

Packaging labelling checklist: on-pack vs QR

Decide what must be printed and what moves behind a GS1 Digital Link QR *before* the artwork is laid out. Tick each item, then hand this to your design studio.

① Stays printed on the pack

Physical, harmonised marks

- Material / sorting pictogram
per the harmonised symbol for the packaging material
- Separate-collection symbol
- Deposit-return (DRS) mark
where a national scheme applies
- The GS1 Digital Link QR itself
placed legibly, min. scan size respected
- Any category-specific mandatory mark
confirm against the implementing act

② Moves behind the QR (the DPP)

Structured, updatable data

- Full material composition
% by weight, layers/components
- Recyclability class & recycled content
- Substances of concern above threshold
- Reuse / return-point instructions
- EPR registrations & producer identification
- Declaration of conformity & documents
- Consumer info in all required languages
one QR → 25 languages

General information, not legal advice. The printed minimum and harmonised symbols are set by Regulation (EU) 2025/40 and its implementing acts – confirm for your packaging category. dpp.gs provides the QR (GS1 Digital Link) and the Digital Product Passport; it does not produce print artwork.

dpp.gs/labelling