

GS1 Digital Link

Powered by **ACCESSREAL**



Protecting Brands. Enhancing Businesses.

Combining the globally recognised GS1 standard code with AccessReal's patented technology, we enable brands to deter counterfeit and combat grey market activities.

Covert and Overt Security

Our patented code features a dual-layer system that verifies authenticity and facilitates consumer engagement.

Supply Chain Provenance

Knowing the source of a product is important, but so is safety, quality, and trust in supply chain.

CRM and Data Analytics

Access both Customer Relationship Management (CRM) programs and data analytics seamlessly on our platform.



Benefits

Deter Counterfeitors

Our patented clone-proof code effectively reduce counterfeiting issues, ensuring product authenticity.

Grey Market Tracking

Easily identify and reduce unauthorised or unofficial sales.

Enhanced Engagement

Leverage and integrate business intelligence tools with loyalty programs to improve marketing efforts.

Key Features



GS1 Standard Code:

Incorporates the globally recognised GS1 digital link standard.



Patented Clone-Proof Technology:

The secured feature prevents duplication of codes to increase brand reliability.



Track and Trace:

Monitor where codes are scanned to prevent grey market activities, improve supply chain visibility, and streamline product recalls.



Real-Time Data and Analytics:

Access geographical and business intelligence data organised in a comprehensive dashboard, providing valuable consumer insights.



Consumer Engagement:

Streamline personalised marketing messages, integrate loyalty programs, and enhance post-purchase care.



1D Code



2D Code

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Yes	GS1 Standard	Yes
No	Clone-Proof Technology	Yes
Limited	Supply Chain Visibility Provenance and streamlined product recall	Advanced
Single Layer Limited	Information Storage	Dual Layer Unlimited
Limited	Data and Analytics Dashboard	Comprehensive
Limited	Grey Market Prevention	Advanced
Limited	Consumer Engagement	Enhanced with Loyalty Functions