

ГЛОБАЛНА ИНИЦИАТИВА ЗА МИГРАЦИЯ КЪМ 2D БАКОДОВЕ: *ПОЛЗИ, ВЪЗМОЖНОСТИ, СЛЕДВАЩИ СТЪПКИ*

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22 октомври 2026 г



GS1 is a global standards organisation that helps companies do business across the world.

GS1 serves the global community:

- 120 countries with local GS1 member organisations (MOs)
- More than 2 million companies in 25 industries
- All stakeholders at the same "global table", 90%

GS1 and its standards are:

- Neutral and not-for-profit
- User-driven and governed
- Global and local
- Inclusive and collaborative

GS1 standards enable trusted data.

Identify



Unique identification of
products, locations,
companies & logistics units

Capture



Barcodes & RFID
powered by GS1

Share



Product data,
business process data
& traceability data

The Global Language of Business



GS1 България

Официален представител на GS1 AISBL в България

- издаване и управление на **GS1 ID's (GTIN, GLN, SSCC ...)**
- внедряване на **глобалните стандарти GS1**
- **оптимизация на процесите** във веригите на доставки
- **подобряване качеството** на продуктовите данни
- внедряване на решения за **проследимост и синхронизация на данни**

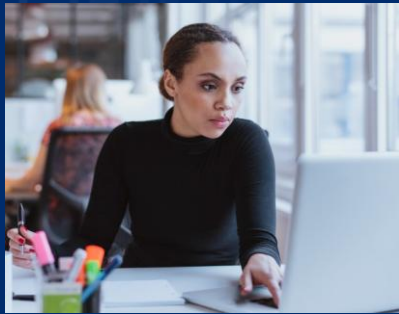
**More than 50 years ago,
the GS1 barcode
started a revolution.**



value for brands, retailers and consumers



Consumers, including those with disabilities, need to access information about the products they use and consume.



Brand owners need traceability, targeted recalls, consumer engagement and increased efficiency.



Retailers need customer satisfaction and loyalty, speed of service, and to maintain accuracy with minimal process changes.

Regulations are developing.



**Product traceability
for safer supply chains**



**More transparent
product information**



**Circular product
lifecycle**



**Sustainability
requirements**



**Product conformance
and accreditations**



**More efficient ports
and waterways**



**Digitisation of paper
processes**



**Trade tech and
border efficiency**

**The future begins today.
One scan. Infinite possibilities.**

**Digital transformation and the adoption of 2D barcodes
powered by GS1 will unlock limitless possibilities for
businesses, people and the planet.**



Industry goal: Ambition 2027 in Retail

There is a rapidly increasing demand for more information about the products we use and consume. To meet this demand, industry has set a goal: **By the end of 2027, all retail point of sale (POS) systems should be capable of reading and processing a defined set of 2D barcodes with GS1 standards, in addition to existing linear barcodes.**

As the transition to scanning of 2D barcodes with GS1 standards at POS progresses on different timelines across the globe, **brand owners should already be exploring and implementing the most appropriate 2D barcode to address priority use cases** for their products and meet critical consumer and business needs.



(01)09521101530001

QR code
powered by GS1



(01)09521101530001

GS1 DataMatrix



(01)09521101530001

Data Matrix



Industry commitment

Leaders from the world's largest retail and consumer goods companies call for the transition to next generation barcodes GS1 standards.

„Декларация за подкрепа на прехода към 2D баркодове от страна на индустрията“.

Solution providers support the transition to 2D barcodes in retail

Доставчиците на технологични решения подкрепят прехода към 2D баркодове в търговията на дребно.

**Take consumer
engagement to the
next level.**



Achieve sustainability goals.



**Improve visibility and
efficiency of inventory
management processes.**



**Meet traceability
requirements.**



Traceability drivers

Consumer demand: Product data & supply chain transparency	Trading partners requirements: E-2-E supply chain visibility	Regulatory compliance
• Information about origin • Information about production practices • Allergies & lifestyle data 	• Chain as strong as weakest link • Traceability requirement to do business 	• Comply with regulation requirements 
Safety • Guarantee product, patients and consumers safety • Identify and remove unsafe products 		
Anti-counterfeiting: Product provenance & authenticity	Supply chain and process efficiency management	Sustainability and circular economy
• Quick detection of counterfeits • Identify unauthorized distribution 	• Cost savings • Simplify and automate business processes 	• Enable circularity • Verify and support CSR claims 

**Fulfil safety
requirements.**



Maximise your packaging.



**One 2D barcode
supports all of this *and*
goes “beep” at the
checkout.**



Transition: From today until 2027 and beyond.

From now until the end of 2027, the linear barcode remains on the product packaging and a 2D barcode can be added to start realising associated benefits.

After 2027, if retail points of sale are capable of reading 2D barcodes, the linear barcode can be removed, and only the 2D barcode would remain on the product packaging. For some products the linear barcode would still be used.

Transition Period



Dual-marking transition phase
EAN/UPC **and** a 2D barcode

Ambition for 2027



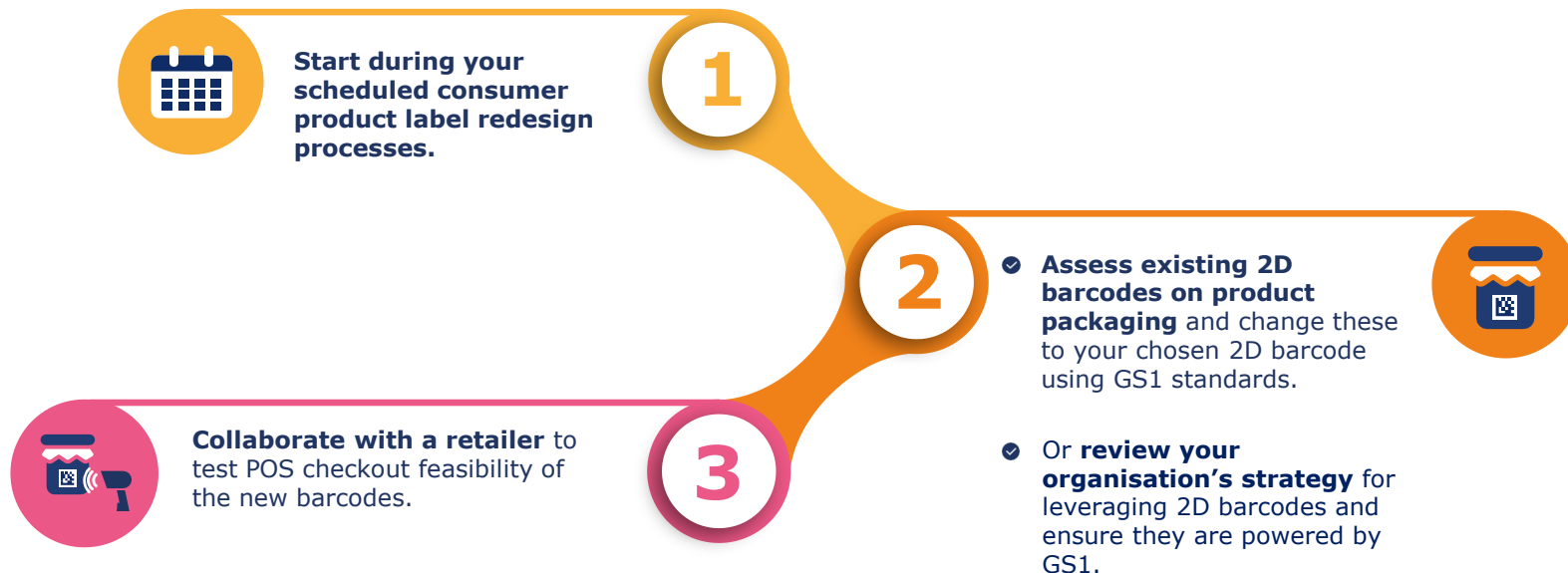
EAN/UPC **or** a 2D barcode

How to get started

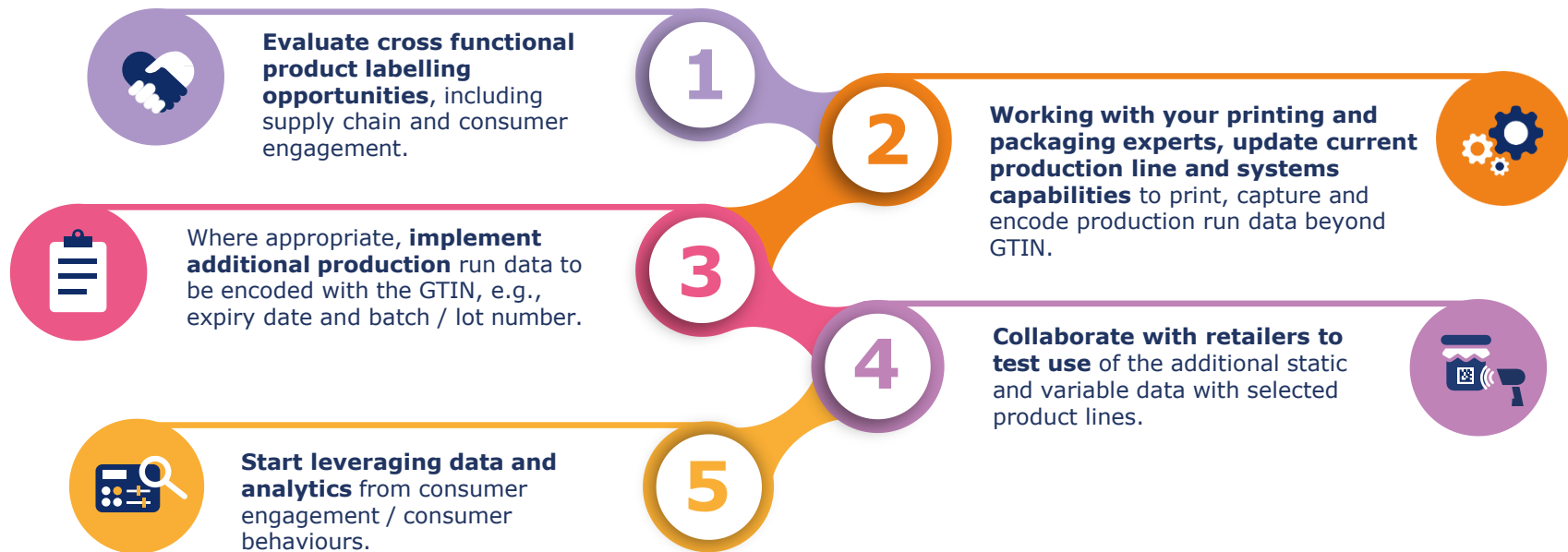
Implementing next generation barcodes

Achieve minimum viability (Crawl)	Increase capability (Walk)	Accelerate and expand (Run)
Retailer		
Ensure your point-of-sale systems and retailer apps can scan the set of three 2D barcodes.	Start applying 2D barcodes to your own brand products or in store labelled products to drive business process efficiency and benefits when scanning (including in non-POS processes, such as dynamic pricing and inventory management use cases).	Start capturing data beyond the product identifier at the retail point-of-sale, and leverage this same data in retail apps and loyalty programmes.
Brand Owner		
Start implementing your chosen 2D barcode on products, in line with your packaging redesign processes. Test with a capable retailer.	Expand implementation to additional products, additional data beyond the product identifier. Continue to test with retailers and start to gain insights into consumer behaviours.	Finalise transition to a single multipurpose 2D barcode containing the product identifier, and additional data as needed, to be scanned at retail POS in line with market readiness.

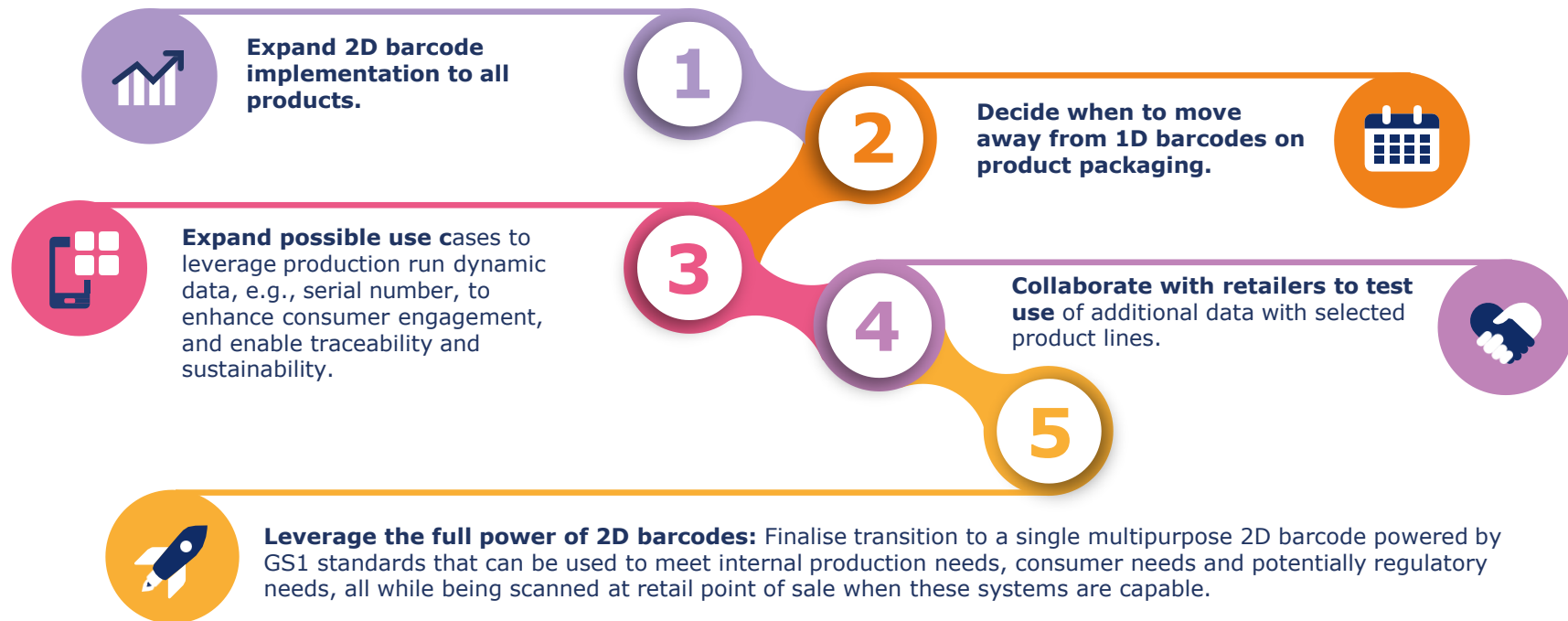
Brand owner – Achieve minimum viability (Crawl)



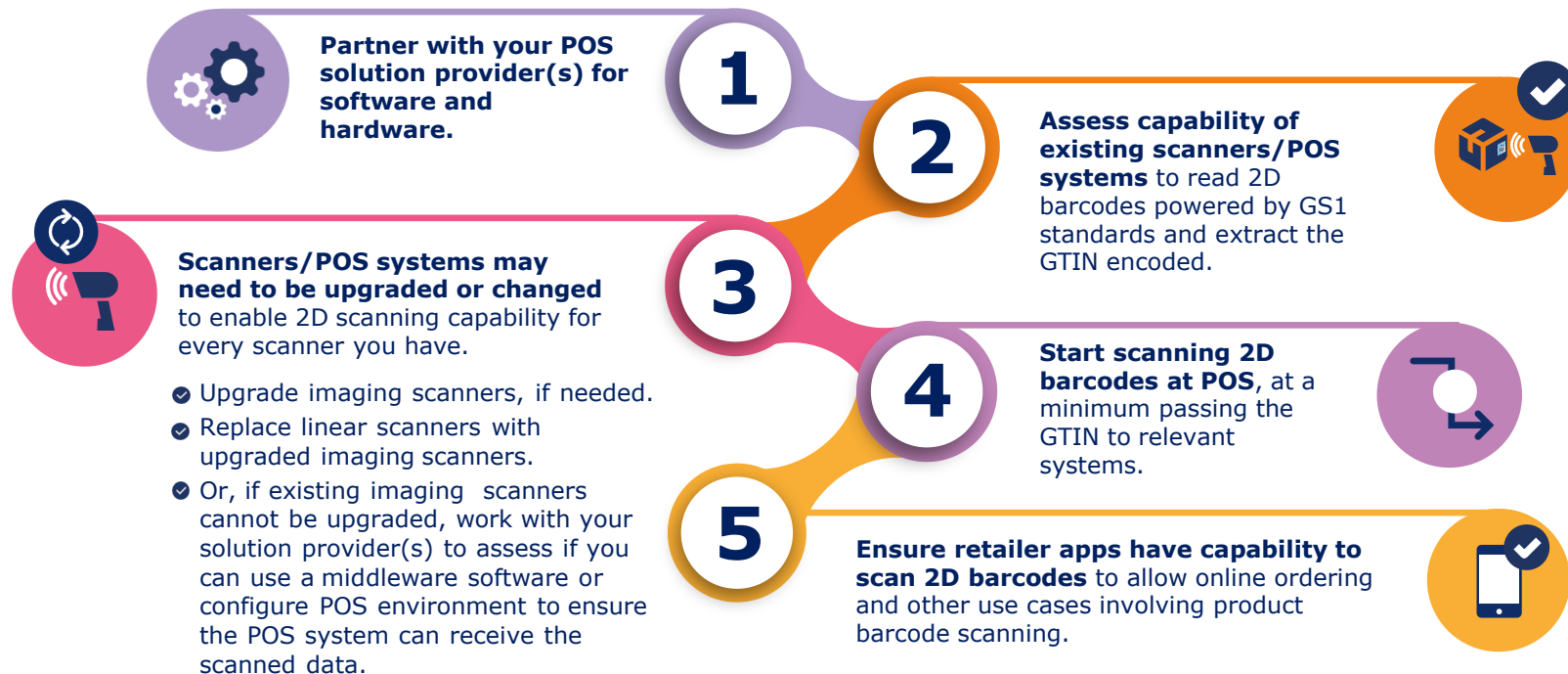
Brand owner – Increase capability (Walk)



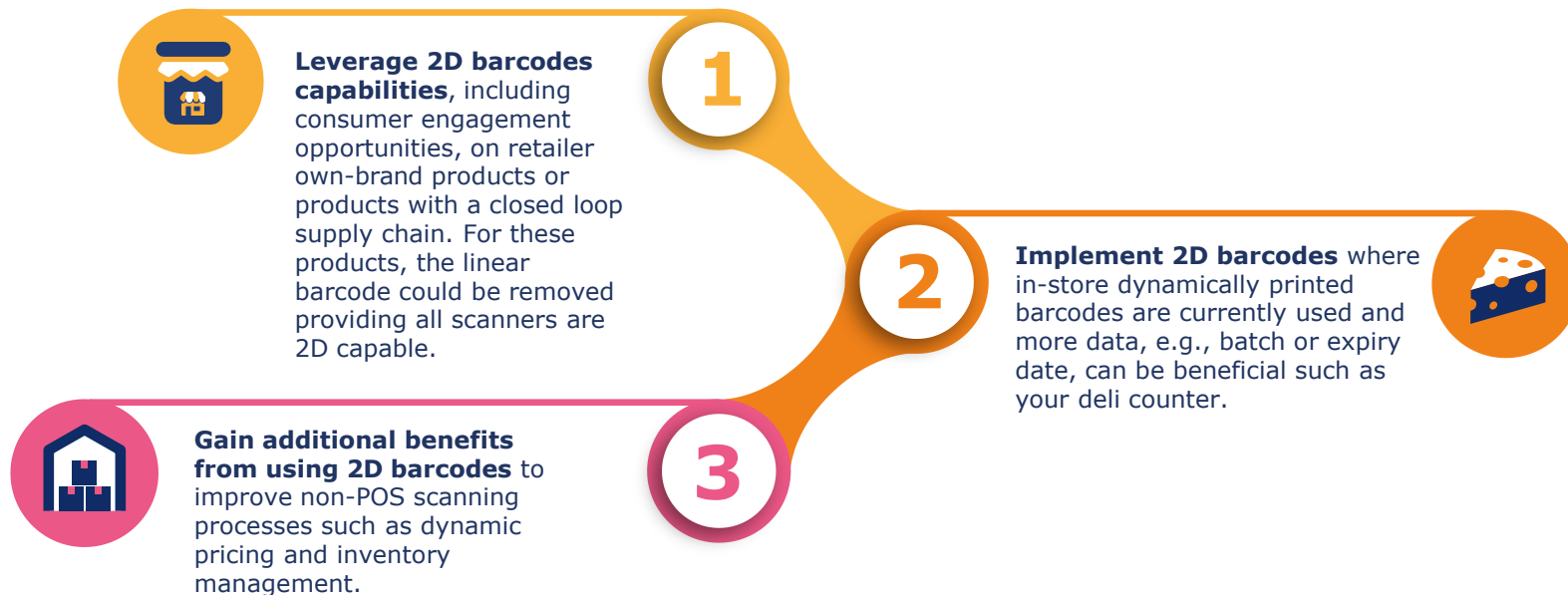
Brand owner – Accelerate and expand (Run)

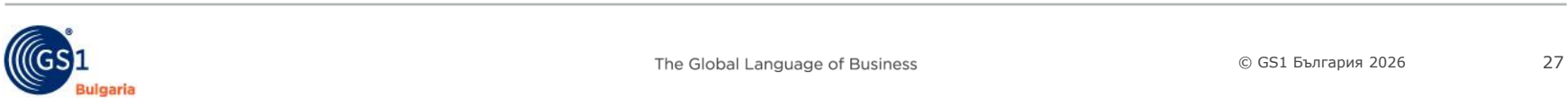


Retailer – Achieve minimum viability (Crawl)



Retailer – Increase capability (Walk)

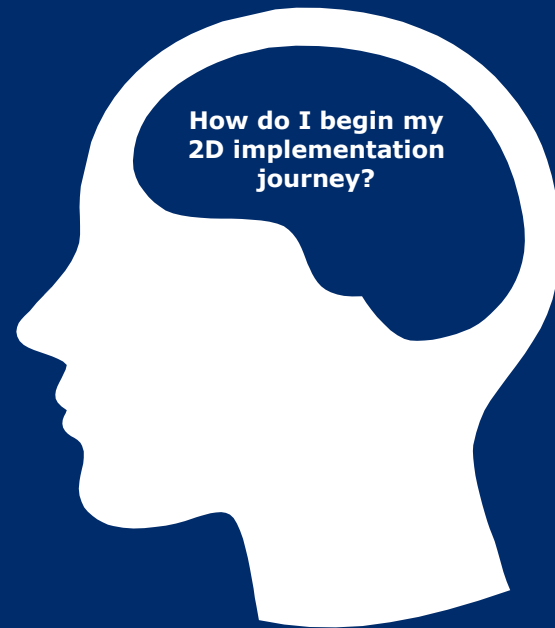




How GS1 can help

The 2D barcode implementation journey

- **Practical roadmap** for brand owners and retailers looking to implement 2D barcodes in their operations.
- Designed to help implementers navigate the key business questions and considerations essential for a successful 2D barcode implementation.



The 2D barcode implementation journey

1

Tell us about yourself.

Start by defining your role and primary use case.

2

See the big picture.

Get a comprehensive overview of the key implementation steps involved.

3

Dive deeper.

Each step includes key considerations, links to GS1 documentation, and sector-specific watch-outs.

4

Contact your local GS1 Member Organisation if you require support with navigating the document.

B1

Step 3 – Design future state

Sub step 3.2 – Choose the right barcode and syntax

Why - Explore the different 2D barcodes to determine which one fits best with your selected business objectives.



Who - Internal stakeholders
Solution providers

Consider



Choosing one of three possible 2D barcode types



Choosing one of two syntax types

→ Please refer to the [2D Barcodes Factsheet Overview](#), [Barcode Explorer](#) and [POS retail – section 5.1](#) for more information about barcode types.

→ Please refer to [GS1 General Specifications – section 5.6-5.10](#) for more information about 2D features and symbology.



Healthcare sector specific: For regulated healthcare trade items, GS1 DataMatrix is the only allowed 2D Barcode. Read [this paper](#) to understand the key role of GS1 DataMatrix barcodes for product identification in healthcare. Click [here](#) for all sector-specific examples.



1. Set-up project

2. Evaluate current state

3. Design future state

4. Set-up business case

5. Set-up barcode & artwork changes

6. Print, verify and test quality

7. Roll-out

8. Trade and share results



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Steps navigation

Home button

Sector-specific examples

Previous/next step

Clickable link to more detailed information

Discover the WHAT, WHY and HOW of 2D barcodes.

Learn more

<https://www.gs1.org/2D-barcodes>



BEYOND THE BARCODE

CONFERENCE

THANK YOU!

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Examples



The White T-shirt

QR Code with GS1 Digital Link

(01)09506000164908

Scan the QR Code powered by GS1 on the T-shirt to access authorised product and brand information

Get the demonstration kit on mozone.gs1.org/seek



GS1

One Barcode.
Infinite Possibility.

Explore how the QR Code powered by GS1 unlocks new possibilities for consumers, brands, retailers, governments, regulators and more.

Scan for demo

Retail shopper app

Retail employee app

Consumer brand experience

Government regulator app



DAL GIARDINO

RISOTTO RICE WITH MUSHROOMS

DESCRIPTION

From our commitment we created for you Dal Giardino Risotto, first risotto from the Italian culinary tradition with no added preservatives, artificial colours and with Italian white rice and gluten free, 100% pure. Ready in 12'. Gluten free

Country of Origin Italy

PREPARATION AND USAGE

Easy to Cook

1. Empty 600 ml of water in a saucepan and bring to boil.

2. Empty the content of the bag in the boiling water and cook for 12 minutes on a medium heat without cover. Stir occasionally until all the water is completely absorbed. For your personal final touch, add butter and parmesan cheese and mix.

Usage 2 Servings

Storage Store in a cool and dry place

Origin Produced and packed in plant of Italy

Ingredients Carnaroli Rice 83.5%, Rice Flour, Cap Mushrooms 2% (Boletus Edulis and family), Powdered Cheese Preparation (Whey, Powdered Cheese (Milk, Salt, Rennet, Whey), Salt, Flavouring), Natural Flavouring, Natural Flavouring, Olive Oil, Glucose Syrup, Milkprotein, Natural Flavouring, Whole Milk Powder, Sugar, Onion, Parsley 0.2%, Powdered Garlic

Allergen Information May Contain Oats, May Contain Crustaceans, May Contain Fish, Free From Gluten, Contains Milk, May Contain Molluscs, May Contain Soy, May Contain Sulphur Dioxide/Sulphites

Typical Values 125g (serving size)

Energy	703 kJ
	167 kcal
Fat	3.8 g
Saturated	2.4 g
Sugars	2.4 g
Salt	0.38 g

Scan for demo

(01)09506000134352-GS1