

CASE STUDY

How Zdjelarevic Winery and Labellink Are Transforming Wine Labels with QR Codes Powered by GS1 Standards



Content

Introduction	3
Challenges & Objectives	4
The Labellink Solution	6
Results and Industry Impact	17
The Future of Digital Wine Labels	19
Related GS1 Technologies & Standards	21
Major Industry Misconceptions	22
Conclusion: A Model for the Wine Industry	24
About the Brands	26

Introduction

New regulations are transforming the way wineries provide product information. Regulation (EU) 2021/2117 mandates that all wines sold in the EU must disclose detailed ingredients, nutritional values, and other key details, all assumed to be presented on a digital label. While compliance is necessary, digital labels can do much more than meet legal requirements. A QR code that links only to basic regulatory details is a missed opportunity, reducing digital labelling to a mere checkbox rather than a tool for consumer engagement and business efficiency.

Connected Labels by Labellink transform that scan into a meaningful interaction with storytelling, AI-powered assistance, live engagement, and more. But it is not just about the label on a consumer's phone. It is about a powerful QR code and data standards that improve efficiency, strengthen supply chains, and create new business opportunities.

Zdjelarevic Winery, in partnership with Labellink, is pioneering this transformation. By integrating QR codes powered by GS1, an AI assistant, and seamless consumer engagement tools, they have redefined the role of a wine label.

This case study explores:

- **Digital labelling challenges** – The key obstacles Zdjelarevic Winery faced in transitioning to digital labels while ensuring compliance, traceability, and consumer engagement.
- **Beyond compliance** – How Labellink's solution transforms digital labels into a tool to engage, inform, and connect with consumers in a way that adds real value.
- **The limitations of ordinary QR codes** – Why simple QR codes linking to websites fail to provide structured data, interoperability, and long-term reliability.
- **The impact of Connected Labels** – How Labellink's Connected Labels enhance consumer engagement, streamline compliance, and strengthen partnerships with retailers and distributors.

Challenges & Objectives

As Zdjelarević Winery prepared to transition to digital labelling, several challenges emerged. The shift was not just about compliance—it required a rethinking of how product information is managed, shared, and presented to both consumers and industry partners.

1. Meeting Labelling Regulations Without Compromising User Experience

Regulation (EU) 2021/2117 mandates that wine labels include detailed nutritional values, ingredients, and allergens while keeping this information separate from marketing content. The challenge was to ensure compliance while maintaining an intuitive and engaging experience for consumers.

2. Moving Beyond Static QR Codes

Many wineries use basic QR codes that simply link to a static webpage. However, these offer limited value, lack structured data, and do not integrate with supply chains. Zdjelarević needed a future-proof solution that did more than just display information—it had to provide interoperability, traceability, and longevity through GS1-powered QR codes.

3. Integrating with Retailers, Distributors, and Delivery Platforms

Large retailers, distributors, and online delivery platforms increasingly rely on standardised product data. Zdjelarević Winery needed a system that could provide GS1-compliant structured data to improve supply chain efficiency, enhance product traceability, and seamlessly integrate with retail systems, e-commerce platforms, and food and beverage delivery apps.

4. Creating a Digital Label That Engages Consumers

Modern consumers expect more than just regulatory information. They seek transparency, storytelling, and interactive experiences when learning about a product. The challenge was to design a digital label that not only complied with regulations but also enhanced consumer engagement through AI-driven assistance, multilingual support, and personalised content.

5. Ensuring Longevity and Vendor Independence

Unlike most consumer goods, wine—especially premium and collectible vintages—can remain unopened for decades. Traditional digital solutions tied to a single service provider may become obsolete over time, potentially leaving a bottle's QR code leading to a broken or irrelevant link. Zdjelarević needed a GS1-powered QR code solution that ensured longevity through GS1 resolvers, keeping digital labels accessible regardless of platform changes, company transitions, or evolving technologies. This long-term stability is particularly crucial for wineries producing high-end wines, where provenance, authenticity, and historical accuracy must be maintained indefinitely.

These challenges required a solution that went beyond compliance, offering an advanced approach to digital labelling that would serve consumers, retailers, and supply chain partners alike.



The Labellink Solution

To help Zdjelarevic Winery turn digital labelling into a strategic advantage, Labellink implemented a Connected Label solution powered by GS1 QR codes. This approach ensures regulatory compliance, supply chain efficiency, and consumer engagement while also providing long-term accessibility and interoperability.

A **Connected Label** is not just a visual experience for consumers—it starts with structured data. Some of this data is embedded directly in the GS1-powered QR code, making it instantly readable by supply chains, retailers, and software systems. Additional data, also following GS1 standards, is part of the label's structured content, allowing seamless integration with apps, AI agents, and digital services.

At the centre of this solution is the **Connected Label UI**, a purpose-built, product-centric interface designed to support consumers throughout the entire product lifecycle—from making an informed purchase decision to consumption, and even responsible disposal or recycling. Unlike a simple webpage, this interface is structured to provide ongoing value to both consumers and brands, ensuring a seamless digital experience at every stage.

A Connected Label combines three key elements:

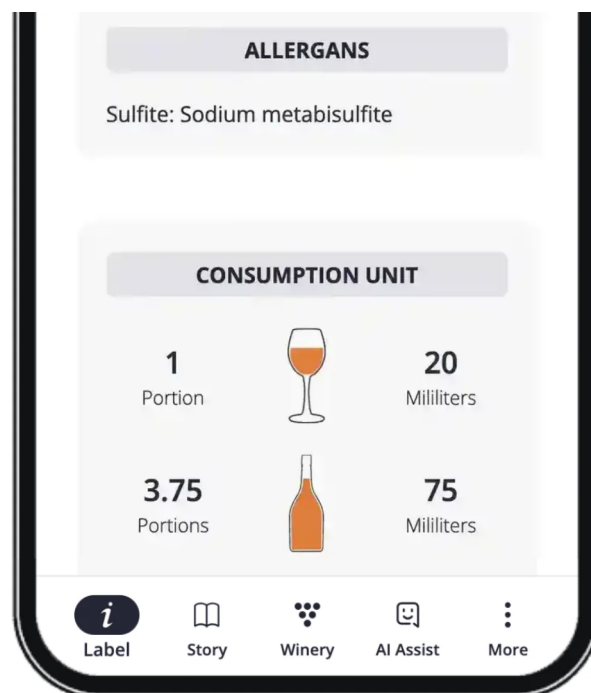
1. **GS1-powered QR code** that enables traceability, interoperability, and long-term accessibility.
2. **Standardised product data** that is not just for display but can be exchanged, processed, and used by digital systems.
3. **Connected Label UI**, which presents the official EU-compliant label alongside Connected Label tools for consumer engagement and lifecycle support.

With this foundation, Labellink successfully addressed Zdjelarević Winery's challenges and delivered a future-proof, consumer-focused digital labelling solution.

1. Ensuring Compliance Without Compromising the Consumer Experience

Regulation (EU) 2021/2117 mandates that legally required product details must remain separate from marketing content. Labellink ensures full compliance while keeping the user experience clear and engaging.

- **The Label tab** is a dedicated section within the Connected Label UI, ensuring that mandatory product information is structurally and technically isolated from any marketing content. This guarantees full alignment with EU regulations while maintaining clarity for consumers.
- **User flow compliance** guarantees that when a consumer scans the GS1 QR code, they first see the official EU-compliant label in the Label tab before accessing any additional content.
- **Technical data separation** ensures that regulatory data is stored in a secure compliance module, preventing modifications and keeping it independent from promotional materials.
- **Regulatory certification** confirms that every Labellink-powered label includes a compliance certificate, providing verifiable proof of adherence to Regulation (EU) 2021/2117.



By maintaining strict spatial, functional, and technical separation, Labellink ensures legal compliance while allowing wineries to enhance consumer engagement through additional digital tools.

2. Replacing Ordinary QR Codes with QR Codes Powered by GS1

A basic QR code linking to a webpage is not a digital label. Labellink implemented GS1-powered QR codes, which do much more than just redirect users—they are a gateway to standardised product data and interoperability.

- **Built-in traceability** – Each QR code can embed essential product data, such as GTIN, batch numbers, expiration dates, and origin details, enabling instant verification by retailers, regulators, and supply chains. It also provides the flexibility to include additional standardised data as needed.
- **Seamless data exchange** – Standardised product data within the label can be processed by AI, apps, and other systems, ensuring interoperability across platforms and enabling automation in supply chain operations.
- **Future-proof interoperability** – QR Codes Powered by GS1 integrate with supply chains, retail systems, and regulatory platforms, ensuring compatibility across all trading partners, digital ecosystems, and logistics networks.
- **Long-term accessibility and independence** – Through GS1 resolvers, digital labels remain functional and accessible even if the winery changes service providers or technology platforms. This independence ensures that product data is always available and not tied to a specific vendor. This is especially important for wines, as some bottles may remain unopened for years, even decades, requiring product information to be accessible long into the future.
- **Multiple link capabilities through GS1 Digital Link** – Unlike static QR codes, QR Codes Powered by GS1 support multiple link types through GS1 Digital Link, allowing a single QR code to dynamically direct users to different experiences based on context, such as regulatory labels, consumer engagement content, supply chain data, and more.



- **Improved consumer trust and product authenticity** – GS1 standards ensure that product information is accurate, standardised, and maintained by the brand itself, reducing misinformation and counterfeiting risks.
- **Retail and e-commerce readiness** – With embedded GS1 data, these QR codes and GTINs can be scanned at points of sale, integrated into retail and e-commerce platforms, and used for automated stock management, enhancing operational efficiency.
- **AI and software-friendly structure** – The standardised product data within the QR code is optimised for AI-driven product discovery, making it easier for smart assistants, recommendation engines, and business intelligence tools to process and analyse information.
- **Enhanced traceability for limited selection wines** – Zdjelarević Winery encodes serial numbers for special, limited-edition wines, allowing each bottle to be uniquely identified. Labellink enables wine owners to register ownership details into a digital product passport (DPP) and provides a direct channel for consumers to interact with the winery regarding their specific bottle.
- **Scalability for Digital Product Passports** – Zdjelarević Winery is preparing to move toward full Digital Product Passports (DPPs), further enhancing traceability, sustainability reporting, and lifecycle tracking. QR Codes Powered by GS1 provide the foundation to scale into these advanced capabilities without requiring significant changes to existing infrastructure.

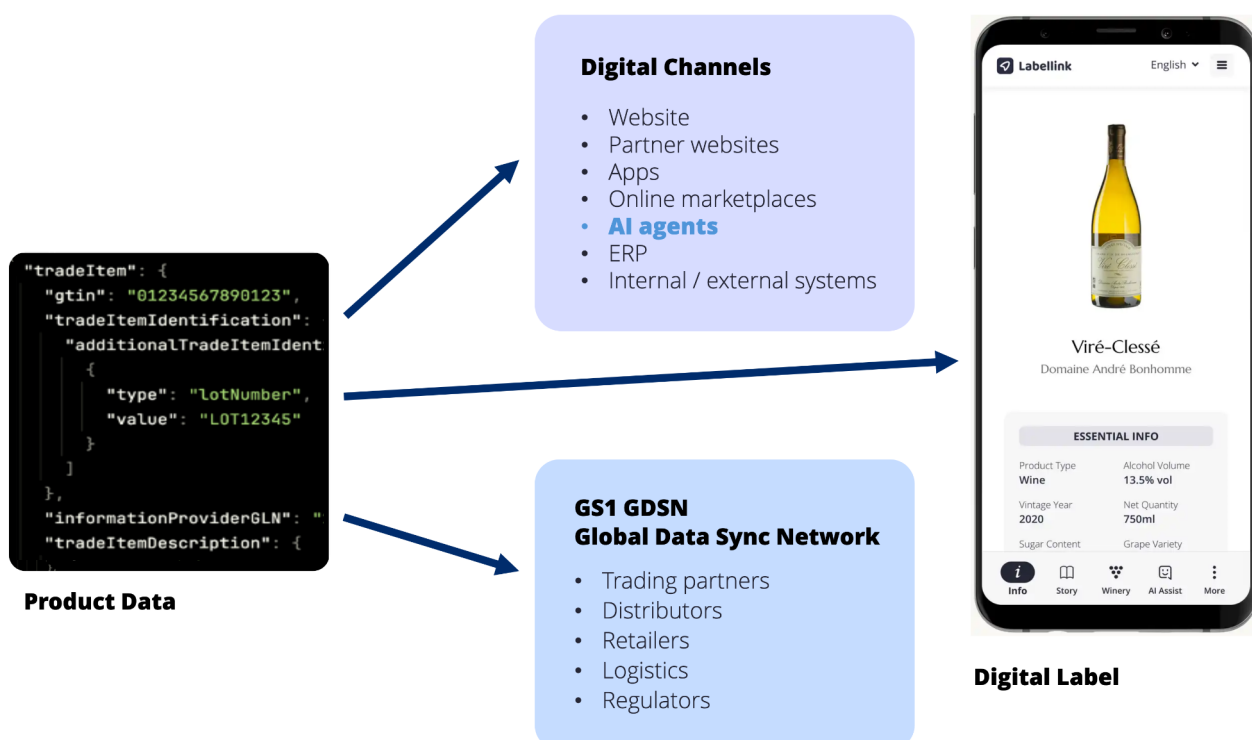
By leveraging GS1 Digital Link, these QR codes do more than just direct consumers to a single webpage—they connect products to a structured digital ecosystem, enhancing compliance, supply chain efficiency, and consumer engagement.

3. Seamless Integration with Retailers, Distributors, and Delivery Platforms

Zdjelarević Winery needed a digital label that could connect with the entire supply chain, including retailers, distributors, e-commerce platforms, and food and beverage delivery apps. Labellink's solution ensures GS1-compliant standardised product data sharing, enabling:

- **Retail and distribution integration** to provide accurate, real-time product data, reducing manual entry errors and improving inventory management.
- **E-commerce and delivery platform compatibility** so product data is easily retrievable by online marketplaces and food and beverage delivery apps, ensuring consistency across all digital sales channels.
- **Supply chain efficiency** with standardised GS1 data for better traceability, faster recalls, and automated compliance checks, reducing delays and inefficiencies.

This data-driven approach ensures that every bottle of wine is represented accurately and consistently across all touch points, from production to the consumer.



4. Enhancing Consumer Engagement with a Connected Label

A Connected Label is more than compliance—it is an interactive experience that engages, informs, and builds trust with consumers. Labellink's solution provides:

- **An AI-powered virtual assistant** that speaks in the winery's voice, trained for every wine and winery individually, and customised in tone, length of answers, and language style.
- **Multilingual and multi-market** content that adapts to different markets, units, and currencies, with AI and manual translations for region-specific information.
- **Storytelling and immersive brand experience** through videos, animations, and interactive features that highlight the winery's history, winemaking process, and sustainability practices.
- **Customer feedback collection** through Connected Labels, enabling Zdjelarević Winery to gain insights into consumer preferences and experiences.
- **Direct product issue reporting** through Connected Labels, allowing wineries to receive real-time notifications of potential concerns.
- **Product updates, news, and recalls shared instantly** through the e-label, ensuring transparency and consumer trust.
- **Special offers and event promotions** displayed directly on the label, creating a dynamic marketing channel that engages consumers when they interact with the product.

By combining standardised product data with an engaging digital interface, the Connected Label bridges the gap between brands and consumers, offering transparency and a richer wine experience.



Label



Story



Winery



AI Assist



More

AI Assistant: The Interface to Information for Modern Consumers

The way people access information is changing, and Labellink is leading the way in bringing this transformation to wine. Consumers, especially younger generations, no longer want to dig through static content—they expect instant, precise answers tailored to their needs.

With Labellink AI Assistant, Zdjelarević Winery is introducing a completely new way to experience wine information. Instead of scrolling through lengthy pages, consumers simply ask a question and get the exact details they need in seconds.

What makes this AI assistant work so well?

Perfect knowledge about each wine

It combines structured product data, detailed winery-provided training materials, and general wine expertise from industry sources.

Embedded in the product experience

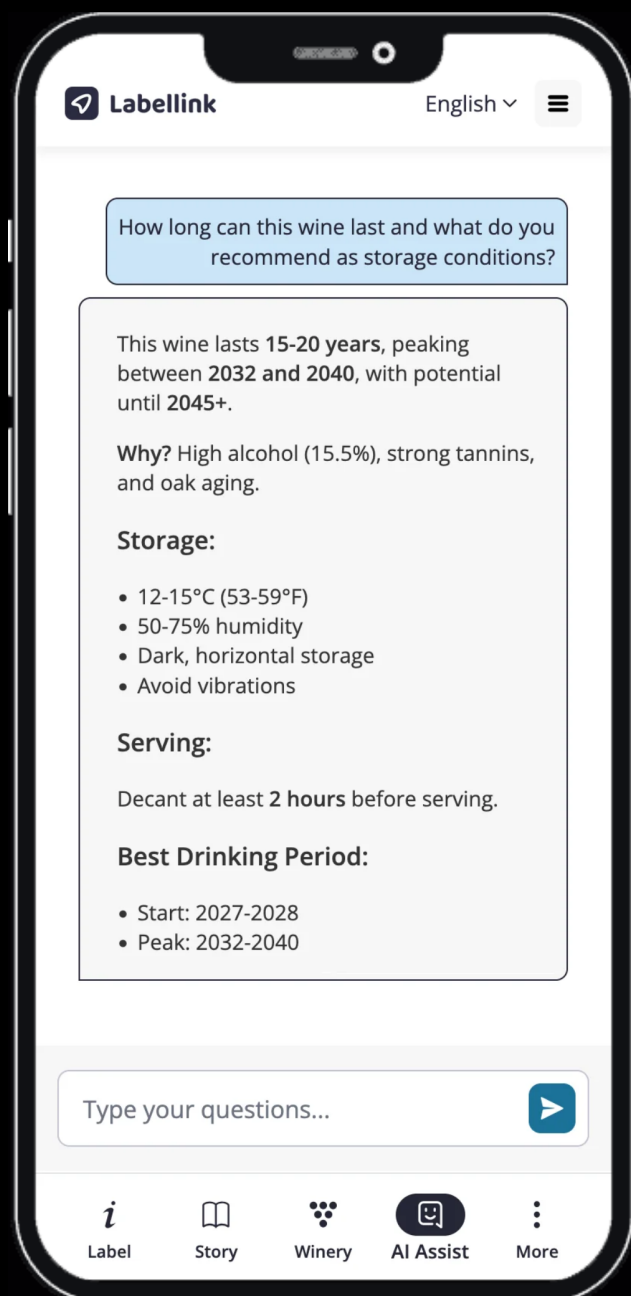
Unlike generic AI tools, it is directly connected to the wine's official information, ensuring responses are always accurate and relevant.

Fine-tuned for Zdjelarević Winery

The assistant adopts the winery's communication style, adjusting tone, language, and response length to match its brand identity.

Faster than traditional content

Consumers no longer need to browse—every answer is instant, making it the easiest way to learn about the wine they are enjoying.



5. Supporting the Full Product Lifecycle

The Connected Label UI is designed to provide continuous support throughout the entire product lifecycle. Labellink's solution ensures that consumers have access to relevant, standardised product data at every stage, from the moment they consider purchasing a bottle to its final disposal.

- **Detailed, beautifully presented product information** allows consumers to make informed choices before purchasing.
- **AI-powered recommendations** provide guidance on food pairings, serving suggestions, and ideal consumption conditions.
- **Sustainability insights** offer information on responsible recycling and disposal options, supporting wineries' environmental initiatives.
- **Traceability tools** provide consumers with confidence in product authenticity and production origins.

This approach transforms digital labels into an ongoing resource that enhances the entire wine experience.

6. Ensuring Longevity for High-End and Collectible Wines

For high-end and collectible wines, a digital label must last as long as the wine itself. Labellink ensures:

- **GS1 resolvers maintain long-term accessibility**, keeping labels functional even if service providers change.
- **Standardised GS1 data protects authenticity**, ensuring accurate product details remain

available for decades.

- **Unique serial numbers for individual bottles**, embedded in QR Codes Powered by GS1, provide an extra layer of traceability and authentication for rare and limited-edition wines. These serial numbers ensure that each bottle can be uniquely identified, allowing wineries to track ownership changes and protect against counterfeiting.
- **Collectors and buyers always have verifiable product history**, increasing the trust and value of premium wines.

Conclusion: A Future-Proof Digital Labelling Solution

Labellink provided Zdjelarević Winery with a Connected Label solution that goes beyond compliance, transforming digital labels into a tool for engagement, efficiency, and brand storytelling.

Through this Connected Label transformation, Zdjelarević Winery is leading the way in smart wine labelling, powered by GS1 QR codes, standardised product data, and digital engagement tools.

Labellink

Search

Dashboard

Wines

Brands

Issues

Media Files

Users

Wines

All (19)

Published (19)

Bin (3)

Add Filter

All dates

Filter

Export

Conditional Formatting

Reset Sorting

Inline Edit

19 items

Image	Name	Special Label	Year	GTIN	Date	
	Graševina 1L	N/A	2024	3859892908027	Published 2025/02/10 at 10:11	 
	Merlot	N/A	2024	3859892908126	Published 2025/01/30 at 15:55	 
	Blanc de blancs	Anniversary	2024	3859892908249	Published 2025/01/26 at 18:37	 



An Invitation to Scan: Making QR Codes Clear and Engaging

The QR code on Zdjelarević wine bottles is large and prominently placed to invite consumers to scan it. Designed for both function and aesthetics, it blends seamlessly with the label while standing out as a mark of quality and innovation. It almost resembles a reward sticker, signalling something special inside. Zdjelarević sees it as another milestone in bringing innovation to their wines. The design makes it instantly clear that this is a GS1-powered code—ready to be scanned for trusted product details, displaying the GTIN, and featuring the Labellink logo as a seal of a premium consumer experience.

More broadly, QR codes on product labels need to better communicate their purpose. Many still appear as technical elements or simple links to brand websites, leaving consumers uncertain. A well-designed QR code should make its function clear—signalling that it leads to structured, valuable information, not just another webpage.



“ Adopting GS1 standards through Labellink has positioned us as a serious player in front of major retailers and partners, making product information exchange seamless across distributors, apps, and delivery services. At the same time, Labellink’s Connected Labels bring our wine’s story to life, sharing the passion and craft behind every bottle—almost like putting myself in every QR code. ”

Davor Zdjelarević, Owner, Zdjelarević Winery

Results and Industry Impact

The adoption of Labellink's Connected Labels at Zdjelarević Winery has brought measurable improvements in compliance, consumer engagement, and operational efficiency. By replacing static QR codes with QR Codes Powered by GS1, the winery has not only met regulatory requirements but has also unlocked new opportunities in traceability, supply chain integration, and direct consumer interaction.

- **Seamless regulatory compliance** – Zdjelarević Winery now meets Regulation (EU) 2021/2117 with a fully compliant digital label that ensures mandatory product details are clearly separated from marketing content while remaining easily accessible to consumers.
- **Improved consumer engagement** – With interactive storytelling, AI-powered assistance, and a multilingual Connected Label UI, the winery provides a richer, more informative experience that strengthens brand loyalty and trust.
- **Stronger retailer and distributor partnerships** – By adopting GS1 standards, Zdjelarević Winery has positioned itself as a serious industry player, making product data exchange more efficient and ensuring alignment with major retail and e-commerce platforms.
- **Enhanced traceability and anti-counterfeiting measures** – The ability to encode serial numbers for special edition wines within QR Codes Powered by GS1 allows the winery to track individual bottles, verify authenticity, and offer consumers an added layer of confidence.
- **Operational efficiency and automation** – Standardised product data shared through GS1 systems has simplified inventory tracking, data exchange with delivery platforms, and integration with supply chain partners, reducing manual work and minimising errors.
- **Future-proofing through Digital Product Passports** – With a foundation built on GS1 Digital Link, Zdjelarević Winery is well-positioned to expand into full DPP implementation, ensuring long-term product traceability and compliance with evolving regulatory requirements.

- **Greater efficiency in multi-market product management.** With multilingual and region-specific adaptations, Zdjelarević Winery can easily provide accurate product information tailored to different countries, improving accessibility for global consumers and trade partners.

The initial response from both consumers and industry stakeholders has been overwhelmingly positive. Zdjelarević Winery is now recognised as a leader in digital wine labelling, setting a new benchmark for wineries looking to **go beyond compliance and embrace the full potential of Connected Labels.**



The Future of Digital Wine Labels

Zdjelarević Winery is not just adapting to digital labelling requirements—it is shaping the future of how wineries engage with consumers and manage product data. By leveraging QR codes powered by GS1, standardised product data, and Connected Labels, the winery is well-positioned for the next phase of digital transformation in the wine industry.

- **Moving toward full Digital Product Passports.** Zdjelarević Winery plans to expand its digital labelling approach by fully implementing Digital Product Passports, ensuring detailed lifecycle traceability, ownership registration, and sustainability reporting. This will allow consumers, collectors, and distributors to verify a wine's origin, authenticity, and journey over time.
- **Evolving consumer expectations.** Modern wine consumers demand more than just static product information; they expect transparency, sustainability insights, and digital engagement. Connected labels provide on-demand access to rich, interactive content, making them essential for wineries looking to stay relevant.
- **Sustainability and circular economy initiatives.** With growing regulatory and consumer focus on sustainability, digital labels will play a critical role in tracking environmental impact, carbon footprint, and recyclability, aligning with global sustainability goals and future industry regulations.
- **The rise of AI-driven engagement.** AI-powered digital assistants will continue to evolve, providing real-time, personalised wine recommendations, food pairings, and insights into availability, creating a seamless and intuitive consumer experience.
- **QR codes replacing traditional barcodes.** The wine industry, like many others, is transitioning away from traditional barcodes in favour of QR codes powered by GS1, enabling wineries to enhance supply chain automation, compliance, and digital consumer interaction in a single solution.

- **Direct-to-consumer digital experiences.** Connected labels enable wineries to build direct relationships with consumers, offering personalised content, exclusive offers, and loyalty-driven engagement right from the label. This shift will empower wineries to move beyond traditional retail models and create deeper, more meaningful customer connections.
- **Expanding interoperability across industries.** As more sectors adopt GS1-powered QR codes and standardised digital labelling, wineries will benefit from broader integration with retail, logistics, and regulatory systems.

Zdjelarević Winery is at the forefront of this transformation, proving that digital labelling is not just about compliance—it is a strategic tool for innovation, engagement, and long-term success. The industry is moving toward a fully connected and transparent ecosystem, and wineries that embrace these advancements will set themselves apart in an increasingly competitive market.



Digital Product Passports

- ✓ Data collection from sensors
- ✓ Data collection through supply chain

Related GS1 Technologies & Standards

GS1 technologies form the backbone of modern digital wine labelling, ensuring efficient identification, data exchange, traceability, and long-term accessibility. These standards help wineries streamline operations, meet regulatory requirements, and enhance consumer engagement.

- **QR codes powered by GS1.** Unlike ordinary QR codes, these are structured with standardised GS1 data, enabling traceability, interoperability, and reliable long-term access.
- **GS1 Digital Link.** Allows a single QR code to dynamically connect users to multiple data sources, including regulatory labels, product details, and consumer engagement tools, making product information more accessible and scalable.
- **GS1 GDSN (Global Data Synchronisation Network).** Ensures real-time, standardised product data exchange across global retailers, distributors, and supply chain partners, reducing errors and improving data consistency.
- **GS1 EPCIS (Electronic Product Code Information Services).** Supports full product traceability by capturing event-based data throughout the supply chain, ensuring accurate tracking from vineyard to consumer.
- **GS1 Resolvers.** GS1 resolvers act as a global lookup system that ensures a QR code always leads to the correct and up-to-date product information, even if the winery changes websites, service providers, or data sources.
- **Serialized QR code data for limited edition wines.** Zdjelarević Winery encodes serial numbers in QR codes for special selections, allowing individual bottles to be uniquely identified, enhancing authenticity, and enabling future ownership tracking in digital product passports.
- **Verified by GS1.** A global solution that enables retailers and marketplaces to verify the identity of a product by querying the GS1 registry platform, ensuring accurate product information and building trust among brand owners, retailers, and consumers.

Major Industry Misconceptions

This case study highlights key findings and best practices for digital wine labels. Many wineries still have misconceptions about how digital labelling should work. Addressing these misunderstandings is essential for making informed decisions and preparing for the future.

- **A digital label is not just a website link.** A proper digital label is built on structured, standardised data, not just a webpage. This ensures compliance, long-term accessibility, easy data exchange, and integration with supply chains and AI-driven systems.
- **Ordinary QR codes are not designed for digital labels.** Many solutions rely on basic QR codes that simply link to a website. This is not enough. QR codes powered by GS1 embed GTINs and other product data, ensuring traceability, long-term stability, and compatibility with retailers, regulators, and partners.
- **Longevity is critical.** Many wineries overlook the fact that their labels must work years or even decades after production. Standard QR codes and websites may disappear, but GS1-powered QR codes and structured data ensure digital labels remain accessible over time.
- **Regulation (EU) 2021/2117 and marketing content.** Some wineries interpret the regulation as prohibiting marketing content surrounding digital labels; however, the regulation solely mandates a clear distinction between compliance information and promotional materials. In accordance with the “displayed with” requirement, mandatory regulatory content must be presented in a dedicated section, ensuring it is not visually, functionally, or technically intermingled with marketing elements. The "Label" tab in Labellink's Connected Label UI is a perfect example of this separation, ensuring full compliance while allowing additional digital experiences.
- **The transition from barcodes to GS1 QR codes** is happening now. By 2027, GS1 Sunrise 2027 will replace traditional barcodes with QR codes powered by GS1. This shift will impact labelling, packaging, and retail operations. Wineries that do not prepare risk disruptions in distribution and compliance.

- **Digital labels are about more than just regulations.** Some see digital labelling as just another legal requirement, missing its real potential. Proper connected labels improve consumer engagement, supply chain efficiency, and brand transparency. Wineries that embrace them now will gain a competitive advantage.
- **Consumers do not scan QR codes.** Some wineries assume that adding a QR code has little value because consumers will not scan it. However, studies show QR code usage has surged, particularly for accessing product details, sustainability information, and interactive experiences. A well-placed, clearly designed QR code encourages engagement.
- **Digital labels and export markets.** Some wineries worry that digital labels may not meet the needs of different countries. In reality, GS1-powered QR codes and structured product data make it easier to provide multilingual, multi-market information, adapting units, currencies, and regulations seamlessly for each region.



Conclusion: A Model for the Wine Industry

Zdjelarević Winery's journey with Labellink showcases how digital labels can go beyond compliance to redefine consumer engagement, traceability, and operational efficiency. By adopting QR codes powered by GS1, the winery has:

- **Ensured seamless regulatory compliance,**
- **Strengthened retail and distributor partnerships,**
- **Created a direct, meaningful connection with consumers.**

This transformation is not just about meeting today's requirements but about future-proofing wine labelling for the evolving digital landscape. Consumers are demanding more transparency, regulators are pushing for more structured product information, and the industry is shifting toward Digital Product Passports and advanced traceability systems. Connected Labels provide a bridge between producers, retailers, and consumers, offering a trusted, structured, and interactive experience with every bottle.

For wineries, the choice is clear: **treat digital labelling as more than just a regulation—see it as an opportunity.** An ordinary QR code linking to a static webpage is a missed chance to engage customers, build brand loyalty, and provide long-term value. Connected Labels enable wineries to tell their story, protect authenticity, and integrate seamlessly into a global digital ecosystem.

Zdjelarević Winery has set a new benchmark in digital wine labelling, proving that the future belongs to those who embrace connected, structured, and intelligent product data.

“ In the AI era, product labels are no longer just ink on paper—they are digital gateways. While paper labels provide only the essentials, digital labels must be built on standardised data. This data is not just displayed for consumers through intuitive interfaces but also seamlessly integrated into supply chains, automated systems, and AI-driven applications via GS1-powered QR codes and APIs. It is the key to making product information more accessible, connected, and future-proof. ”

Boris Motusic, CEO, Labellink



About the Brands

GS1

GS1 is the global organisation behind the barcodes scanned at every checkout and the GTIN (Global Trade Item Number) that uniquely identifies products worldwide. Whether shopping in a supermarket, ordering online, or tracking shipments, people interact with GS1 standards every day. Now, GS1 is leading the transition from barcodes to QR codes powered by GS1, enabling businesses to provide standardised, structured product data that enhances traceability, compliance, and digital consumer experiences.

Zdjelarević Winery

Founded in 1985, Zdjelarević Winery is one of the first private wineries in Croatia and a trailblazer in the regional wine industry. Known for innovation, it was the first in the country to introduce a winery hotel, creating a unique wine tourism experience. Always pushing boundaries, Zdjelarević was also an early adopter of wine in a can, showing its commitment to modern trends while maintaining the highest standards of quality. Now, by adopting Connected Labels and QR codes powered by GS1, Zdjelarević Winery continues to redefine how wineries interact with consumers and the global market.

Labellink

Labellink is a premium software platform combined with high-touch services designed for wineries that need more than a basic, one-size-fits-all solution. Unlike subscription-based platforms, Labellink offers deep customisation, seamless integration with winery operations, and hands-on support from planning to post-launch. The focus is on long-term collaboration, ensuring that wineries stay ahead of industry trends, regulatory changes, and evolving consumer expectations.

Created by United Experts, Labellink is backed by 27 years of experience in delivering enterprise solutions at scale. The team behind Labellink has played a key role in shaping digital interactions for over 85 million users every day, bringing the same level of expertise, reliability, and forward-thinking innovation to digital labelling.

“Labellink is more than premium software—it is a premium service. We did not want an off-the-shelf subscription; we needed deep customisation and a team that would fully dedicate themselves to our project. With Labellink, we found not just a solution, but true synergy—their team feels like an extension of ours, making every step of this journey both a pleasure and a celebration of work and success.”

Davor Zdjelarević, Owner, Zdjelarević Winery



© 2025 UE Labellink Ltd. All rights reserved. This document and its contents are the property of UE Labellink Ltd. and are protected by copyright laws. No part of this document may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of UE Labellink Ltd., except in the case of brief quotations for review purposes. GS1 and GS1 UK are trademarks of GS1 AISBL and its member organisations. Labellink is a trademark of UE Labellink Ltd. Zdjelarević is referenced in this document as part of the case study and is operated under Zdjelarević Vino Selekcija d.o.o. All other trademarks, service marks, and trade names referenced in this document are the property of their respective owners.

Labellink UK

9 Dallington Street
London
EC1V 0LN

T +44 20 8798 3723

E office@labellink.org

www.labellink.org

Labellink France

7 Rue Meyerbeer
Paris
75009

T +33 9 77 21 50 29

E france@labellink.org

www.labellink.org/fr

Labellink US

1160 Battery Street East
San Francisco
CA 94111

T 415 906 2512

E usoffice@labellink.org

www.labellink.org

Labellink Croatia

Radnička cesta 50
Zagreb
Croatia

T +44 20 8798 3723

E ured@labellink.org

www.labellink.org