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Markem-Imaje Launches 2D Coding Solutions Ahead of GS1 Sunrise 2027

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New software and an advisory offering enable manufacturers to assess readiness for emerging regulations, deploy compliant GS1 Digital Link QR codes and transform packaging into a connected digital communication channel

Markem-Imaje has launched CoLOS 2D Activate and CoLOS 2D Engage, two Software-as-a-Service (SaaS) solutions designed to help consumer packaged goods (CPG) and fast-moving consumer goods (FMCG) manufacturers prepare for the transition to GS1 Digital Link QR codes under GS1 Sunrise 2027.

Supported by Markem-Imaje's implementation and consulting services, the solutions are designed to help manufacturers create, organise, activate and manage static and dynamic 2D codes while supporting connected packaging initiatives.

The company said the platform enables manufacturers to deploy compliant 2D codes while using the same codes to deliver personalised consumer experiences, collect first-party insights and support future digital product initiatives.

The move towards 2D barcodes is expected to create new opportunities for food and FMCG manufacturers to connect physical products with digital information. GS1 Digital Link QR codes can provide access to product information while supporting applications across retail, supply chains and consumer engagement.

Viktor Hermansson, Global Marketing Director at Markem-Imaje, said the company's new solutions are intended to help brands move beyond viewing QR codes solely as a compliance requirement.

"With GS1 Digital Link, a single QR code can support retail checkout, supply chain visibility, regulatory transparency and personalised consumer engagement," Hermansson said.

For food manufacturers, this could enable packaging to serve as a gateway to digital product information and other consumer-facing services, while also supporting greater visibility across supply and distribution networks.

Alongside the software solutions, Markem-Imaje is offering implementation services to help manufacturers assess their readiness for 2D code adoption.

The company’s experts conduct an on-site review of production environments and coding processes, followed by recommendations covering production equipment, software infrastructure, data management and coding operations.

The assessment is intended to help manufacturers identify gaps, prioritise investments and develop a phased roadmap for implementing GS1 Digital Link QR codes.

Markem-Imaje said the approach is designed to minimise disruption to production while helping manufacturers prepare for changing retailer and regulatory requirements.

As the industry moves towards greater adoption of connected packaging, the combination of 2D coding, digital product information and data capabilities could provide food and FMCG companies with an opportunity to integrate compliance, traceability and consumer engagement into packaging operations.