

Every product needs an info.link



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**

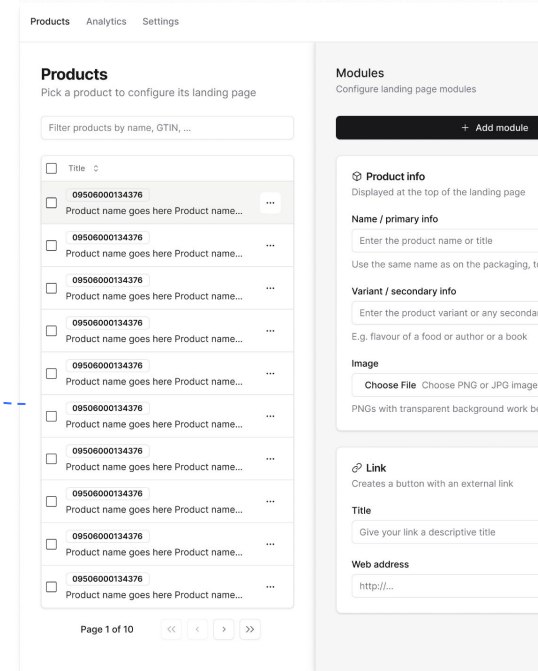
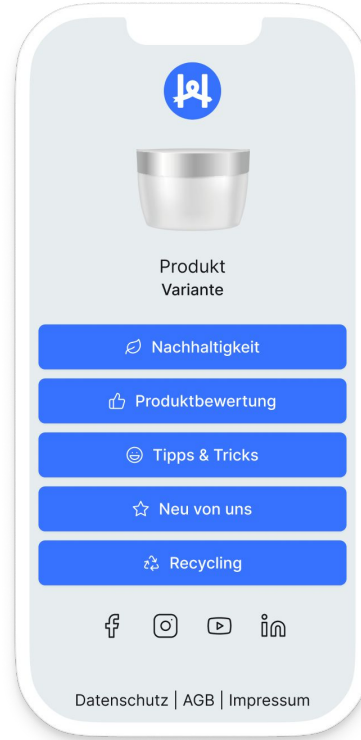
**80% of shoppers see
transparency as a
deciding factor**

Nielsen, 2022



**Costly info sharing
practices**

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

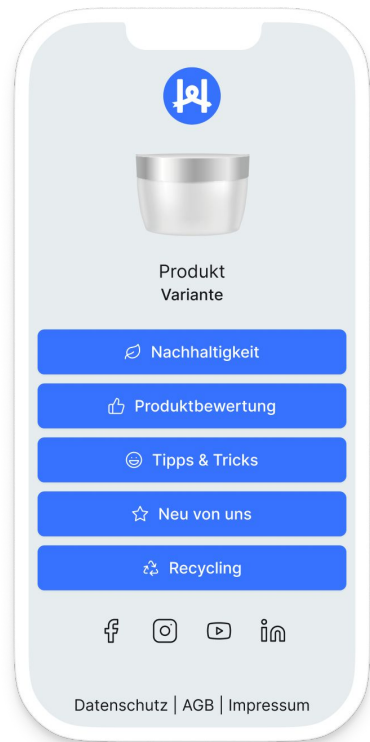


Extend your products with the new international QR code standard: GS1 Digital Link

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

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




Best-in-class Green Claims substantiation

 **Green claim**  

A button revealing details about a green claim

Claim text


 **Run pre-check**

Enter the claim exactly as printed on the packaging

Claim description 0/280

Describe how the organisation puts the claim into action

Terminology explained


 **Auto-select**

Select the key term used in the claim, e.g. "recyclable"

Evidence

Link to evidence that supports the claim (website or PDF)

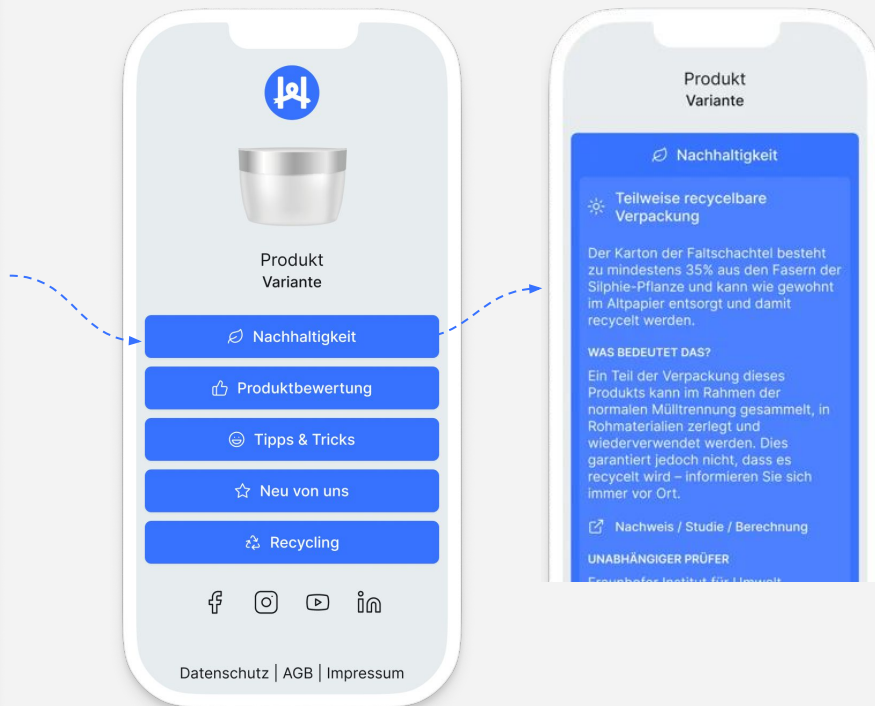
Evidence summary 0/280

 **Auto-summarize**

Describe briefly how the evidence supports the claim

Third party verifier

Link to the verifying organization's main website




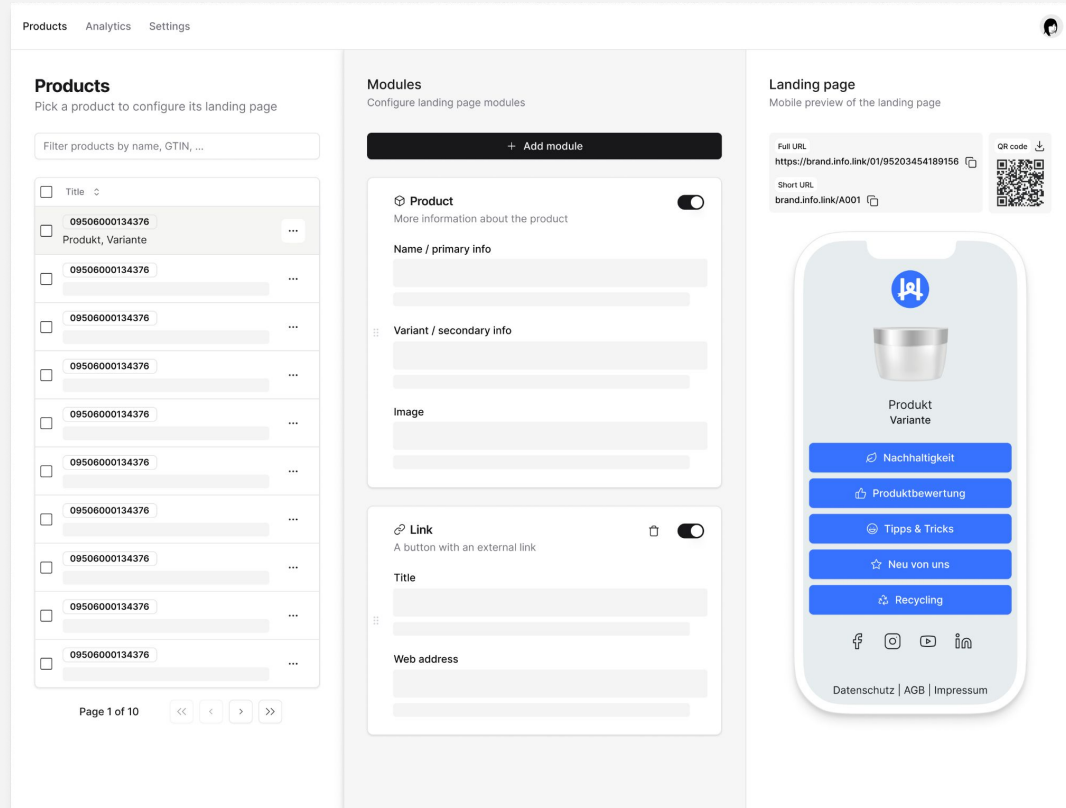
How it works

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.

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  **Solution Partner** House of Change GmbH



The screenshot displays the GS1 info.link management platform interface, which is organized into three main sections: Products, Modules, and Landing page.

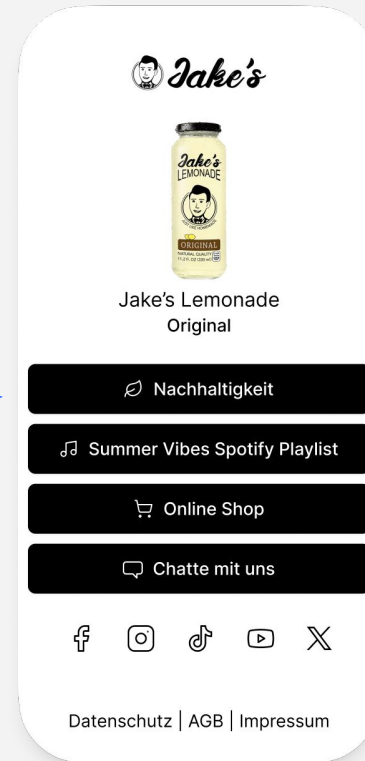
Products: This section allows users to manage a list of products. It features a search bar labeled "Filter products by name, GTIN, ..." and a table with columns for "Title", "GTIN", and "Product, Variante". The table lists 10 products, each with a checkbox and a three-dot menu icon. At the bottom, it shows "Page 1 of 10" and navigation arrows.

Modules: This section is used to configure landing page modules. It includes a "+ Add module" button and two active modules:

- Product:** A module for providing more information about a product. It has a toggle switch and fields for "Name / primary info", "Variant / secondary info", and "Image".
- Link:** A module for adding an external link. It has a toggle switch and fields for "Title" and "Web address".

Landing page: This section provides a mobile preview of the landing page. It shows the full URL (https://brand.info.link/01/95203454189156), a short URL (brand.info.link/A001), and a QR code. The mobile preview itself features a product image, the text "Produkt Variante", and five blue action buttons: "Nachhaltigkeit", "Produktbewertung", "Tipps & Tricks", "Neu von uns", and "Recycling". At the bottom of the mobile preview are social media icons and links to "Datenschutz", "AGB", and "Impressum".

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)

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	-
"Catch all" landing page for all products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="checkbox"/>	<input type="radio"/>	€€
Linktr.ee	<input type="radio"/>	<input type="radio"/>	<input checked="" type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	€
Dedicated product page	<input type="radio"/>	<input checked="" type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="checkbox"/>	<input type="radio"/>	€€€
yourbrand.info.link	<input checked="" type="checkbox"/> via Green Claims / compliance modules	<input checked="" type="checkbox"/> via marketing modules	<input checked="" type="checkbox"/> only requires EDGE (E) speed	<input checked="" type="checkbox"/> e.g. for people with visual impairments	<input checked="" type="checkbox"/> 100% GDPR compliant, EU servers	<input checked="" type="checkbox"/> 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

