

ROLLOUT KIT · BASED ON THE BONDUELLE CASE

Rolling out one GS1 Digital Link QR code per product, across 40+ countries

The Bonduelle proof on one page, then the working tools: a scoping checklist, the bulk-import model, the roles matrix, the checkout pilot checklist and the answers your procurement and DPO will ask for. Enough to go from reading to rolling out.

40+ countries

40+ local teams

0 reprints

1 platform



The Bonduelle case on one page

Bonduelle, a world leader in plant-based food founded in 1853, sells the same product with the same GTIN across Europe, on packaging translated into every language. Yet each country wants its own product page. The answer: country redirection on Unitag's Digital Link Resolver. A dedicated URL per product and per market, under the same GS1 Digital Link QR code, with no reprinting.

The same GTIN, different markets

Dedicating a code per country would break the GS1 logic and multiply references.

Dozens of teams to federate

Subsidiaries run their campaigns; headquarters keeps oversight without becoming a bottleneck.

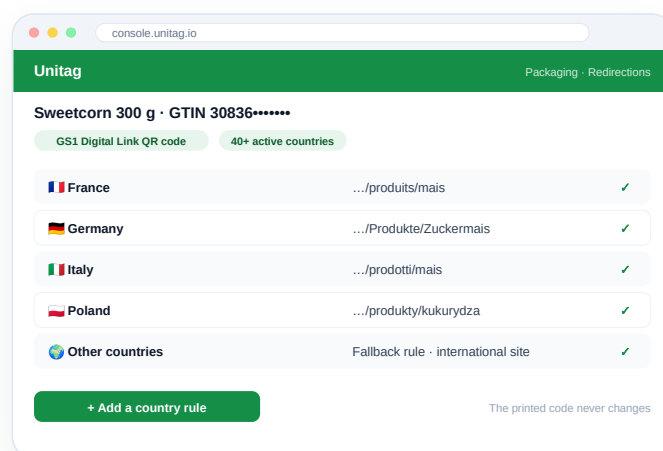
Campaigns faster than print runs

Content follows the commercial calendar rather than the print schedule.

How it works. At scan time, the resolver (the service that receives every scan and decides where to send it) reads the reader's country and takes them to the URL meant for their market. Teams supply their link lists; one Excel import updates everything in bulk: by range, by region, by promotion or by production batch. Sub-organisations and roles decide who changes what.

What it measures. Statistics by country, range, product (GTIN), batch, campaign and period. Marketing sees where to reinvest, quality knows which batch is where.

Without country redirection, a single URL serves every market: each country loses its language, its site and its promotions.



Recreated illustration of the Unitag console. Fictional data.

40+

countries served by the same codes

40+

local teams federated

0

reprints caused by content

1

platform for the group

"Unitag's batch serialisation and traceability tools let us track millions of product units across our entire supply chain, with full regional compliance built in."

Bonduelle, Packaging & Supply Chain

The scoping checklist

Step one of the method. One meeting is enough if everyone arrives with their answers; these are the questions we ask in the first call.

A · Your estate

- ☐ Active GTINs:
- ☐ Brands and ranges in scope:
- ☐ Source product repository (PIM, ERP):
- ☐ Existing codes to take over (EAN only, marketing QR codes, both):

B · Your markets

- ☐ Countries served today:
- ☐ Priority countries for a dedicated page:
- ☐ Languages per country:
- ☐ Fallback rule (international site):

C · Your teams

- ☐ Who manages links, country by country:
- ☐ Sub-organisations to create (zones, subsidiaries, brands):
- ☐ Roles per team (administrator, editor, viewer):
- ☐ Who signs off campaigns before publishing:

D · Your deadlines

- ☐ Next packaging print run:
- ☐ Upcoming retailer listings:
- ☐ Regulatory horizon (Sunrise 2027, Digital Product Passport):
- ☐ Target pilot date:

Sunrise 2027 cuts across procurement, packaging design, IT and marketing at the same time. Rollouts work better when the four functions agree before the pilot starts, rather than during final print approval.

The bulk-import model

One row per product and per country. One import updates everything: by range, by region, by promotion or by production batch, with a preview before publishing. Example structure below; the exact template downloads from the console, under Brands and ranges.

GTIN	Country (ISO)	Destination URL	Range	Campaign	Batch
30836*****01	FR	.../produits/mais	Corn	back-to-school	all
30836*****01	DE	.../Produkte/Zuckermais	Corn	back-to-school	all
30836*****01	PL	.../produkty/kukurydza	Corn	back-to-school	all
30836*****01	default	international site	Corn	.	all
30836*****02	FR	.../produits/haricots	Beans	winter promotion	L2608

The same control is available through the API, straight from your product repository: same fields, same rules.

The roles matrix

Adapt it to your organisation. The principle: each team sees its own scope, the group keeps the full view and the change history.

Level	Sees	Edits its links	Bulk imports	Signs off campaigns
Group (administrator)	everything	✓	✓	✓
Zone (e.g. Central Europe)	its zone	✓	✓	your choice
Country (local team, editor)	its country	✓	✓	.
Viewer (management, audit)	per scope	.	.	.

Without clear scopes, one team can overwrite another's links, and nobody can trace who changed what. The matrix is set once, at scoping.

The checkout pilot checklist

Five to ten reference GTINs, dual-marked, validated before the full rollout. The pilot surfaces what paper specifications never show: how the material behaves, how contrast renders on the actual press, and which internal systems need to know the GTIN-to-URL mapping.

- ☐ Select 5 to 10 representative GTINs (different label formats and materials)
- ☐ Dual marking: EAN-13 and GS1 Digital Link QR code side by side during the transition
- ☐ Code position and size signed off by packaging design
- ☐ Contrast and readability checked on the actual press, and not only on screen
- ☐ Print quality lab check (GS1 France's Qualicode service, or your local GS1 equivalent)
- ☐ Checkout validation scan with your reference retailer
- ☐ Smartphone scan per pilot market: the expected local page loads, in the right language
- ☐ Country rules and the fallback rule configured on the resolver
- ☐ Baseline measured on day one (scans, countries, devices)
- ☐ Validation obtained before print approval, while the artwork can still move

Your next retailer listing is when this decision will count: a failed pilot can be fixed, a fully reprinted range cannot.

Bonduelle reference point: codes then roll out at the pace of the usual packaging refresh cycles. Nothing is thrown away, nothing is reprinted in a hurry.

The answers your procurement and DPO expect

The questions asked in the first conversation, with answers ready to paste into your supplier assessment grids.

Where is scan data hosted?

In Europe. The Unitag platform is hosted in the European Union and GDPR-compliant.

Who owns the data?

You do. Export to Excel and connect through the API; the data stays yours, with no exit dependency.

What is Unitag's GS1 status?

Unitag's Digital Link Resolver is officially approved by GS1, and Unitag is a GS1 Partner. Platform founded in 2013, 1,000+ recurring clients, brands such as Bonduelle, Chanel and Barnes International.

What is the contractual framework?

A framework contract with an SLA, guaranteed response times and a named project manager. Contracting entity: Unitag-QR LTD.

What about the Sunrise 2027 deadline?

Retailers operating to GS1 standards will need to be able to accept QR codes with GS1 Digital Link at point of sale by the end of 2027. The same code carries the identifier read at checkout and the content served to the shopper: the deadline is covered by design.

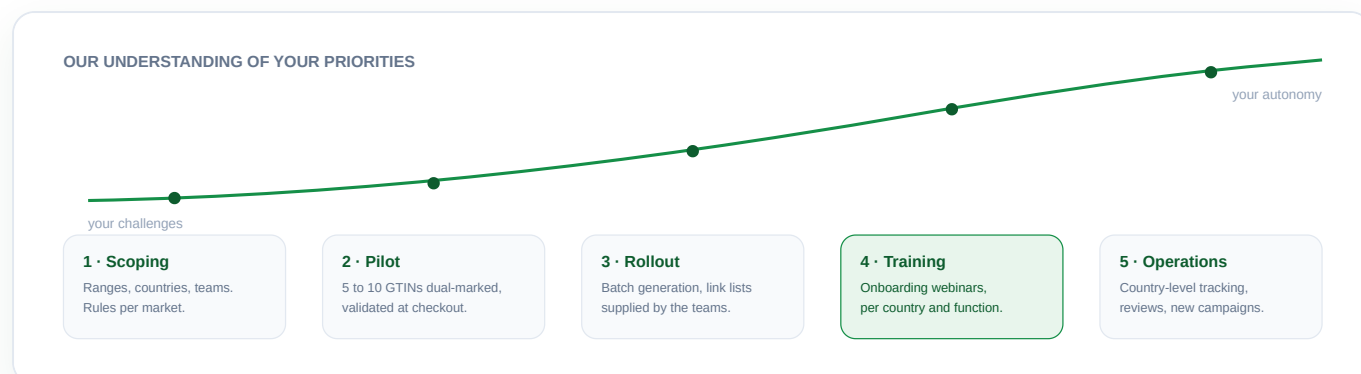
What happens to codes already printed?

They keep working. Destinations change on the resolver side, with no reprinting; packs on shelves follow the new rules.

THE METHOD

A supported transition, team by team

Our team runs onboarding webinars per country and per function, and paces the switch to your calendar. At every step, our understanding of your organisation and your priorities grows: that understanding is what makes the transition simple.



Contact us to start the transition today

A 30-minute call is enough to scope your estate: your ranges, your markets, your teams and your calendar. We come back to you with a structure and a costed proposal, as we did for Bonduelle.

calendly.com/d/2v4-jgc-sq6 • unitag.io/contact • team@unitag.io



Book 30 minutes