At Polaris Direct, we can accommodate both conventional barcodes and 2D barcodes. We recommend using 2D barcodes because they utilize the vertical dimension to hold more information. The result is a smaller, less intrusive barcode that offers superior flexibility of positioning.

Conventional, or one-dimensional barcodes, must get wider as more data is encoded. This can create challenges when space is at a premium.

The option of 2D barcoding is just another way Polaris Direct is improving the accuracy and results of your direct mail projects.