

UNIQUE **Angles**

WHAT GS1 SUNRISE 2027 MEANS FOR CPG BRANDS



Hello there 🖐️

If you sell into US retail, a retailer has probably already asked about 2D barcode readiness, ahead of GS1's Sunrise 2027 milestone.

42% of marketers already have a QR Code somewhere on their packaging, most of them built for marketing: a campaign page, a product overview, a promotion.

GS1 Sunrise 2027 wants that code to also carry the product's GTIN, placed next to the existing barcode, so retailer checkout systems can read it as product identity. That's a requirement most existing packaging codes don't meet yet.

Introducing the GS1 Sunrise 2027 Guide for CPG Brands by Uniqode



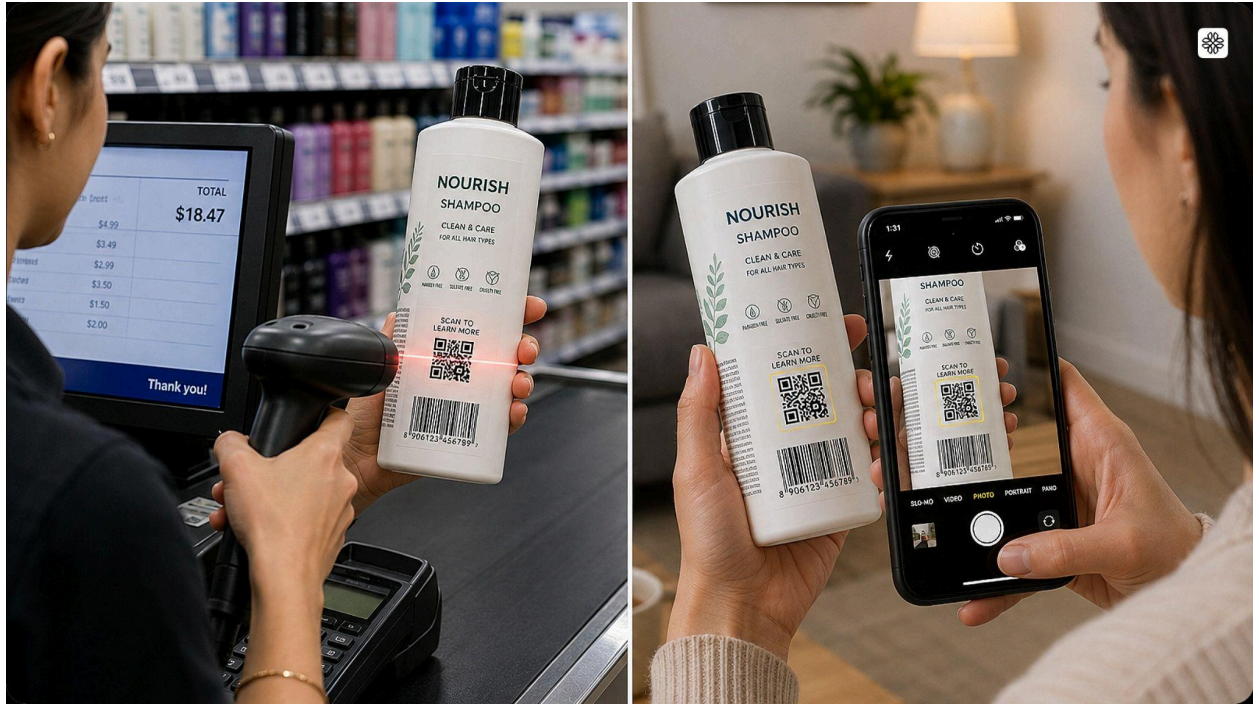
The guide covers what GS1 Sunrise 2027 actually is and what retailers want from you, along with the changes coming to your product data, packaging, and data rules.

[Read the GS1 Sunrise 2027 Guide](#)

Getting the code GS1-compliant checks the retailer's box. The same QR Code is also sitting there for a customer's phone camera to read. On a shelf, in a pantry, long after the sale closes.

The GS1 code is also a first-party data channel if you set it up that way

94% of marketers already recognize QR Codes as a route to first-party data. Most brands aren't using their GS1 code that way yet.



When a customer points their phone at the GS1 QR Code and scans it, send them to an email signup, a loyalty program, or a registration form. That's a customer the brand can reach again directly, no store in between. The retailer never sees the email address or phone number captured at that scan. It goes straight into the brand's own database.

79% of consumers say they're more likely to buy from a brand whose code gives them something specific in return for scanning: a discount, product information, or access to a loyalty program.

[See how a GS1 QR Code becomes a first-party growth channel](#)

Join Uniqode at GS1 Sunrise 2027 Demystified

Lindsay Hillman, Director of Global Standards at GS1 US, will walk us through what Sunrise 2027 readiness actually looks like, in conversation with Justine BaMaung, VP of Marketing at Uniqode, on September 1.

Hosted by **Startup
CPG** with  UNIQODE



SUNRISE 2027 DEMYSTIFIED

2D Barcodes for Retailers & Consumers



SPEAKER

Justine BaMaung

VP of Marketing,
Uniqode



SPEAKER

Lindsay Hillman

Director, Global
Standards, GS1 US

September 1, 2026 · 1 PM PDT / 4 PM EDT
Live virtual session

[Save your seat](#)

The session will cover what retailers are testing for right now, how one QR Code satisfies both a checkout scanner and a shopper's phone, and what to lock in before your next print run ships.

[Save your seat for September 1, 2026](#)

Uniqode in the Wild

This month's sighting came from Sharat, our Co-founder and CEO, picking up a bag of Night Vision Espresso Blend at Gregorys Coffee in NYC. A QR Code sits on the side of the bag, and scanning it surfaces five dollars off a future order in exchange for an email address.



Every scan becomes an email address the brand owns directly, and every redeemed discount brings that customer back for a second purchase.

📷 Spotted a QR Code in the wild? Send it our way at unique-angles@uniquode.com, and you might see it featured in an upcoming edition.

Before you go ...

If this edition sparked a few ideas, there's plenty more to explore on [Unique Angles](#). You can also catch up on past newsletter editions all in one place.

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Until next time,

👋 Sarah from Uniquode