

TOSHIBA

Sunrise 2027 is coming. Are your customers ready?

The GS1 Sunrise 2027 initiative is driving the transition from traditional 1D barcodes to advanced 2D barcodes—such as QR codes and DataMatrix—across global supply chains.

Many businesses operating legacy labeling environments weren't designed for this shift—creating both a challenge for customers and a major opportunity for dealers.



SUNRISE 2027

**A NEW DIMENSION
IN BARCODES**



Why the move to 2D barcodes matters.

Unlike traditional 1D barcodes, which hold limited data, 2D barcodes unlock new capabilities for businesses and consumers, including:

- End-to-end product traceability across the supply chain
- Access to detailed product information and digital content
- Improved recall management and product authentication
- Access to detailed product information and digital content

Regular Barcode



Limited data

2D Barcode



Expanded data

This evolution allows brands and retailers to connect physical products with dynamic digital information, leading to smarter, more transparent supply chains.

What dealers are walking into.

Many customer environments today still rely on:



10+ year-old printer fleets



Hard-coded label data tied to legacy systems



Costly IT involvement to make simple changes

Replacing the printer alone doesn't solve the real challenge — how label data is created, managed, and printed.

A smarter path to Sunrise 2027.

Toshiba helps dealers guide customers through the transition without disrupting existing workflows.

Native PDF Printing

Ready for modern 2D labels.

Print Data Converter

Enables 2D barcode printing from existing label data.

Included with BX Series

No extra software licenses required.



The dealer advantage

With Toshiba, you can:

- Solve Sunrise 2027 challenges without costly application rewrites
- Remove IT as a barrier to the sale
- Shorten sales cycles
- Win competitive takeaways from aging fleets

Protect today's workflows while preparing customers for tomorrow's standards.

Start the Sunrise 2027 conversation today!

Help customers modernize their labeling environments without disruption or costly rewrites. Contact your Toshiba representative to learn how the BX Series makes Sunrise 2027 simple.

Scan to learn more

