

Gutenberg Printpack

Case Study Draft

The QRStuff State of QR Codes Report 2026

June 2026



QR codes in use: Gutenberg Printpack

Gutenberg Print Pack Solutions — Variable Data at Packaging Scale

A Manila packaging printer has generated some 379,000 QR codes — many of them unique per printed piece — pointing at where the entire packaging industry is heading: every box, label, and sachet with its own digital identity.

AT A GLANCE	
Industry	Packaging & commercial printing
Country	Philippines
Platform since	2018
QR codes created	~379,000 (all-time; ~375,000 live)
Monthly scans	Not applicable — codes are static/variable-data; scanning happens in clients' contexts
Primary use case	Variable-data and batch codes embedded in packaging and label production
Content type mix	Static plain-text and batch-generated codes

The context

Gutenberg Print Pack Solutions, based in Valenzuela City in Metro Manila's industrial belt, is a packaging and commercial printer with nearly two decades of trade experience and a capability list that spans offset, flexo, digital offset, and large-format printing. Its specialities are custom boxes — rigid, corrugated, printed — labels and stickers, and, most relevantly here, **variable-data printing (VDP)**: the discipline of making every printed piece in a run unique. The company's own marketing is explicit about what that means: "every single card or sticker we print can have a unique PIN, QR code, randomised images, or alphanumeric string. No duplicates, no leakage."

Variable data is where packaging stops being decoration and becomes infrastructure. A unique code per item enables promotion mechanics (scratch-and-win, under-the-cap), anti-counterfeit verification, serialised traceability, and item-level marketing — all of which have surged in demand across Southeast Asian FMCG, where counterfeiting pressure and promo-driven retail culture make per-item uniqueness commercially valuable.

The operational question VDP raises is industrial: a single client job can require tens of thousands of unique, verified, print-ready codes, delivered on a production deadline. This account's data shows where a meaningful share of them have come from since 2018.

The QR strategy

The platform data shows the variable-data signature precisely. Roughly 379,000 codes created since 2018 — fifth-largest all-time on the platform by live codes — composed almost entirely of static plain-text and batch-generated types, with effectively no tracked dynamic scans. Batch generation at this scale and cadence is consistent with per-job production runs: a client orders serialised labels or promo stickers; the printer generates the unique payload set; the codes flow into artwork and onto the press.

The static profile is a deliberate fit for the use case rather than a limitation. Variable-data codes typically carry the unique payload itself — a serial, a PIN, a verification string — consumed by the client's systems: a promo-redemption backend, an authentication checker, a warehouse scanner. QRStuff's role ends at generation; the scan economics belong to the brand whose packaging carries the code. Hence the honest measurement boundary: QRStuff observes this account's production, not its consumption.

Seven years of continuous batch production also indicates the relationship is embedded in the studio's standing workflow — the same “production tool” durability pattern visible in the platform's other top creator accounts, here applied to the most regulation-bound print category of all: packaging.

The numbers

~379,000 codes since 2018 — a packaging printer producing unique digital identities at a pace of roughly 50,000 a year.

- **Creation concentration:** this account is the platform's #5 all-time creator by live codes. Together with a US ticket manufacturer (~1.08M) and a Malaysian print house (~457K), it forms a clear creator archetype in QRStuff's data: the print-production account, defined by static batch output, near-zero tracked scans, and multi-year continuity. Three of the top five creators fit this pattern.
- **Creation rate:** ~50,000 codes a year is far beyond any plausible manual workflow — the volume itself is evidence of programmatic, job-driven generation.
- **The measurement boundary, honestly:** static codes report nothing back, so platform scan benchmarks (median ever-scanned dynamic code: 5 first-year scans) do not apply here, and no scan figures should be quoted. The value created — promo redemptions, authentications, trace events — accrues in client systems QRStuff never sees.
- **Regional context:** the Philippines sits just outside QRStuff's top-30 scan-volume countries, yet hosts a top-5 creation account — the same emerging-market pattern seen elsewhere in this report: production-side adoption running ahead of consumer scan statistics, because the codes serve operations and packaging rather than consumer campaigns.

What this tells the industry

Packaging is the next frontier where QR stops being optional. Gutenberg's data captures the early-adopter position: a mid-sized Asian packaging printer that built per-item code generation into its production line years before regulation began demanding it. The capability mix it advertises — unique codes, secure handling of payload data, in-house application — is exactly the skill set item-level packaging digitisation requires.

For brand owners, the message is about supplier readiness. The shift to item-level codes is usually framed as a brand-side IT project, but it lands physically on the printer's press. Brands whose packaging suppliers already run variable-data QR at volume can serialise a product line as routinely as ordering a label run; brands whose suppliers cannot will discover the bottleneck at the worst possible moment — when a regulator or a retailer sets a deadline.

PLACEHOLDER QUOTE — NOT FOR PUBLICATION. REQUIRES APPROVAL BEFORE USE.

"Our clients increasingly want every box and every sticker to be individual — a unique code that can prove it's genuine, unlock a promo, or trace a batch. Generating those codes at production volume is now as core to our business as the printing itself."

— [Title], Gutenberg Print Pack Solutions

Looking ahead

The regulatory tailwind behind this use case is the strongest in the QR economy. GS1's Sunrise 2027 transition will make 2D codes scannable at retail point-of-sale worldwide, and the EU's Digital Product Passport will require machine-readable, item- or batch-level data carriers on successive product categories from 2026 — batteries first, textiles by 2028, most goods by 2030. Both initiatives effectively mandate what variable-data packaging printers already do: give physical items unique, scannable digital identities. Printers like Gutenberg are the supply chain through which that mandate will physically arrive — one box, one label, one unique code at a time.

Platform figures are QRStuff internal measurements (code count: all-time from qrcode table; content-type mix from code samples). Identity is name-based and requires confirmation before outreach. Company background is from public sources (gutenbergsolutions.com, scratchcardsph.com, source-book.ph). Downstream scan activity is not measured by QRStuff; no scan figures should be published for this account. Regulatory timelines are from public GS1/EU sources.

Permission and Approval

What you are being asked to review

QRStuff (qrstuff.com), operated by QR Code Generator Inc., has prepared this case study as part of **The QRStuff State of QR Codes Report 2026** — a free market-facing industry report built from QRStuff's first-party platform data.

This document contains a draft profile of **Gutenberg Printpack** drawn from:

- **QRStuff platform measurements** — aggregate code creation and scan data at domain/category level only. No raw URLs, personal data, or account credentials are included or will be published.
- **Publicly available sources** — company website, press releases, and industry coverage, cited in the case study footer.

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Organisation: Gutenberg Printpack

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Questions? Contact Declan at declan@qrstuff.com. We are happy to arrange a call to walk through the draft, discuss any concerns, or discuss how QRStuff can support your team's story.

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