

Realize the Power of GS1 Digital Link with Zebra

GS1 Digital Link is transforming how product data works in retail and beyond.

Preparing for it is more than meeting a requirement; it's an opportunity to enhance operations and deliver richer customer experiences. Zebra gives you a complete portfolio of products, software, and know-how to make the shift easy—and unlock value on day one.



One code. Endless possibilities.

GS1 Digital Link encoded in a QR Code 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:

Reduce waste in perishables

Access expiration data to prioritize rotation, trigger smart markdowns, and keep expired products off shelves.



Optimize inventory in real time

Capture richer item-level data at the point of sale to improve inventory accuracy for smarter replenishment and stock decisions.



Create richer customer experiences

Give shoppers instant access to recipes, care instructions, offers, warranty registration, and more—all from a single scan.



Combat counterfeiting with verifiable traceability

Access a brand-generated URL to verify a product's origin and legitimacy in real time—ideal in sectors like luxury goods.



Improve traceability end to end

Track items from production to point of sale with pinpoint accuracy—helping partners move faster and with confidence.



Accelerate recall management

GS1 Digital Link embeds key data (lot/serial numbers) so it's easy to identify affected items, whether they're in the warehouse, a consumer's home, or anywhere in between.



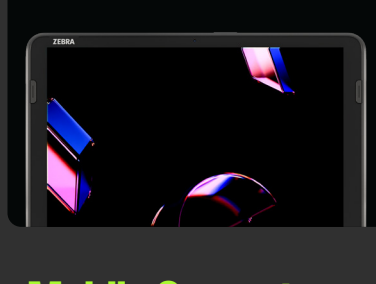
We're ready when you are.

As the global leader in 2D data capture, Zebra has been innovating for over 50 years. Our hardware and software solutions support every stage of GS1 Digital Link adoption across the supply chain. With 2027 on the horizon, brands are rolling out 2D codes and retailers are updating POS systems. Whether you want confidence that nothing breaks—or you're ready to unlock GS1 Digital Link's full potential—Zebra has you covered.



Printers

Create high-quality, GS1-compliant labels with Zebra mobile, desktop, and industrial printers. With ZebraDesigner 3, designing GS1 Digital Link-ready labels is fast and foolproof.



Mobile Computers and Tablets

Turn item lookup into real insight. Associates can instantly access inventory, expiration dates, ingredients, and more—supporting customers confidently with minimal training.



Handheld and Hands-free Scanners

Zebra scanners support every step of the journey from ID to 2D codes with GS1 Digital Link. Setup takes less than a minute.



Handheld RFID Readers

Transform mobile computers into high-performance RFID tools with Zebra UHF RFID sleds. With fast, accurate reads, they make it easy to track products, cartons, cases, and assets automatically.

Ready to make the move?

Zebra can guide your journey to GS1 Digital Link-enabled 2D barcodes.

Learn more at zebra.com/digital-link

