

GS1 packaging artwork checklist

Barcode & scanability

- Barcode type matches packaging level (EAN-13/UPC-A for retail units, ITF-14/GS1-128 for cases).
- Magnification and dimensions are within spec for the chosen symbol size.
- Quiet zones are clear (no text, lines, folds, or background patterns).
- Sufficient contrast (avoid red/orange backgrounds; use dark bars on light background).
- Placed on a flat, scannable area — not across seams, curves, or closures.
- No varnish/foil/embossing or glossy finishes that reduce readability (unless tested).

Notes

Data & identifiers

- Correct GTIN is assigned to the exact SKU/variant (size, flavor, language version, multipack).
- Human-readable numbers match the encoded GTIN.
- If using a 2D code (GS1 Digital Link), the destination data is correct and maintained.

Artwork control

- The barcode file is linked to the right version (no copy-paste from old SKUs).
- Final proof is verified with a barcode verifier / print test (recommended).
- Approval history documents who checked GS1 elements and when.