



# EU Battery Regulation

## The QR code by GS1 as a lever for compliance

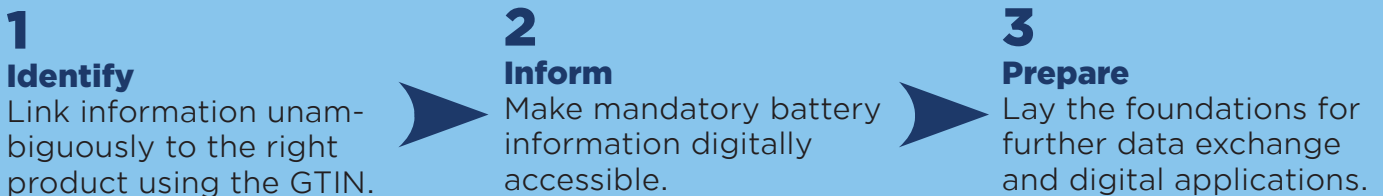
# EU Battery regulation:

Turn an obligation into an opportunity to provide useful product information

How the QR by GS1 and GS1 Digital Link help companies make battery information available reliably, digitally and with the future in mind.

**18 February 2027** From 18 February 2027, new QR code requirements will apply to various battery categories. For companies that manufacture, import, distribute or otherwise place or make batteries available on the EU market, the challenge is clear: make the right information available for the right product, using a solution that works today and can evolve tomorrow.

## How to get started?



## 1. What is changing?

The EU Battery Regulation requires more than an additional symbol on the packaging. The required information must be digitally accessible and remain correctly linked to the battery or product concerned.

**This makes reliable product identification crucial.**

### Which batteries?

- Consumer batteries, such as AA, AAA, C, D, 9V and button cells.  
Small portable rechargeable batteries up to 5 kg, including those used in toothbrushes, tools, shavers and toys.

For these categories, no Digital Product Passport or Battery Passport is currently required. Other categories, such as EV, LMT and certain industrial batteries, are subject to other provisions and will require a Battery Passport from 18 February 2027.

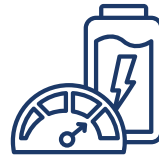


## What information must be available?



### Product and safety

Battery type, specifications, relevant hazardous substances, CE marking and EU conformity information.



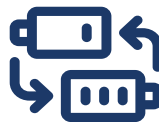
### Performance

Information such as capacity, rechargeability and reasonably expected service life.



### Collection and end of life

Information on correct collection and disposal, as well as the crossed-out wheeled bin symbol.



### Removability and replaceability

For small rechargeable batteries in appliances: information on safe removal and replacement.

## 2. One QR-code: a trustful link with the product

The QR code of GS1 uses GS1 Digital Link and contains the GTIN. This ensures that digital battery information remains unambiguously linked to the right product. The code links to a web page containing the required information.

### Why the QR code of GS1?

Instead of using a standalone QR code, you use standardised product identification that can support digital information and future applications.

## From QR code to data exchange

From February 2027, support for relevant battery information is planned in the GS1 data model. This means that the information can not only be made accessible via the QR code, but can also be exchanged with trading partners via GS1 GDSN.

**The result:** one recognisable product identity, a digital information page managed by the product owner and a foundation for standardised data exchange.



### 3. Where should you place the QR code?

The preferred location is on the battery itself, provided there is sufficient space to ensure that the QR code can be scanned correctly and reliably.



Attention: Place the QR code within 5 cm of the linear barcode or on the adjacent side of the packaging. This prevents confusion at the checkout and ensures that the product is scanned correctly and only once.

Make sure to consult the [directives](#).

#### A practical starting point

1. Determine which battery category and information requirements apply.
2. Use the GTIN as the permanent product identifier in the QR Code powered by GS1.
3. Set up a product page containing the required battery information in the necessary languages.
4. Define clear ownership of the page, its content, updates and availability.
5. Test the QR code for scannability and correct operation across packaging, retail and logistics environments.
6. Prepare your data processes for exchange via GDSN from February 2027.

#### Start well in advance

A QR code on packaging is a long-term choice. By considering identification, content management and data processes together now, you can avoid fragmentation and duplication of work.

# Conclusion: Make battery info digital while preserving product identity

The Battery Regulation increases the need for accurate, accessible and maintainable product information.

GS1 does not provide legal interpretation or its own Battery Regulation landing page, but it does offer a standardised way to reliably link information to the right product.

## One standard

Thanks to the QR code by GS1, according to GS1 Digital Link.

## One reliable key

The GTIN links the information to the right product.

## Clear ownership

The product or brand owner manages the page, its content and the available languages.

## Ready for tomorrow

Support in the GS1 data model and exchange via GDSN are planned from February 2027.

## Ready to get started?

GS1 Belgium & Luxembourg helps you apply the GS1 standards correctly and prepare for the practical implementation of the QR Code powered by GS1.

## Disclaimer

The information provided by GS1 Belgilux is non-binding and for information purposes only. It serves as general guidance and should not be regarded as a legally binding interpretation of legislation. Members of GS1 Belgilux remain responsible for complying with the applicable regulations.

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