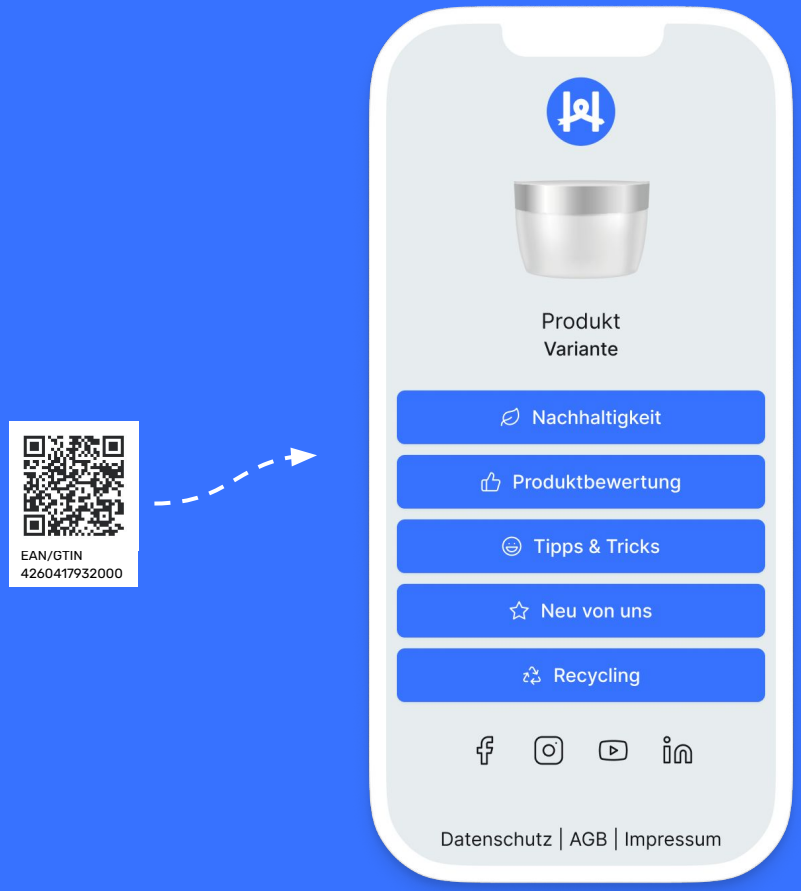


Every product needs an info.link

HOUSE OF CHANGE

GS1 Germany

Solution Partner
House of Change GmbH

Products without digital extension cause problems

Not meeting regulatory requirements

Green Claims Directive, Digital Product Passport, Environmental Labeling Requirements (IT), ...

Not meeting demand for more transparency

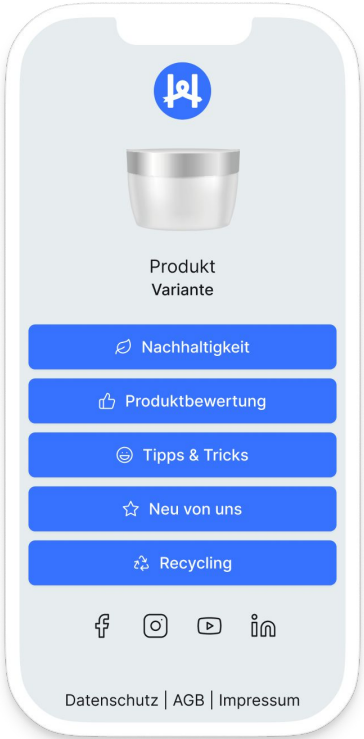
80% of shoppers see transparency as a deciding factor

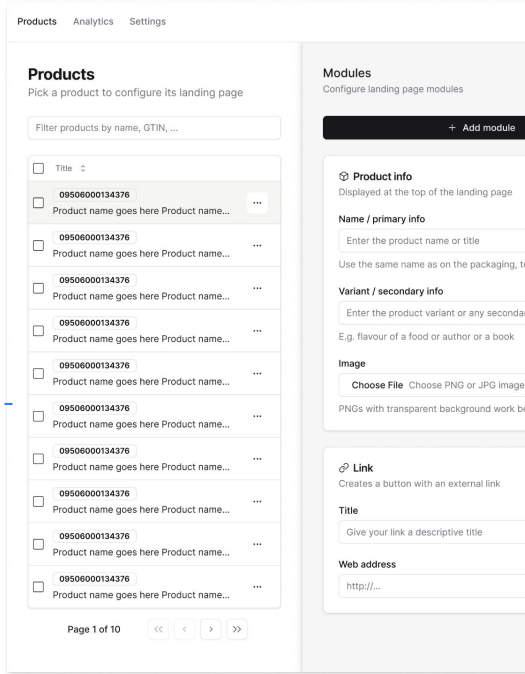
Nielsen, 2022

Costly info sharing practices

Waste of paper, additional service & translation costs, neglecting valuable segments, ...

SOLUTION





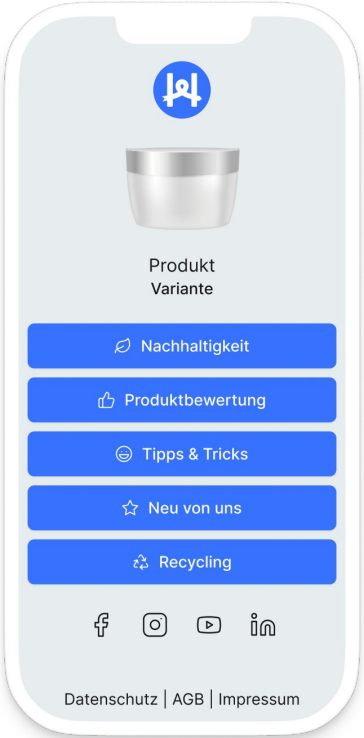
Extend your products with the new international QR code standard: GS1 Digital Link

Create a compliant, compelling, and mobile-optimised info.link page for every product

Manage the digital extension of your entire portfolio with a single platform

MODULES

Create endless use cases with our modules in a few clicks



Stay compliant

- Green Claim information
- Health Claim information
- Recycling information
- ...

Win consumers

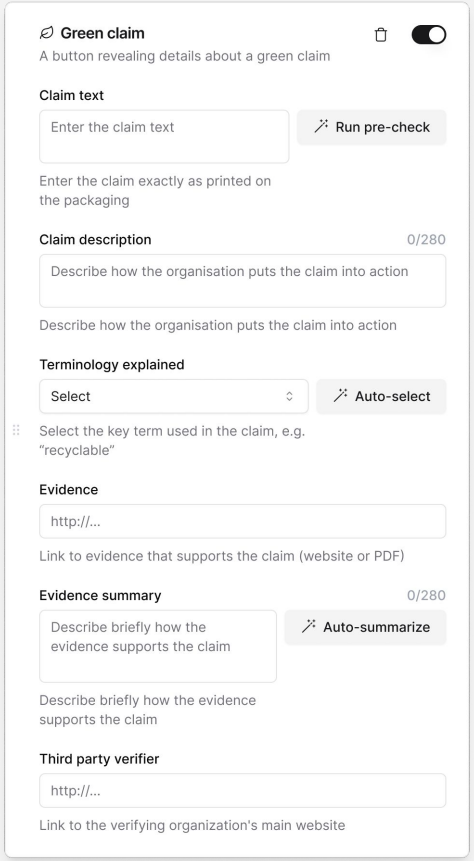
- Re-order links
- Promotions, Coupons
- Socials
- ...

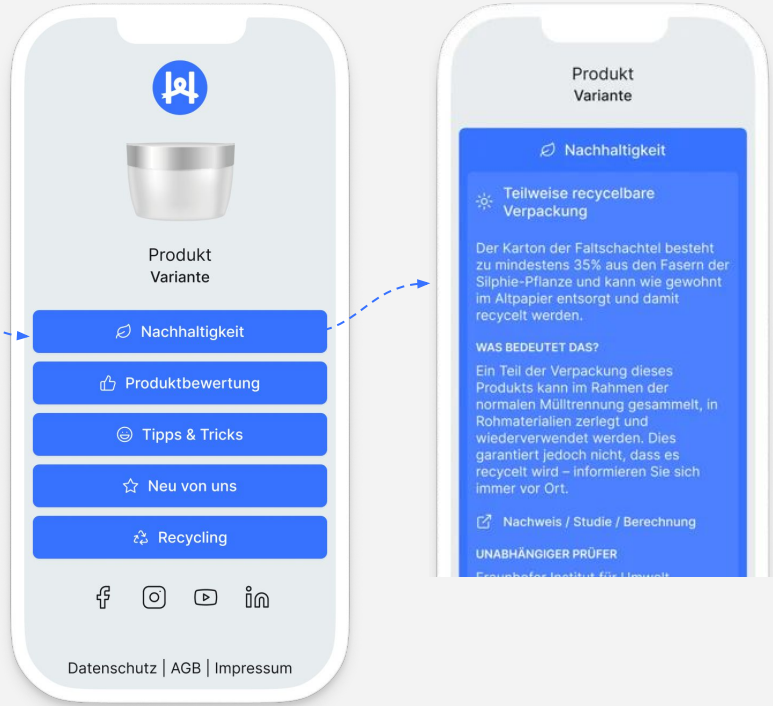
Save costs

- Product manuals
- FAQs, How Tos
- Automatic translations
- ...

GREEN CLAIMS SUPPORT

Best-in-class Green Claims substantiation





How it works

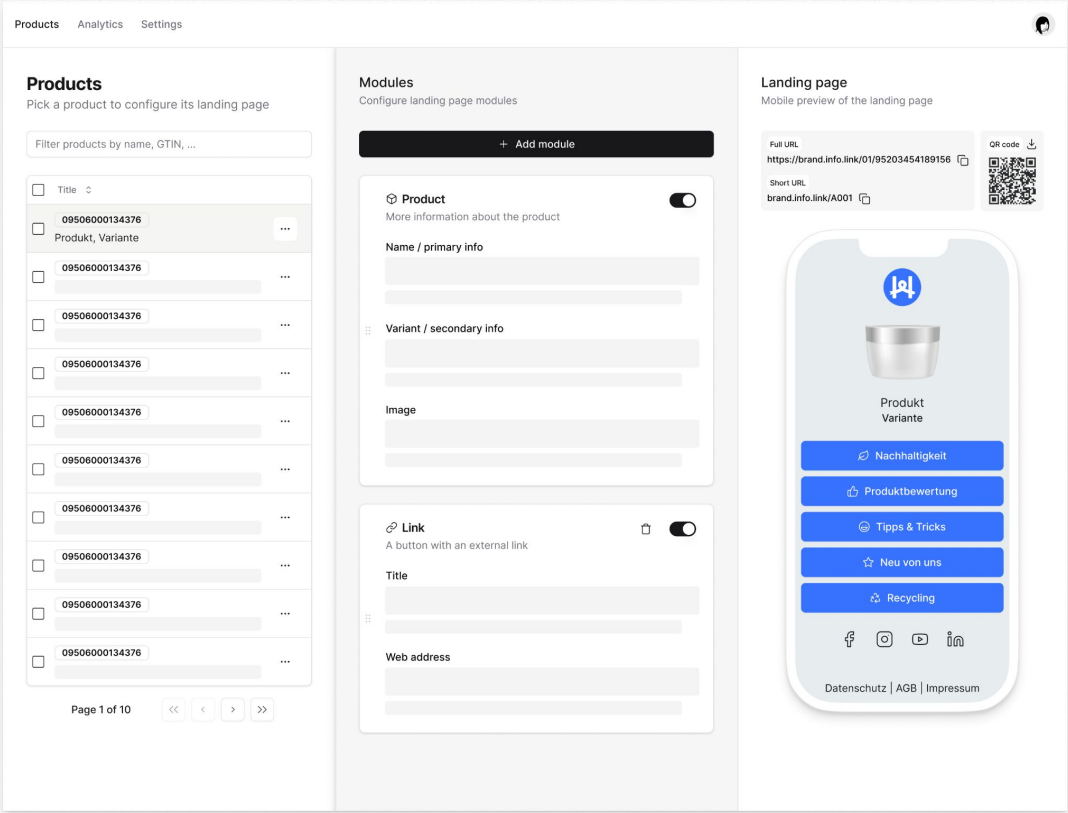
Rooted in current regulations and best practices, the Green Claim module systematically structures your claims for maximum compliance, mitigating greenwashing risks.

Built-in AI-helpers accelerate completion.

PLATFORM

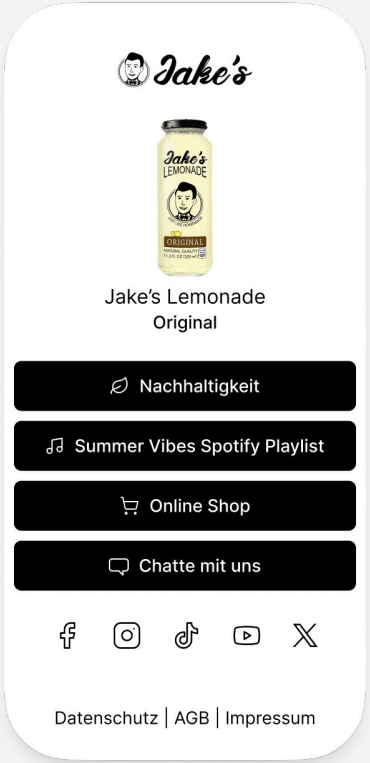
Easily create & manage all your products' info.links

- **Single platform:** manage 1,000+ GS1 QR codes and info.link pages for all of your products
- **Trusted, branded domain:** secure hosting at [yourbrand].info.link (or host at your existing domain for an extra fee)
- **100% GDPR compliance:** no tracking, no cookies, all servers inside the EU
- **100% integrated** with your GS1 product information as GS1 Germany | **Solution Partner** House of Change GmbH



CASE STUDY

Jake’s Lemonade: Original Flavour



Highlights

- Customers can easily reorder lemonade online
- Jake’s can engage with customers via chat when it matters
- Jake’s already meets the new GS1 Digital Link standard, creating efficiencies (e.g. logistics) and customer value (e.g. direct customer support)

FEATURE COMPARISON

info.link vs. alternative solutions

	Meets regulation	Product-specific consumer experience	Loads fast with slow Internet	Meets accessibility standards	GDPR compliant	International standard GS1 QR code	Cost
No digital extension	○	○	○	○	○	○	-
“Catch all” landing page for all products	○	○	?	?	✓	○	€€
Linktr.ee	○	○	✓	○	○	○	€
Dedicated product page	○	✓	○	?	✓	○	€€€
yourbrand. info.link	✓ via Green Claims / compliance modules	✓ via marketing modules	✓ only requires EDGE (E) speed	✓ e.g. for people with visual impairments	✓ 100% GDPR compliant, EU servers	✓ via GS1 Digital Link	€

Get started at just 100€ per info.link*

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Max Ackermann

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Scan for free demo

* limited launch offer