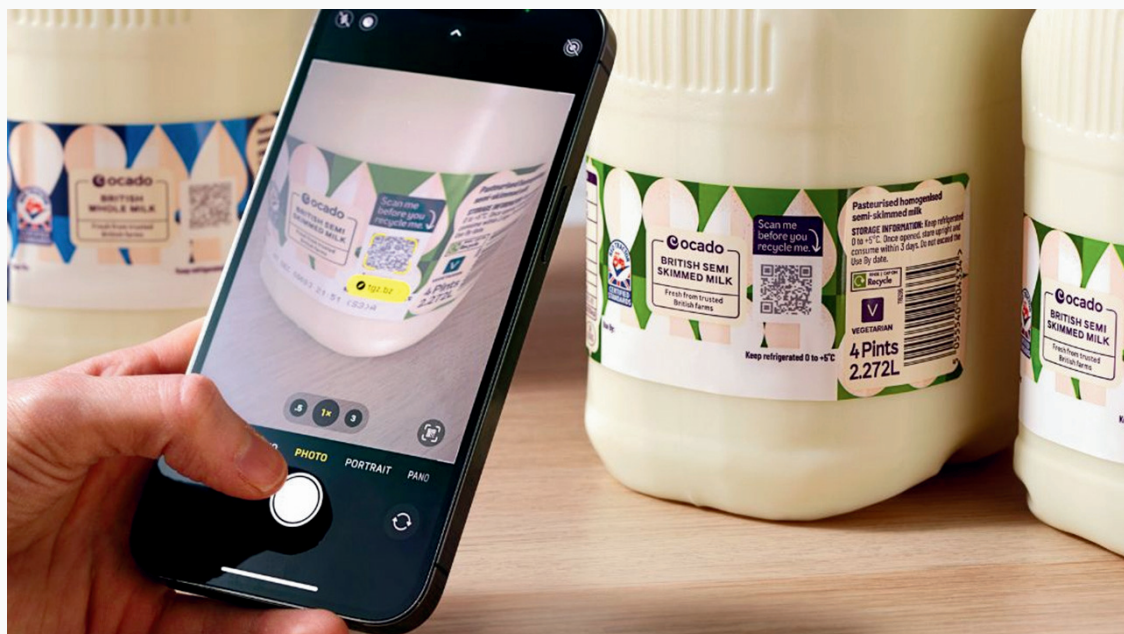


SMALL SQUARE. BIG WORLD.



**20
25**



Unlock the future of labelling.



Connect with consumers at barcode level.

Start using GS1-powered QR codes now.

Soon, QR codes will replace traditional barcodes at major retailers. You won't need an old stripy barcode in the future, so why not learn about the added consumer benefits of replacing barcodes with QR codes?

Make limited label space work harder.

Unlock the power of endless label linking customers from a QR code containing your barcode number to a hyper-relevant webpage containing all the information, video content, links to online shops and social media sites you want.

Keep content fresh with a no-code webpage tool.

QR Squared's no-code webpage tool that enables you to change content or shake up messaging anytime, in real-time! Instantly edit your QR code's linked content to keep customers engaged with your brand and latest news.



Challenger Brand and SME Use Case.

Connect to customers with brand storytelling.

As of 2025, the UK government confirmed there are 5.5 million small and medium-sized enterprises (SMEs) in the UK.

These challenger brands vary across industry and business goal—but many are united by founders who have a story worth sharing. One of the best ways to share those stories is using QR codes on product labels.

Telling your brand's unique story

A compelling founder story resonates with customers and beyond. It attracts talent and investors, inspiring a shared purpose. It also becomes a powerful marketing tool, transforming into engaging content when displayed on product labels using a QR code.

Creating trust and emotional connection through QR code brand stories

Incorporating the founder story into product labels through QR codes offers several advantages. QR codes on label provides an interactive experience for customers who are already invested or considering your product.

Unlike traditional labels with limited space, QR codes can link to a dedicated webpage or video, allowing for a richer and more comprehensive storytelling experience.

QR codes are easily updated, enabling SMEs to adapt the founder story as the business evolves. By effectively weaving the founder story into the fabric of their business using QR codes, SMEs not only build a stronger brand but also cultivate a thriving community around their venture.



Alcoholic Spirits Use Case.

Make your brand moments interactive.

The global cocktail mixer market is estimated to be worth of seven million pounds in 2025. These mixers can be alcoholic or non-alcoholic and come in a diverse range of flavours, from traditional to innovative.

When targeting consumers directly, brands can stand out by applying interactive QR codes to guide in the making and presentation of cocktails.

Make an instructional moment entertaining with interactive QR codes

Imagine scanning a QR code on a bottle of cocktail mixer and being greeted by a step-by-step interactive guide, complete with videos and animations, leading you through the cocktail-making process. Or the QR code unlocks a group trivia game about cocktails, ingredients, or cocktail history, adding a playful element to the experience.

Creating trust and emotional connection through QR code brand stories

For consumers seeking personalised recommendations, a QR code can lead to a quiz or survey, tailoring cocktail suggestions to individual preferences in multi-language options. This interactive approach not only enhances the customer experience but also fosters brand loyalty, drives sales, and leaves a lasting impression.

Scaled drinks brands may wish to use a QR code to trigger an augmented reality experience, placing a virtual bartender right in front of you, demonstrating the cocktail-making process with lifelike precision.

QR Squared Case Study



Blighty Booch

The easiest way to explain how great your product is with videos and links.

GS1-compliant QR codes

QR codes are set to replace standard barcodes by 2027. Get ahead of the curve.

Access real-time insights

Drive 7x dwell time and understand location and engagement rates across the world.

Get started in minutes

Enter your barcode number, download the QR codes and print on pack.

Create stunning landing pages

Use the easy drag-and drop landing page editor and pre-made templates designed for your industry.

Talk directly to customers

QR Squared gives you the edge by connecting you directly to your customers.

Save space on label

Change your QR code content anytime, without having to change your label printing.



Easy-to-Manage Customer Promotions Use Case.

Activate rewards + run time-bound competitions with QR codes.

A strong 'call to action' surrounding your on-pack QR code - such as 'scan to win' or 'prizes here' - can drive exceptional engagement rates for your brand. QR code-accessed promotions can be contextual, time-limited or special edition. Using your QR Squared dashboard set-up and schedule campaigns to activate across specific dates and times.

Capture email data directly from landing pages

Encourage customers to share their email address to enter a competition to be in with a chance to win a new product launch using an easy-to-use form embedded on the landing page. Build one landing page template and effortlessly customise the content to be barcode-specific whenever the on-pack QR code is scanned.

Customise content in real-time without changing your QR code.

The customisation options and the easy-edit dashboard means that you can keep content behind the QR code fresh and keep customers coming back time and time again to learn more about your brand and be curious about competitions! A recent review of QR Squared clients showed that dwell time on landing pages that share barcode-specific content are proven to be 7x the industry average.

When QR Squared offers so many tools and opportunities to share dynamic and hyper relevant content direct with consumers you can continually update the landing pages with embedded videos, links to social and of course... your brand's online shop!



Fine Wines Use Case.

Anti-counterfeiting protection on luxury goods.

This year the loss of fine wine sales attributed to counterfeiting is estimated at 2.7 billion euros.

Counterfeiting premium alcohol damages product sales, brand reputation and may pose a health risk to consumers.

Safeguarding our client's brand legacy

Determined to safeguard client's brand legacy and protect their consumers, QR Squared offer GS1-certified QR code-enabled security labels.

Each genuine bottle can be marked with a GS1-compliant unique QR code that can be scanned across the full supply chain from bottling and labelling to purchase. Stockists and consumers can verify authenticity before the point of purchase. Scanning the QR Squared QR code will direct users to a secure web-page that instantly verifies product authenticity and confirms end-to-end supply chain security.

Be in control of your brand story

Brands can also use QR Squared landing pages to share product and marketing information as well as accessing real-time data on scan details, including geo-location.

QR Squared anti-counterfeiting verification system powered by GS1-compliant unique QR codes enables brands to protect their product reputation and safeguard against grey-market suppliers and illegally manufactured fake goods.

QR Squared Case Study



One Water

GS1-compliant QR codes

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Access real-time insights

Drive 7x dwell time and understand location and engagement rates across the world.

Get started in minutes

Enter your barcode number, download the QR codes and print on pack.

Tell your brand story to encourage brand awareness and customer loyalty.

Create stunning landing pages

Use easy drag-and drop landing page editor and pre-made templates designed for your industry.

Tell your brand story

Use your QR Squared webpage to tell your brand story directly from your product packaging.



Organic Drink Use Case.

Supply chain tracking from seed to sip.

For many drinks brands, provenance is essential information for customers when choosing between competitors.

This becomes even more relevant when brands wish to share their choice to use all-organic or non-GM ingredients. QR codes can be utilised to provide supply chain tracking data for businesses, their suppliers, stockists and customers.

Championing suppliers and customers who choose organic ingredients

Thanks to GS1 global standards brands can include a batch number or a country of origin code in the QR code data, and positively champion suppliers and customers who choose organic ingredients. While the organic certification process is rigorous for businesses across the supply chain, QR Squared understand that suppliers, stockists and consumers are looking for certified evidence and reassurance without the jargon. Customers in particular expect access to information at the point of purchase on the product label itself.

With limited label space, QR Squared offer GS1-certified QR codes on products.

Retailers and consumers are able to verify the provenance, including batch-level detail, on sourcing and ingredients across the supply chain through a next generation QR code powered by GS1. Brands can design QR Squared landing pages to share organic certification logos, details of the certification bodies and their brand story of why their business believes in using organic ingredients. QR Squared QR codes approved by GS1 and enable brands to protect their product reputation and promote detail of exceptionally crafted batch-produced product for customers to enjoy and trust.



Sustainable Fashion Brands Use Case.

Shopping sustainably with independent fashion brands.

Independent fashion brands are setting themselves apart by openly sharing their full supply chain and providers with customers through QR code technology.

This 'digital passport' is displayed on product labels or even material clothing label enabling customers to access detailed information about the garment's materials, manufacturing process and environmental impact—and customers are responding with their wallets.

Appetite for transparency in fashion

As fast fashion comes under fire, a report by ESW reveals 94% Gen Zs and 93% of Millennials showed the highest consideration for sustainability while shopping. These demographics prefer fashion brands that are producing clothes that don't harm the environment and are transparent in their processes. QR codes on product can share both barcode-level details of materials and sustainable supply chain practices of production and shipping.

Customers reward transparency with loyalty.

Forbes reports a significant correlation between brand transparency and customer loyalty, stating that transparent brands are 94% more likely to cultivate loyal customer bases. This compelling statistic underscores the growing importance of open and honest communication between businesses and their consumers. Some brands are literally 'wearing their heart on their sleeve' by printing QR codes onto the fabric of their garments to track the history across multiple owners and learn about durability of materials.

QR Squared Case Study



Arrow Town

Get to know your customers with competitions, online forms and social links.

GS1-compliant QR codes

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Access real-time insights

Drive 7x dwell time and understand location and engagement rates across the world.

Get started in minutes

Enter your barcode number, download the QR codes and print on pack.

Create stunning landing pages

Use easy drag-and drop landing page editor and pre-made templates designed for your industry.

Connect directly to customers

Use quizzes, competitions, online forms and social links to connect with customers on a whole new channel.

Tell your brand story

Use your QR Squared webpage to tell your brand story directly from your product packaging.



Video-tutorials with unique QR code landing pages for furniture brands Use Case.

Create tutorials that make life easier.

Flatpack furniture often comes with the dreaded instruction manual, a confusing maze of diagrams and tiny print.

Unique QR codes are changing this frustrating experience, transforming assembly into a smooth, even enjoyable process.

Tutorials that don't frustrate.

Picture scanning the code on your new bookshelf and being sent to a custom landing page featuring a high-definition video tutorial.

No more deciphering cryptic symbols; instead, a friendly voice guides you step-by-step, demonstrating each stage of assembly with crystal-clear visuals. This interactive approach not only simplifies assembly but also reduces errors and minimises frustration. By providing clear, engaging video content, furniture brands can build trust with their customers, demonstrating their commitment to a positive customer experience.

Capture data on your landing pages.

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Some brands are literally 'wearing their heart on their sleeve' by printing QR codes onto the fabric of their garments to track the history across multiple owners and learn about durability of materials.



Luxury Pre-loved Fashion Use Case.

Authenticate pre-loved luxury fashion with QR codes.

The second-hand luxury goods industry is valued at £29 billion globally with brands like Vinted, Vestaire Collective and Depop supercharging the 'preloved luxury' offering. Scarcity and exclusivity drive the sector, and whether customers are in the market for a one-of-a-kind piece of fashion history, or a limited edition trainer, the first thought on their minds is authenticity. This is where QR codes are used.

Certification adds value to second-hand and exclusive luxury apparel and footwear.

Whether customers are choosing an established third-party platforms like FarFetch and Net-a-Porter, or working with independent brands in the vintage and designs space, certifying authenticity of luxury brand labels adds value to footwear and apparel. Once verified, each item is assigned a unique QR code with a certificate of authenticity.

The ultimate authentication starts with the design house.

LVMH the parent company to 75 luxury brands, including Louis Vuitton, Christian Dior, and Tiffany & Co, go a step further, assigning each luxury item a unique QR Code assigned at the time of manufacturing.

This means a Louis Vuitton bag created in 2025 will be able to prove its own provenance for the duration of its existence.

"Without authenticators, experts say the luxury resale industry would crumble, void of consumer trust and rife with increasingly sophisticated counterfeits." Vogue Business.

QR Squared Case Study



Rokit Coffee

Embed links on a landing page to your online shop and drive traffic online.

GS1-compliant QR codes

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Access real-time insights

Drive 7x dwell time and understand location and engagement rates across the world.

Get started in minutes

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Create stunning landing pages

Use easy drag-and drop landing page editor and pre-made templates designed for your industry.

Sell to your customers online

Increase online sales with your own online shop or directing to online retailers.

Update landing pages anytime

Change your landing page content anytime, without having to change your label printing.



About QR Squared

QR Squared is certified by GS1, the not-for-profit global collaboration platform. By partnering with GS1, we ensure the highest industry standards are continuously met. GS1's standards help businesses and consumers make better decisions by improving the efficiency, safety, and visibility of supply chains.

QR Squared is a company created by Polytag, leaders in the RecTech industry.

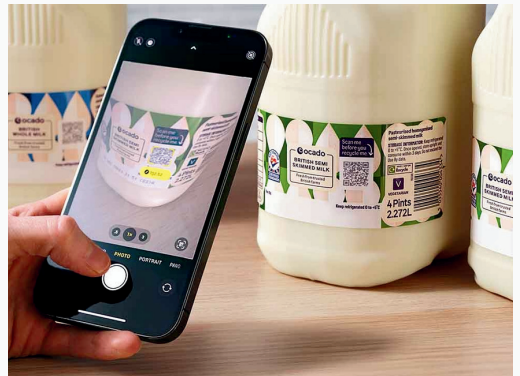
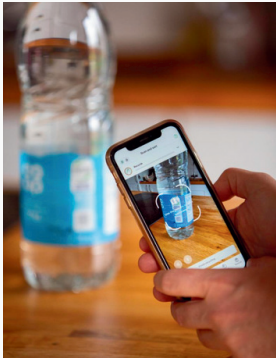
Certified by GS1



"The launch of QR Squared marks a significant step forward in transforming how we track, trace and engage with packaging. The GS1 UK team has worked to ensure that the platform meets the highest requirements for GS1 standards."

Anne Godfrey, CEO of GS1 UK





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