

LUCOZADE & POLYTAG: DEPLOYING GS1-COMPLIANT QR CODES AT ENTERPRISE SCALE

A case study by

 **Polytag**



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Polytag's platform gives us supply chain visibility, consumer engagement capabilities and market intelligence through a single integration. The ability to manage campaigns dynamically whilst capturing location data and consumer behaviour insights transforms how we understand and serve our customers.

Keith Allen
Head of Commercialisation
Suntory Beverage
& Food GB&I

SUNTORY
BEVERAGE & FOOD GB&I

INTRODUCTION

Suntory Beverage & Food GB&I (SBF GB&I), producers of Lucozade and Ribena, partnered with Polytag to deploy GS1-compliant QR codes across their portfolio at enterprise scale using the Polytag platform. The programme demonstrates how Polytag works alongside global brands to deliver compliant, future-ready QR infrastructure while unlocking new value across supply chain, consumer engagement, and data intelligence.

This case study is designed to show not only what was delivered for Lucozade Suntory, but how other brands can follow a proven path to GS1 Digital Link adoption, with a best in class platform solution and a measurable, defensible ROI.

POLYTAG QR SOLUTION BENEFITS FOR LUCOZADE SUNTORY



Working with Polytag allowed Suntory to unlock connected packaging capabilities through a single QR code deployment.

Supply Chain Visibility: Real-time intelligence into product movement across distribution and logistics, supporting improved oversight and operational decision-making.

Enhanced Consumer Engagement: Each QR code acts as a dynamic digital touchpoint, delivering location-aware, branded experiences at the moment of scan.

GS1-Aligned Data Infrastructure: All codes are generated, managed, and evaluated through Polytag's platform to ensure full GS1 Digital Link compliance.

Integrated Campaign Management: Centralised tools enable scheduling, multimedia content delivery, and campaign updates whilst maintaining control of customer data.

Operational Simplicity at Scale: The platform supports millions of codes, concurrent campaigns, and multi-market execution from a single integration.

Together, these benefits provide Lucozade Suntory with a unified, future-ready QR code ecosystem supporting compliance, engagement, and optimisation.

THE INDUSTRY SHIFT BEHIND GS1 DIGITAL LINK ADOPTION

Global adoption of GS1 Digital Link is accelerating as the industry moves toward GS1 Sunrise 2027, the point at which 2D barcodes are expected to replace or complement traditional barcodes across retail and supply chains.

Global Interoperability Requirements: GS1-based 2D codes allow machines, consumers, and digital systems to recognise a product consistently across borders, channels, and systems.

Regulatory Alignment: Governments and regulators are moving toward greater transparency around ingredients, origin, sustainability, and recyclability - Digital Links make this scalable.

Retail Readiness for 2D Scanning: Major retailers worldwide are upgrading POS systems to support GS1 Digital Link QR codes to improve checkout accuracy and enable richer data flows.

Unified Consumer & Supply Chain Identifier: Digital Link enables one code to serve many roles - regulatory disclosure, authenticity, marketing, recycling guidance - reducing packaging complexity.

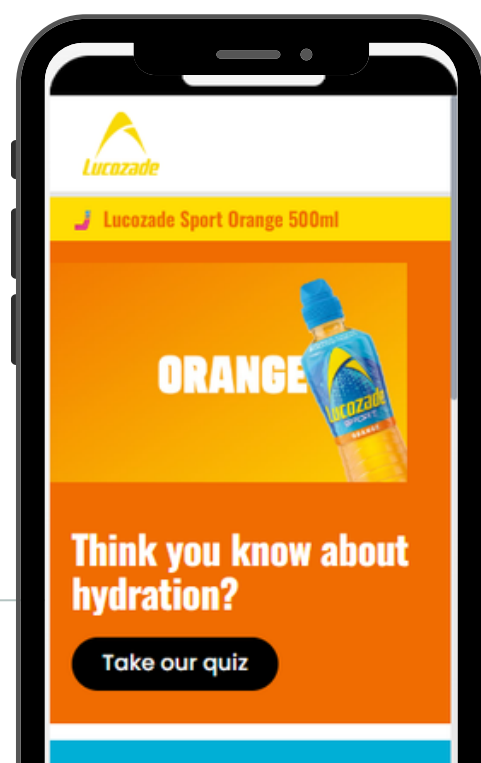
Brand Engagement & First-Party Data Capture: For FMCG brands like Lucozade, QR-enabled product packaging becomes a direct data and content delivery channel.

Polytag's GS1-compliant platform positions Lucozade Suntory ahead of these global industry shifts.

Suntory Beverage & Food GB&I's adoption of our platform demonstrates how enterprise brands are transforming packaging from static containers into intelligent assets.

Alice Rackley
Chief Executive Officer
Polytag Limited

LUCOZADE & POLYTAG: QR AT SCALE



WHY POLYTAG?

Requirement for a Global-Ready, Multi-Category Deployment Platform

Lucozade Suntory needed a system capable of deploying QR codes across multiple product categories at scale, handling:

- Diverse data structures
- Multi-layered, multi-language content
- Dynamic, location-aware consumer experiences

Polytag's platform offers location-aware scanning data, branded web pages, multimedia integration, and sophisticated content and campaign management.

Need for a GS1-Approved, Standards-Native Platform

Enterprise-scale, global brands require QR code solutions built by experts deeply familiar with GS1 standards, supported by GS1 resolver capability.

Polytag provides precisely this - a platform with the ability to generate, manage, and evaluate **GS1-compliant QR codes** through intuitive dashboard tools used by Suntory and other major brands who trust our platform with their connected packaging strategy.

Complexity of Enterprise-Scale QR Code Programmes

Large consumer goods organisations require coordinated, cross-functional deployment across packaging, supply chain, commercial, marketing, legal, IT, and printing operations.

Polytag supports this through:

- Practical consulting
- Robust, structured delivery methodology
- Proven partnerships with printers, label converters and scanning hardware firms

This ensures Suntory delivered a seamless rollout across millions of units and multiple SKUs.



POLYTAG APPROACH: FOUR-STEP PROGRAMME METHODOLOGY

Polytag's delivery framework places its award-winning platform at the centre of a structured, enterprise-ready methodology

- 1 Generate**

Create GS1 Digital Link QR code images, apply structured data rules and configure resolver pathways. Serialised code services available to all.
- 2 Manage**

Link QR codes to content relevant for multiple markets, in many languages, and for dynamic categories. Build fully branded product pages, edit endless versions and schedule campaign content through one dashboard, at scale
- 3 Print & Store**

Integrate with digital printing technologies (including Xact Coding and Marking, Domino Printing Solutions and VideoJet Hardware), to apply high-quality scannable QR codes on production lines with full auditability.
- 4 Evaluate**

Use analytics dashboards to monitor:

 - Scan behaviour
 - Location insights
 - Engagement funnels
 - Operational performance
 - Third party app data

This continuous evaluation loop informs optimisation across marketing, supply chain, and compliance teams.



POLYTAG SOLUTION

The Polytag platform provides Suntory with a GS1-approved, enterprise-grade QR code solution, built for scale and global interoperability.

GS1-Approved & Standards-Aligned

Polytag's system allows brands to generate, manage, and evaluate GS1-compliant QR codes at barcode level.

Resolver Service Meeting GS1 Global Requirements

Polytag's location-aware, high-performance resolver is approved and reliable, and endorsed by hardware manufacturers such as Datalogic.

D2C marketing at product barcode-level

Intuitive tools to design, build and manage product pages, edit content anytime, brand campaign pages, and deliver consumer education.

Multi-Language, Location-Aware Content

Ensures consumers are served relevant regulatory, safety, promotional, or brand content based on geography and device.

Printing Ecosystem Integration

Fully integrated with leading digital printing solution providers with coding and marking hardware deployed at 'line-side' globally.

ISO-Certified Business

Demonstrates Polytag's commitment to world-class security and data governance.

Built for High-Volume Enterprise Use

Handles millions of codes, multiple campaigns, and large-scale cross-market execution - explicitly noted as essential for Suntory's needs.



Cert No. 24840
ISO 9001
ISO 27001



RESULTS & IMPACT

Suntory identified several key benefits from working with Polytag, reflecting progress toward a scalable GS1-compliant QR ecosystem across the Lucozade and Ribena portfolios:

- Unified visibility into product movement across the supply chain
- Consumer engagement delivered through a single QR integration
- Market intelligence and location-based behaviour insights
- A scalable platform solution supporting alignment with GS1 QR code adoption

These outcomes demonstrate how Polytag supports enterprise brands through compliant, large-scale QR deployment.

LET'S TALK: YOUR PATH TO PROVEN, COMPLIANT QR DEPLOYMENT

Polytag helps brands prepare for GS1 Sunrise 2027 with:

- GS1-approved QR generation and management via easy-to-use platform
- A standards-aligned, high-performance resolver
- Governance and analytics dashboards
- ISO-certified quality and security processes
- Dedicated partner network for printing, scanning and app-based integration

Whether assessing readiness or planning QR deployment at scale, Polytag provides the tools, structure, and experience needed for compliant implementation.

Visit [Polytag.io](https://polytag.io) or scan the QR code to request a meeting.

