

50 Years ago,

the first beep of a barcode launched a half century of innovation and advancements in how we shop, work, and live.



1974 Beeping awesome!

A 10-pack of WRIGLEY'S® JUICY FRUIT® gum becomes the first product in the world to be scanned with a UPC barcode, replacing manual checkout with automation.



1989 Shipment en route

Expanded barcodes, called GS1-128, include even more data to make it easier to track product from manufacturer to doorstep and support logistics.



1998 Orange you glad we're here?

The scaled-down GS1 DataBar® makes it possible to place barcodes on even the smallest of items, like produce.



2004 Going radioactive

Radio Frequency Identification (RFID) revolutionizes inventory visibility, opening possibilities for consumers such as buying online, picking up in store, and getting faster delivery.



2018 Hold the phone!

Leading smartphone manufacturers integrate scanning technology into the camera of every device, kicking off a new wave of possibilities for consumers to experience their brands of choice.

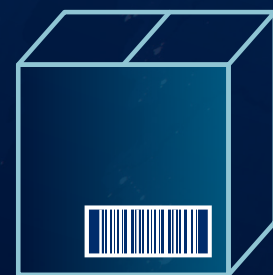


2024 What's next?

Brands begin labeling products with QR codes, and retailers start updating scanning technology at checkout.

1983 Back in stock!

Manufacturers and retailers print barcodes on multipacks, cases, and shipping cartons to manage inventory.



1994 It's hip to be square.

New square barcodes, called QR codes, debut from Denso Wave in Japan's auto industry and pack a pile of information in a small space.



2003 Patient safety first

Doctors and hospitals scan tiny barcodes called GS1 DataMatrix to help authenticate and track medications, medical devices, and more.



2008 Consumers in charge.

Product information, coupons, and more are a scan away, as consumers can now use apps on their mobile phones to scan QR codes.



2021 Checkout makeover

Retail industry agrees that in 2027, 2D barcodes, like QR codes, will be used at checkout while continuing to engage consumers by giving them more product information.

