



Future-ready in Five Steps

Prep for Sunrise 2027

The move to 2D codes is more than a packaging update — it's about smarter supply chains, better traceability, and enhanced consumer engagement. **Here's how to get started:**

1. Understand the shift

Learn why the GS1 Sunrise 2027 initiative is replacing 1D barcodes with 2D codes — offering more data, less space, and smartphone compatibility.

2. Explore your options

Familiarize yourself with GS1 Digital Link in QR codes® and GS1 DataMatrix codes to find the best fit for your needs.

3. Test your systems

Evaluate your printing, scanning, and data systems for 2D code readiness.

4. Upgrade wisely

Adopt solutions designed for 2D performance, such as high-resolution printers and inline code quality checks.

5. Educate your teams

Align packaging, IT, marketing, and compliance teams to ensure smooth integration.



Start early. Scale confidently.

Videojet is here to support your transition every step of the way.

