QR Squared

SMALL SQUARE. BIG WORLD.

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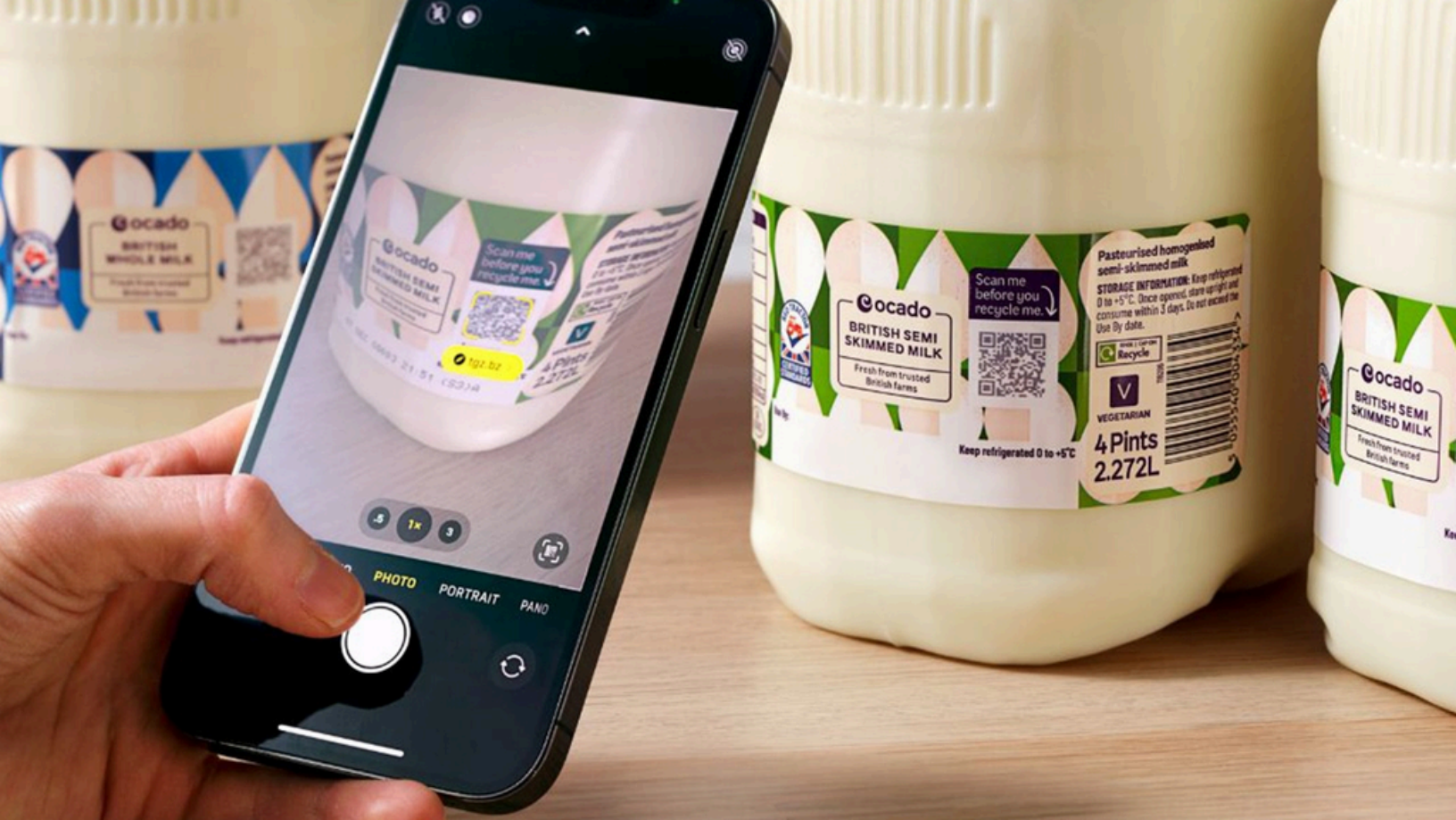
Unlock the future of labelling.

Connect with consumers at the barcode level.

Start using GS1-powered QR codes now.

Soon, QR codes will replace traditional barcodes at major retailers. You won't need an old stripy barcode in the future, so why not learn about the added consumer benefits of replacing barcodes with QR codes?

Make limited label space work harder.

Unlock the power of endless label linking customers from a QR code containing your barcode number to a hyper-relevant webpage containing all the information, video content, links to online shops and social media sites you want.

Keep content fresh with a no-code webpage tool.

QR Squared's no-code webpage tool that enables you to change content or shake up messaging anytime, in real-time! Instantly edit your QR code's linked content to keep customers engaged with your brand and latest news.

Alcoholic Spirits Use Case.

Make your brand moments interactive.

The global cocktail mixer market is estimated at a worth of seven million pounds in 2025. These mixers can be alcoholic or non-alcoholic and come in a diverse range of flavours, from traditional to innovative.

When targeting consumers directly, brands can stand out by applying interactive QR codes to guide in the making and presentation of cocktails.

Make an instructional moment entertaining with interactive QR codes

Imagine scanning a QR code on a bottle of cocktail mixer and being greeted by a step-by-step interactive guide, complete with videos and animations, leading you through the cocktail-making process. Or the QR code unlocks a group trivia game about cocktails, ingredients, or cocktail history, adding a playful element to the experience.

Creating trust and emotional connection through QR code brand stories

For consumers seeking personalised recommendations, a QR code can lead to a quiz or survey, tailoring cocktail suggestions to individual preferences. This interactive approach not only enhances the customer experience but also fosters brand loyalty, drives sales, and leaves a lasting impression.

Scaled drinks brands may wish to use a QR code to trigger an augmented reality experience, placing a virtual bartender right in front of you, demonstrating the cocktail-making process with lifelike precision.

Live Events Wayfinding and Promotions Use Case.

Use QR code location based rewards in real time.

Large-scale bricks and mortar attractions like live music venues, cruise ships and theme parks rely on the ability to entice customers to different sectors of their venue in real time.

This helps reduce queues, satisfy customers and stay within headcount regulations for health and safety.

Enhancing customer experience by reducing wait-time using promotional QR codes
At peak times, event spaces must control the number of customers in any single location to avoid overcrowding. This is essential for health and safety but also optimises customer satisfaction by reducing wait times, queues and even stock levels of food, drink and merchandise. One technique to move customers from overpopulated areas is to offer personalised promotional QR codes that drive customers to less busy areas of the event venue.

QR code-accessed promotions can be contextual, time-limited or special edition.
This can include merchandise exclusively available from one section of the venue, discounted food and drinks, or limited edition items When used to promote crowd control and reduce wait times, using offers that are time limited and personalised can increase the chances of customers choosing to act.

QR Codes can equally be applied to 'back-stage' and VIP access codes. For example, the 2024 Paris Olympics Game Pass enabled access to parts of the city for Olympians, their crews and even fans to ensure timekeeping, security and avoid overcrowding.

Challenger Brand and SME Use Case.

Connect to customers with brand storytelling.

As of 2025, the UK government confirmed there are 5.5 million small and medium-sized enterprises (SMEs) in the UK.

These challenger brands vary across industry and business goal–but many are united by founders who have a story worth sharing. One of the best ways to share those stories is using QR code on product labels.

Telling your brand's unique story
A compelling founder story resonates with customers and beyond. It attracts talent and investors, inspiring a shared purpose. It also becomes a powerful marketing tool, transforming into engaging content when displayed on product labels using a QR code.

Creating trust and emotional connection through QR code brand stories
Incorporating the founder story into product labels through QR codes offers several advantages. QR codes on label provides an interactive experience for customers who are already invested or considering your product.

Unlike traditional labels with limited space, QR codes can link to a dedicated webpage or video, allowing for a richer and more comprehensive storytelling experience.

QR codes are easily updated, enabling SMEs to adapt the founder story as the business evolves. By effectively weaving the founder story into the fabric of their business using QR codes, SMEs not only build a stronger brand but also cultivate a thriving community around their venture.

Fine Wines Use Case.

Anti-counterfeiting protection on luxury goods.

This year the loss of fine wine sales attributed to counterfeiting is estimated at 2.7 billion euros.

Counterfeiting premium alcohol damages product sales, brand reputation and may pose a health risk to consumers.

Safeguarding our client's brand legacy

Determined to safeguard client's brand legacy and protect their consumers, QR Squared offer GS1-certified QR code-enabled security labels.

Each genuine bottle can be marked with a GS1-compliant unique QR code that can be scanned across the full supply chain from bottling and labelling to purchase. Stockists and consumers can verify authenticity before the point of purchase. Scanning the QR Squared QR code will direct users to a secure web-page that instantly verifies product authenticity and confirms end-to-end supply chain security.

Be in control of your brand story

Brands can also use QR Squared landing pages to share product and marketing information as well as accessing real-time data on scan details, including geo-location.

QR Squared anti-counterfeiting verification system powered by GS1-compliant unique QR codes enables brands to protect their product reputation and safeguard against grey-market suppliers and illegally manufactured fake goods.

Organic Drink Use Case.

Supply chain tracking from seed to sip.

For many drinks brands, providence is essential information for customers when choosing between competitors. This becomes even more relevant when brands wish to share their choice to use all-organic or non-GM ingredients.

QR codes can be utilised to provide supply chain tracking data for businesses, their suppliers, stockists and customers.

Championing suppliers and customers who choose organic ingredients

While the organic certification process is rigorous for businesses across the supply chain, QR Squared understand that suppliers, stockists and consumers are looking for certified evidence and reassurance without the jargon. Customers in particular expect access to information at the point of purchase on the product label itself.

With limited label space, QR Squared offer GS1-certified QR codes on products, printed with food-friendly ink. Retailers and consumers are able to verify the providence, including certification for organic ingredients across the supply chain.

Brands can design QR Squared landing pages to share organic certification logos, details of the certification bodies and their brand story of why their business believes in using organic ingredients. QR Squared QR codes are powered by GS1 and enables brands to protect their product reputation and promote the providence of their ingredients for customers to enjoy and trust.

About
QR Squared

QR Squared is certified by GS1, the not-for-profit global collaboration platform. By partnering with GS1, we ensure the highest industry standards are continuously met. GS1's standards help businesses and consumers make better decisions by improving the efficiency, safety, and visibility of supply chains.

QR Squared is a company created by Polytag, leaders in the RecTech industry.

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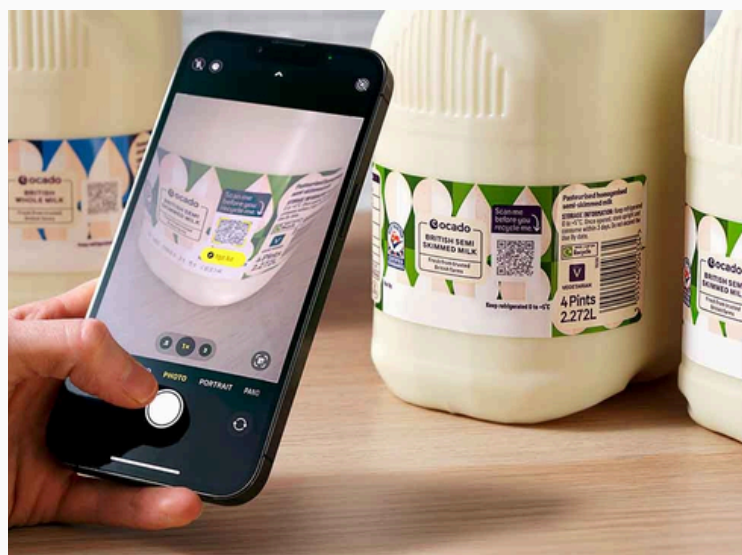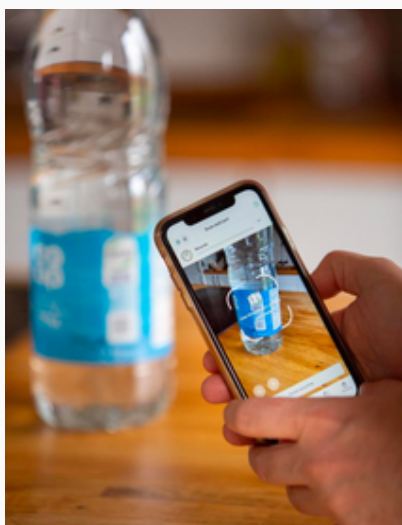
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