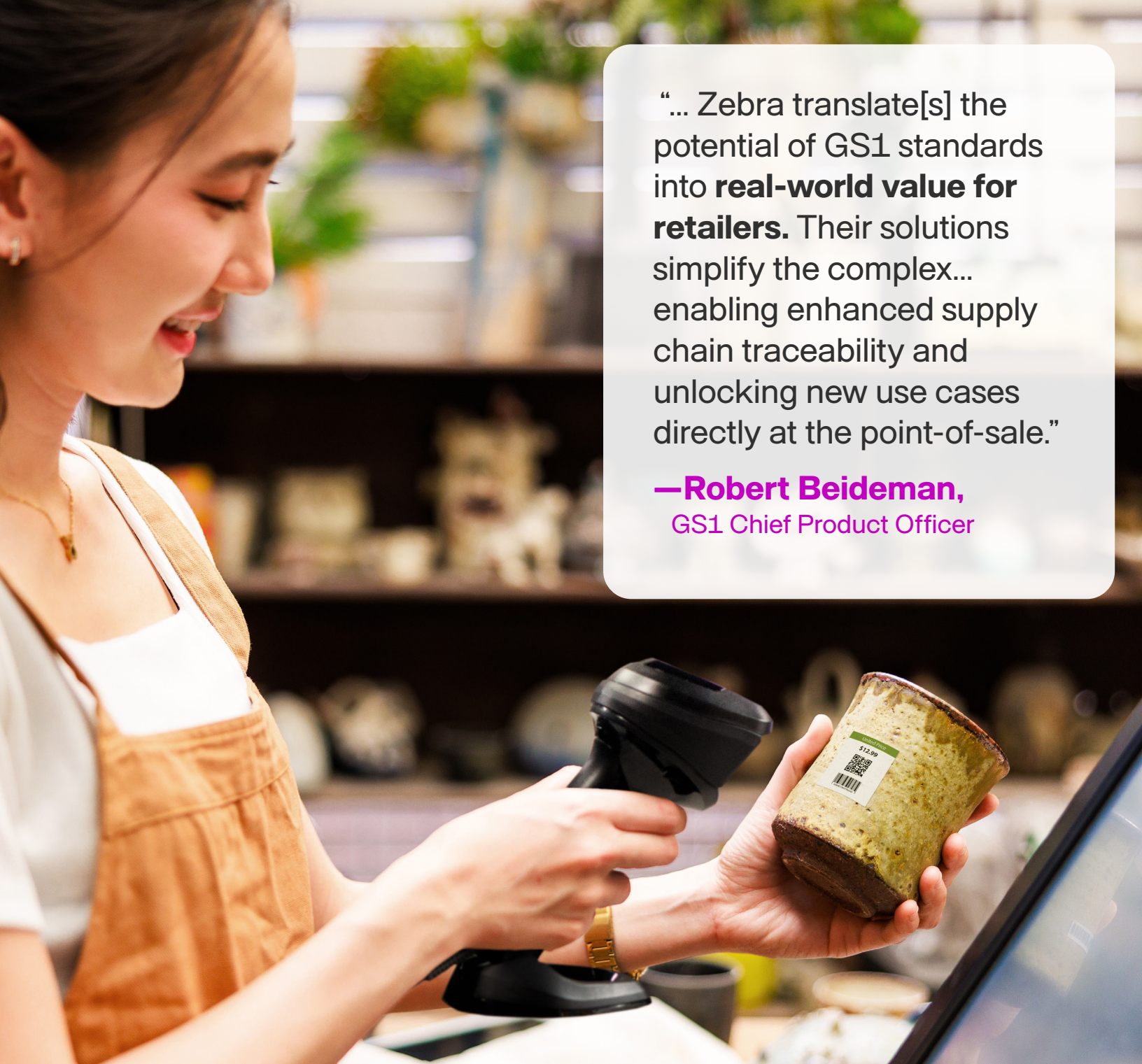
Handheld and Hands-free Scanners

Zebra barcode scanners ensure the POS is ready for every stage of the Digital Link journey. Easily capture both 1D UPC and 2D Digital Link codes in a single scan; flag recalled or expired items instantly; capture item-level details to improve inventory management. And you can configure your Zebra scanners for Digital Link in under a minute.



Handheld RFID Readers

Ergonomic UHF RFID sleds transform Zebra mobile computers into RFID powerhouses. Designed for speed and accuracy, they deliver industry-best performance for rapid, precise inventory counts, making it easy to track and identify products, cartons, cases, and assets automatically.



“... Zebra translate[s] the potential of GS1 standards into **real-world value for retailers**. Their solutions simplify the complex... enabling enhanced supply chain traceability and unlocking new use cases directly at the point-of-sale.”

—**Robert Beideman**,
GS1 Chief Product Officer

Accelerate your path to GS1 Digital Link.

Learn how at www.zebra.com/digital-link



NA and Corporate Headquarters
+1 800 423 0442
inquiry4@zebra.com

Asia-Pacific Headquarters
+65 6858 0722
contact.apac@zebra.com

EMEA Headquarters
zebra.com/locations
contact.emea@zebra.com

Latin America Headquarters
zebra.com/locations
la.contactme@zebra.com

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