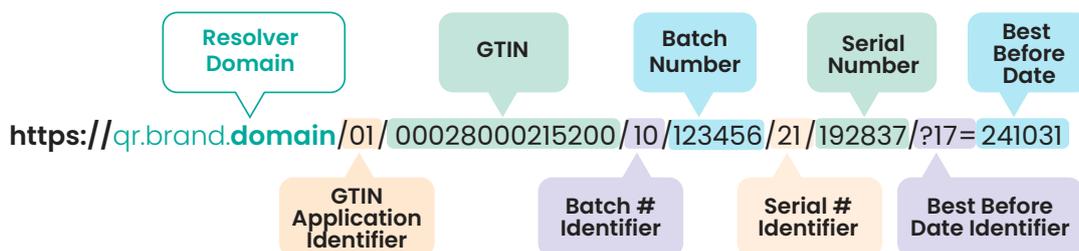


Powering GS1 Digital Links with BLINK



Resolver Domain

A resolver domain is a specific domain name that is served by the BLINK platform. All traffic on this domain is routed through BLINK, so it must be a unique domain or subdomain.

Application Identifier

To ensure that GS1 Identification Keys can be recognized in a Web URL and used in offline processes such as point-of-sale systems, we structure the data using GS1 Application Identifiers. These two, three, or four-digit numbers indicate the role of the parameters that follow.

Global Trade Item Number (GTIN)

This is the unique GTIN value for the product. This is the minimum value required to provide a fully qualified GS1 link. Additional values may be included in the URL, based on the GS1 specification, to indicate other factors such as batch/lot number, serial number, expiration date, or product variant.

Frequently Asked Questions

Q: Does the Point of Sale system need to connect with BLINK to process the GTIN?

A: No, the POS operates independently of the BLINK service and no traffic is required to be sent to BLINK during a typical checkout experience.

Q: Can I use my website domain name with BLINK?

A: It is possible (and recommended) to use a unique subdomain on the brand domain name to maintain clear branding and provide full routing via BLINK. This provides the maximum branding and control over the experience.

Q: How does BLINK route the GS1 Digital Link?

A: When scanned at checkout, the scanner sees the GTIN URL and extracts the necessary values. When this same code is scanned with a traditional QR code reader, the URL is routed like a standard web link. The redirect request is sent to BLINK for routing. BLINK sees the GS1-formatted URL and processes the URL and parameters per the configuration settings. This allows the single QR code to have multiple outcomes based on URL parameters and environmental settings such as geography, language, date, and device.

What is a GS1 Digital Link?



GS1 Digital Link is the standardized method for encoding identifiers like GS1 GTINs, GLNs and SSCCs, in a way that enables the links to be encoded in a barcode and scanned and connected to online information. This opens up possibilities for brands to better communicate with consumers and suppliers via one code. GS1, a non-profit organization that works to standardized business information globally, requires a 2D barcode or QR codes on all products by 2027. Learn more at <https://blink.gs1-2024>.