GS1 Digital Link Paths

Digital Product Passport Documentation

Guide for Magento administrators, technical project owners, and implementation teams.

LAST UPDATED
2026-09-26

SOURCE
Open this article online

EXTENSION
Magento 2 Extension Digital Product Passport

GS1 Digital Link Paths

When enabled, the storefront recognizes GS1-style paths that begin with application identifier `01` for a GTIN.

Supported path shapes

```
/01/04006381333931
/01/04006381333931/10/BATCH-2026-08
/01/04006381333931/21/SERIAL-00418
```

- `01` identifies the GTIN.
- `10` identifies a batch or lot.
- `21` identifies a serial number.

Generated URLs use serial before batch if a passport contains both. GTIN values between 8 and 13 digits are left-padded to 14 digits in generated links. The router resolves the product through the configured GTIN attribute or common fallback attributes, then selects a published passport matching the requested serial or batch.

Enable routing

1. Open **Stores > Configuration > MageB2B > Digital Product Passport**.
2. Set **Enable Digital Product Passports** to **Yes**.
3. Set **Enable GS1 Digital Link URLs** to **Yes**.
4. Configure and populate the GTIN product attribute.
5. Clear configuration and full-page cache.

Both feature flags must be enabled for `/01/` routing.

Custom resolver domain

Enter a domain such as `id.example.com` only after DNS, TLS and proxy routing send that host to the Magento storefront. The setting changes generated link hosts; it does not operate an external GS1 resolver or provision the domain.

Resolution rules

- A serial path must find the exact published serial record.
- A batch path must find the exact published batch record.
- A GTIN-only path returns an available published passport for the product.
- An unknown or unpublished identifier shows no passport.
- Unknown application identifiers may be parsed, but the storefront selection uses GTIN,

batch and serial.

Treat identifier uniqueness and assignment as catalog governance. The extension does not register GTINs or validate ownership with GS1.