



QR transition

The reality of change

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The next generation of barcodes

1974



2026

GS1®



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Do código a inteligência

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Not all QR codes are created equal

QR Code



- ✓ Links to a web page

<https://www.gs1.org>

QR code powered by GS1

GS1®

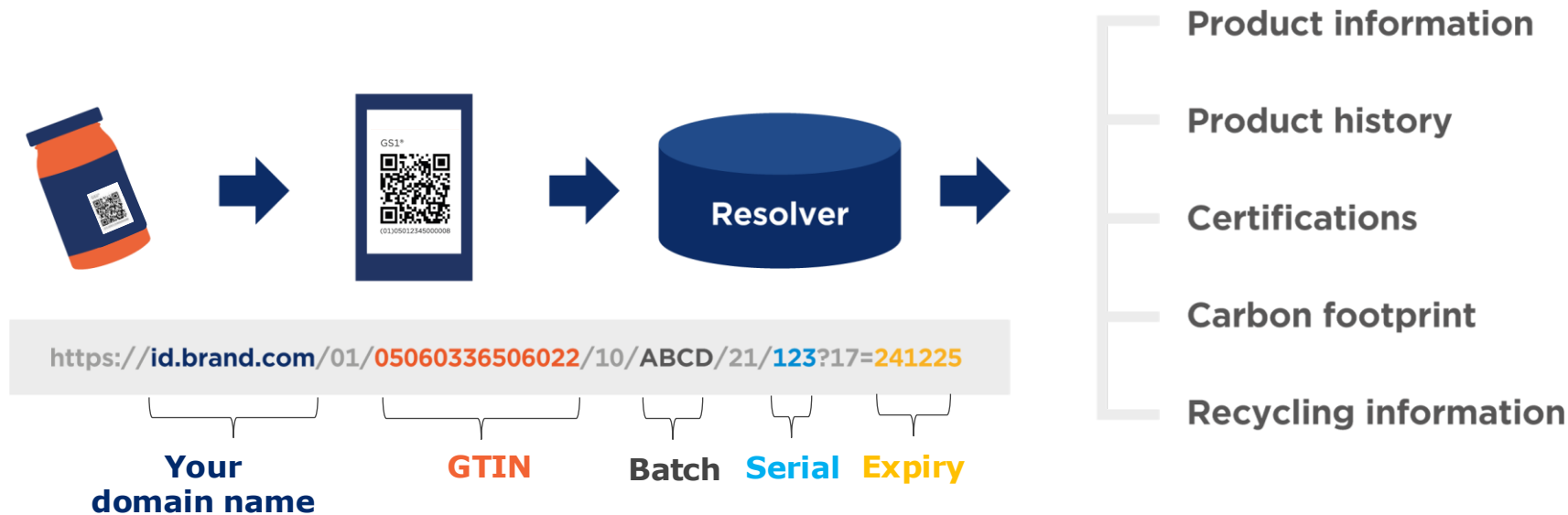


(01)05012345000008

- ✓ Holds offline information (GTIN)
- ✓ Can link to multiple web pages
- ✓ Can be dynamically updated
- ✓ Goes BEEP at the till

<https://id.gs1.org/01/05012345000008>

What is a QR code powered by GS1?



One smarter scan, **many** **possibilities**



Transition timelines

In the next three years GS1 expects the majority of retailers to be capable of reading and processing a defined set of 2D barcodes with GS1 standards at the point of sale, in addition to existing linear barcodes.



Now

- Biggest UK retailer scanning QR nationwide
- Majority of retailers looking into the capability
- Scaling of retail pilots



2024 - 2025

- Scanning tests and landscape readiness
- Small scale retail pilots



2027 - 2037

- Growing number of retailers able to scan QR at POS
- Brands scale adoption of QR
- Eventual phase out of the barcode

Global first movers



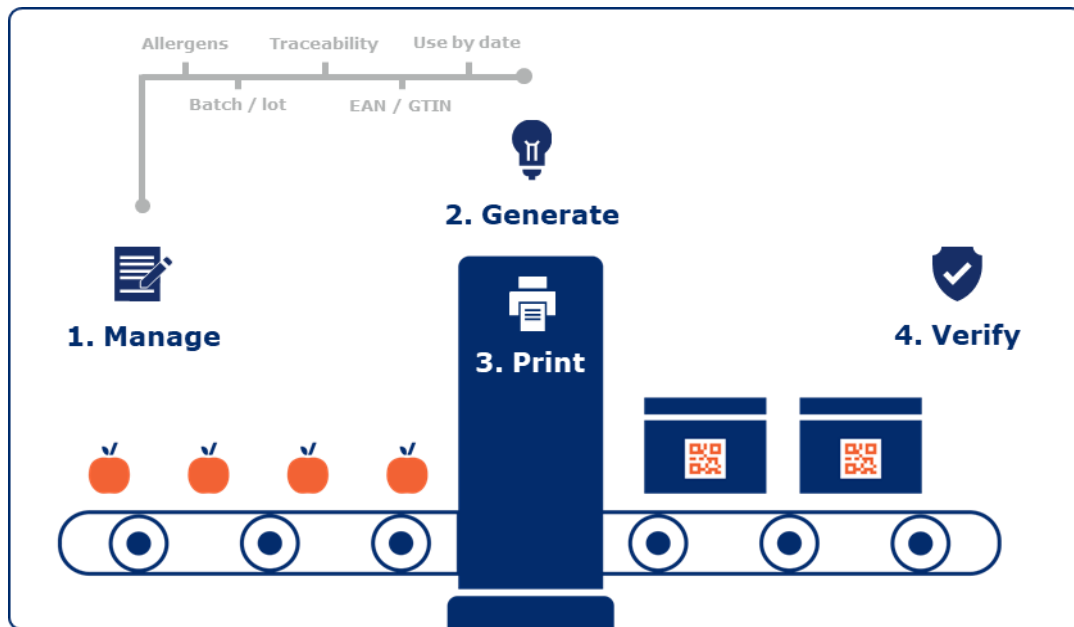
What does good look like

- ✓ High quality QR codes
- ✓ Accurate additional data
- ✓ Consistent
- ✓ Maintain production line speed
- ✓ **Beep at the tills**



Implementation in practice

The eco system is complex and working with solution providers is imperative



1. Manage

Suppliers will need to feed the data from their internal systems to the software they use to generate the code

2. Generate

Data is then generated into a QR code using the relevant software, please check x dimension and error correction

3. Print

QR codes will need to be printed inline, please ensure you work closely with your print hardware supplier

4. Verify

Suppliers then need to verify the codes to ensure correct data is encoded and that they meet the agreed standards

Who do you need to involve?

- Leadership / board sponsor
- Commercial
- Marketing
- IT and master data
- Supply chain
- Product development and packaging
- Sustainability
- Regulatory / external affairs



Practical steps



Align on priorities

What business objectives do you want to achieve?



Identify business case

What objectives are most important for your business?



Involve key departments

What does technical implementation look like for your business?



Select focus area

Where do you want to start within your product portfolio?

Speak to GS1 Portugal



Technical requirements

How will this work in practice for your business?



Identify key messages

What do you want to talk to your consumers about?



Evaluate collateral

Does this content already exist?



User experience

How will this content be surfaced to your consumers?

Tesco case study

Tesco's road to QR

**Technology upgrade
to support QR codes**



**Conducted cross-
category trials**



**Scaling across
multiple products
and categories**



Why is it important to Tesco?

- ✓ Food waste prevention
- ✓ Store process simplification
- ✓ Regulatory compliance
- ✓ Consumer engagement



Tesco's journey so far

- Small-scale pilot on three SKUs in 99 stores (Oct 2024)
- Data used to build an internal business case (Dec 2024)
- Pilot extended to a further 12 SKUs in 170 stores (March 2025)
- Two SKUs went national (End of May 2025)
- **Now** 34 SKUs nationally of which 31 are QR only (14 MFP, 4 Produce, 14 Horticulture)
- Targeting 200+ products by end of 2027



Benefits

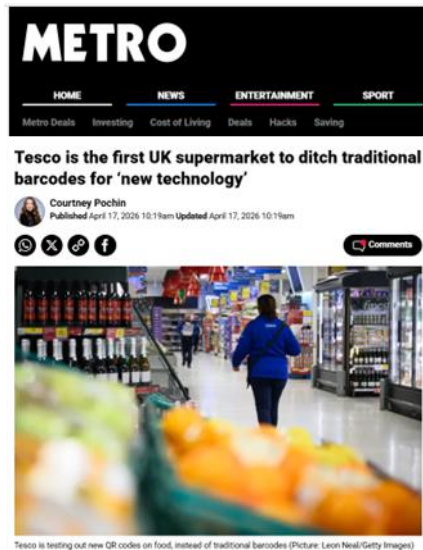
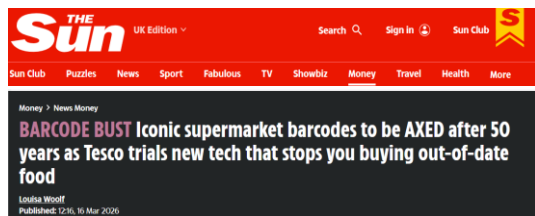
- Use of QR codes powered by GS1 restricts the sale of out-of-date products
- Reduces waste and facilitates smarter procurement
- Moving to use of QR codes powered by GS1 on check weight products, reduction stickers and shelf edge labels
- Generated substantial media coverage, highlighting their proactive approach to technology and food waste

“As well as improving the customer experience and unlocking new supply chain value, we are testing how QR codes can help Tesco with issues including traceability, compliance, sustainability and shelf-edge communication.”

Isabela De Pedro
Supply chain development & change director



Tesco's progress makes headlines



380+ pieces of coverage
1.4bn combined reach

QR codes in action



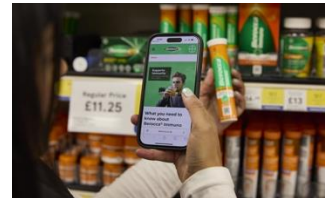
Making vital consumer information **accessible** to blind and partially sighted consumers.



Keeping allergy sufferers **informed and protected** through access to detailed product information.



Using **first party scan data** to power a targeted media activation campaign **boosting ROI by 30%**



Better visibility of **inventory by date code** to reduce risk of fined and prevent food waste





Obrigada

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