

# QUICK REFERENCE : **barcodes**

2D barcodes make use of the vertical dimension to hold more information.



*Actual  
Size*

Conventional barcodes get wider as more data is encoded.



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.



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