

2025: A new era

How **2D barcodes**
are **redefining** business.



January 29, 2025

Your speakers today.



Paula Rivero
Founder & CEO
Digital Link Connexum

Innovator, manager and COO with 10+ years of experience in the QR code industry and global roles at corporations such as Bimbo, Hasbro, Heineken, and Amazon.



Stefanie Idrobo
Business Developer
Digital Link Connexum

Over a decade of experience, in sales, business development, and marketing across the UK, EU, USA, and LATAM. Excelling in relationship building, strategic planning, and sales growth.




**Let's NOT start
with the basics.**

Why wait?



**2D barcodes
are now.**

**They did it.
You can, too**



**Grab your phones
&
get ready to scan!**



*"Thanks to Digital Link, we can **bring the stories of Irish fishermen directly to consumers**, showcasing the **care and tradition** that go into every catch."*

Michael Desmond, Chairman of NIFA



Giving a voice to Irish fishermen and their stories.

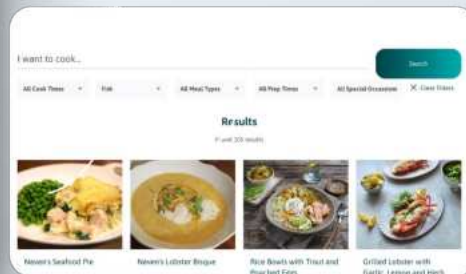
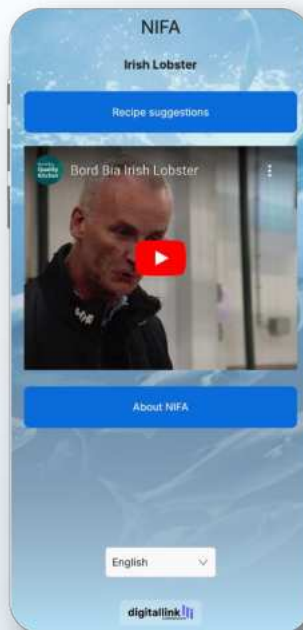


(01) 5392001018210



Digital Link

<https://dl.gs1ie.org/01/05392001018210>



*With Digital Link, we're
**bringing nature closer to
you**—transparently,
sustainably, and one scan at
a time, in **your own
language!***

Benoit, Founder @THE NATURE OF THINGS

THE NATURE
OF THINGS



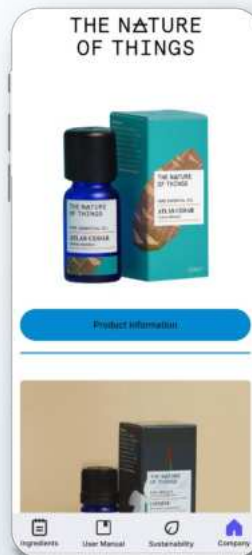
THE NATURE
OF THINGS

Ensuring regulatory compliance for a successful european expansion.

Real-life example of a **cosmetics**
Digital Product Passport



(01) 5391533910009



"Digital Link has turned our packaging into so much more than a container—it's now a direct line of communication with our customers"

Jordi Pla, Head of Packaging Design @ALQVIMIA

ALQVIMIA



Mastering the language challenge while preserving the essence.



(01) 8420471012159



Digital Link

<https://qr.alqvimia.com/01/08420471012159>



Creating a strong brand connection with customers felt out of reach—until METALUBE discovered Digital Link landing pages. The easiest and most engaging way to share product data, done right.

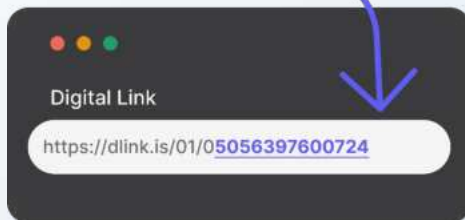




Lubricants redefined: digital engagement for a superior customer experience.



(01) 5056397600724





A single scan to simplify decision-making and warranty management.



(01) 8690842487361



Connecting with consumers and gaining real-time insights into product interactions.



(01) 5060200042595



Digital Link

<https://dlink.is/01/05060200042595>



AS SEEN ON SOCIAL





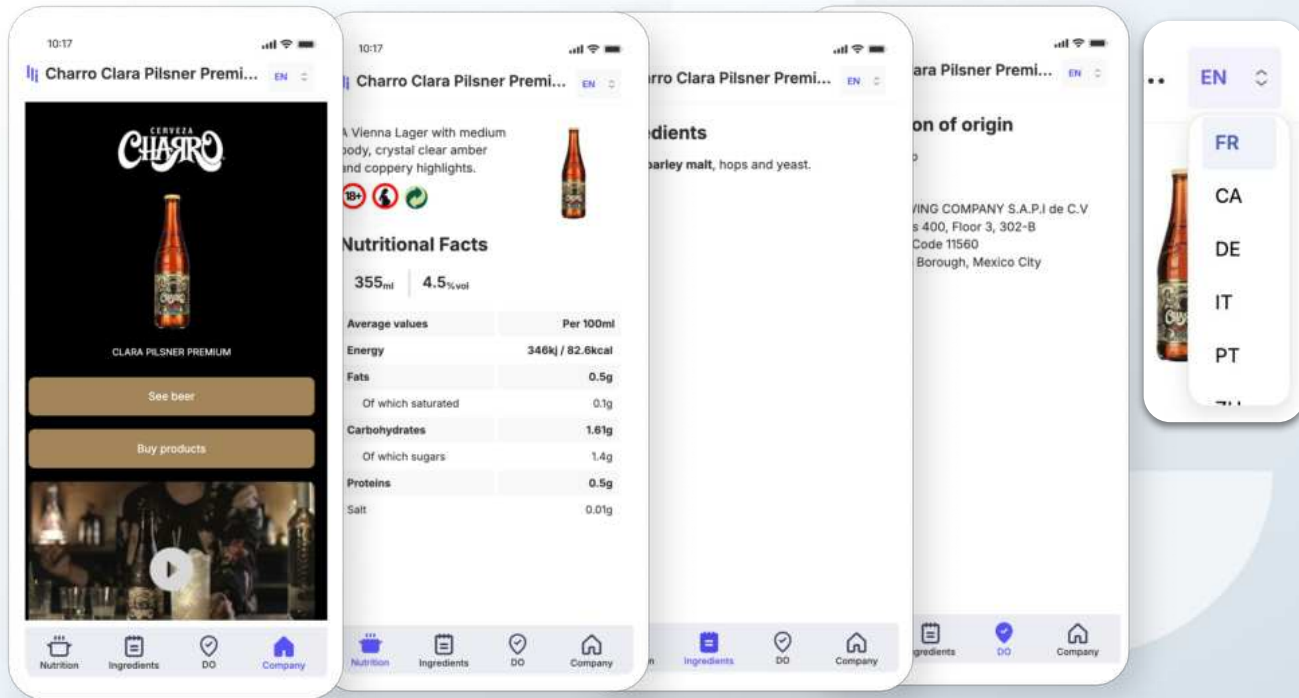
Expanding into a new market while building meaningful customer connections.

Real-life example
of an **alcoholic beverage**
Digital Product Passport



(01) 7500462216900

<https://2d.link/01/07500462216900>



¡AY GÜEY!

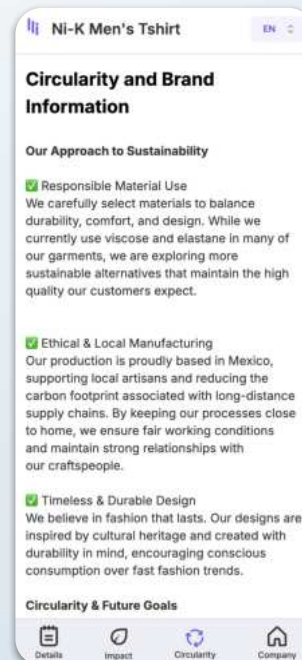
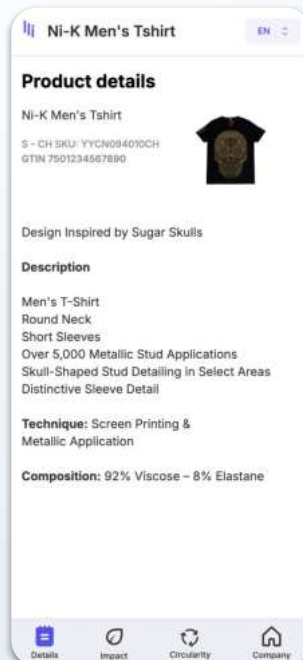
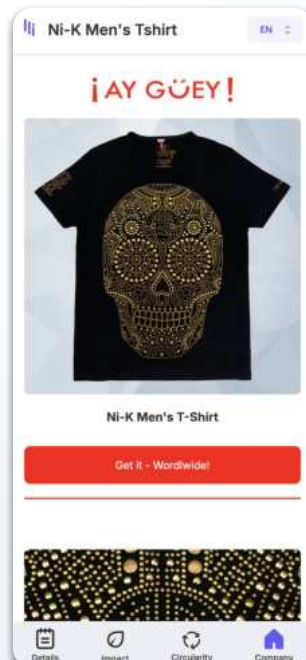
Reaching a global audience.

Real-life example of a **textile**
Digital Product Passport



(01) 7501234567890

<https://dlink.is/01/07501234567890>



One code for your entire business and supply chain.



How does it look like?



What is a digital-link-QR-code ?

GS1 Digital Link is the **new global identification standard** revolutionizing barcodes. **Next-generation QR codes embed your barcode number**, offering enhanced functionality and a seamless transition to **smarter product labeling**.



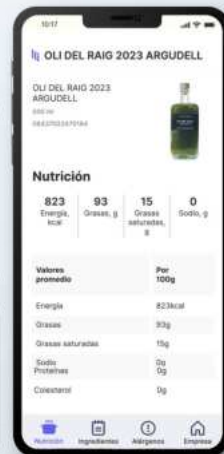
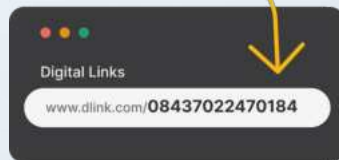
GTIN (EAN-13 or UPC):

8437022470184

Digital Link (web + GTIN):

<https://dlink.is/01/08437022470184>

This link (digital link) is turned into a QR code to be added to your packaging.



Why try it now?



Regulations



DPP



Traceability



Sustainability



Transparency



Automated recalls



Access to product information



Dynamic pricing



GS1-powered 2D barcodes

REGULATORY SHIFTS

Digital Product Passport,
safety requirements
(GSPR), smart packaging

CONSUMER ENGAGEMENT

Communities, transparency,
behavioral marketing

We make it easy. Anyone in your team can use it .

- **Quick** setup (manual, bulk upload, API)
- Easy detailed **reports**
- AI-powered content **localization**
- **White-label** QR url (ex: dlink.yourbrand.com)
- Customer **support**
- Add **batch**, **expiry date**, and more dynamic data in one click



The universal language of **products.**

- All **product info** should be **accessible digitally**
- It should be available **in multiple languages**
- **Track** the **product's** journey **from start to finish**
- Ensures compliance with **future regulations**



More value for your customers.

- Help them **make informed decisions**
- Keep them **updated** as product **details change**
- **Connect with them** on a deeper level
- Give them access to **sustainability information**



**Smart ,data-driven
decisions unlocked
by the world's
leading brands.**

Companies supporting the transition to digital link QR codes.

<https://www.gs1ie.org/blog/2024/joint-industry-statement-qr-codes-powered-by-gs1-standards.html>



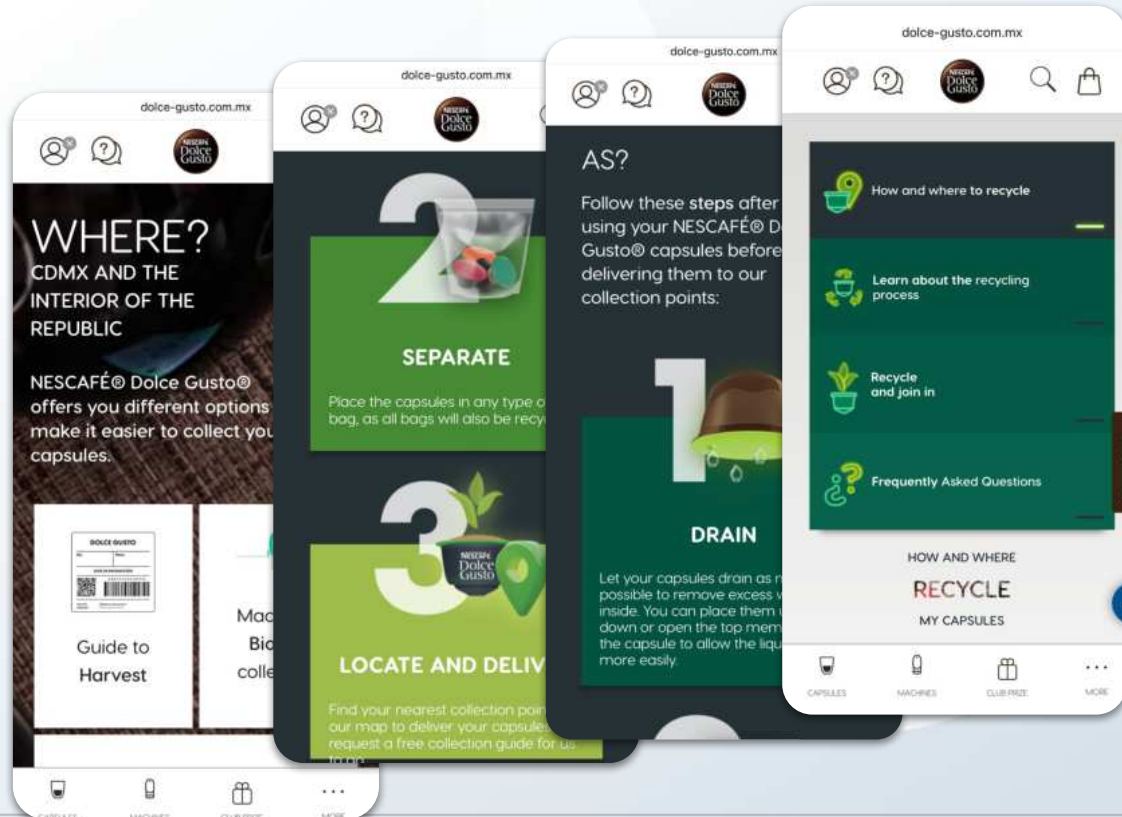
5 billion items.

L'ORÉAL

DIFFERENTIATION THROUGH EXPERIENTIAL ENGAGEMENT



RECYCLING INSTRUCTIONS AND CIRCULARITY



**15+ years
innovating
and leading
the digital market.**

15+ years of trust: Empowering iconic brands with QR innovation.





2009: The first dynamic
QR code generator,
trusted by **Fortune 100**
companies and global
organizations.



We are transforming global
commerce with the leading
platform for **creating**,
managing, and **tracking**
next-generation 2D
barcodes.



The **first 3D collaboration**
& **product visualization**
platform, used by
professionals, businesses,
and universities worldwide
for augmented reality.



Steelcase



PHILIPS



RE/MAX

TESLA

amazon

NETFLIX



INDITEX

3M



YOUR DIGITAL LINKS

The Designer of Things



Scan Me

Digital Link (web + GTIN):

<https://dlink.is/01/05392000250109>



BFree Foods



Scan Me

Digital Link (web + GTIN):

<https://dlink.is/01/0458267592071>



Question time :)

Ready to embrace **the future?**



As a valued GS1 Ireland member, **unlock a free account** to create your first Digital Link QR code.

Book your free session today!

