

# QR2HD™ Lets Consumers Verify QR Codes Before They Click While Helping Brands Combat Counterfeiting

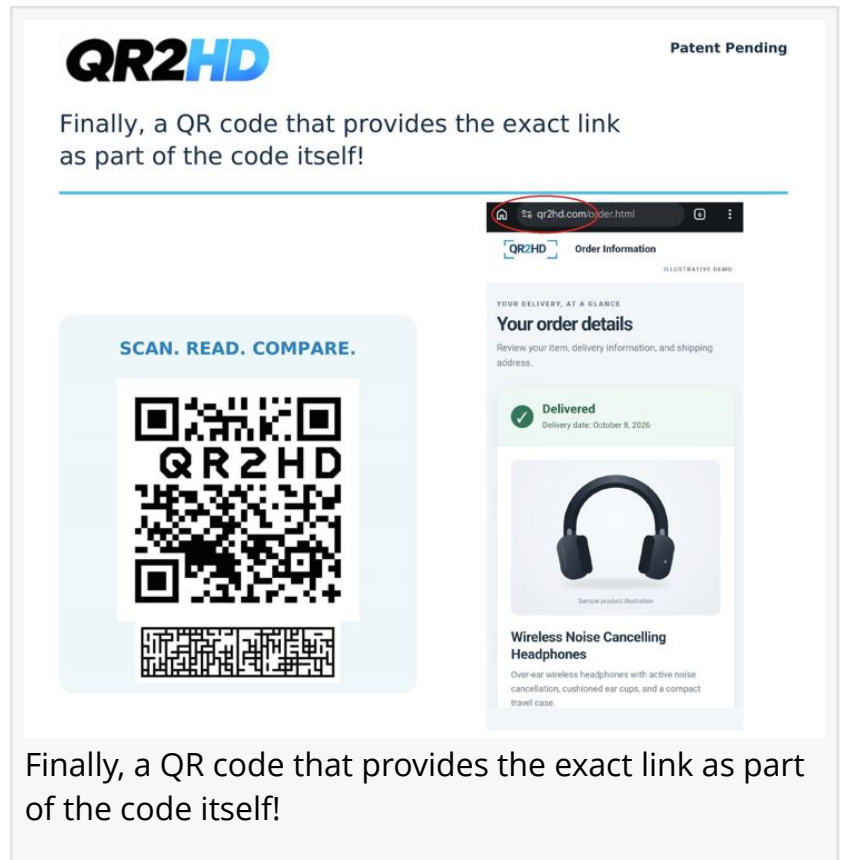
*Patent-Pending Technology Combines Safe Link Verification, Product Authentication, and Consumer Engagement in a Single Secure QR Code Solution*

INDIALANTIC, FL, UNITED STATES, October 15, 2026 /EINPresswire.com/ -- [HD Barcode](#) LLC today announced [QR2HD™](#), a patent-pending technology designed to help consumers verify a [QR](#) code destination before opening a website or digital link while also enabling brands to authenticate products, combat counterfeiting, and strengthen customer engagement.

As QR code use continues to expand across packaging, marketing, healthcare, retail, logistics, and consumer products, cybercriminals are increasingly exploiting consumer trust through malicious QR codes, a growing threat often referred to as "Quishing" or QR phishing. Consumers frequently have no reliable way to determine whether a QR code leads to a legitimate destination before clicking.

QR2HD™ addresses this challenge by allowing consumers to verify key information before opening a link, providing an additional layer of confidence and transparency. Unlike traditional QR codes that simply redirect users, QR2HD™ integrates HD Barcode's advanced security and authentication capabilities into a single solution.

"Consumers shouldn't have to guess whether a QR code is safe," said Gary Parish, CEO of HD Barcode LLC. "QR2HD™ changes the experience by enabling users to verify a QR code before opening the link, while giving businesses powerful tools to authenticate products, protect their brands, and interact directly with customers."





Recognize it. Scan it. Read it.

No store employee, special consumer app, dedicated scanner, or other consumer equipment is required."

*Dave Naddor*

In addition to link verification, QR2HD™ can be combined with HD Barcode's secure authentication technologies to help manufacturers, distributors, and brand owners verify product authenticity throughout the supply chain. This capability can assist organizations in addressing product diversion, unauthorized distribution, and counterfeit goods while providing consumers with greater confidence in the products they purchase.

Key Benefits of QR2HD™

- Verify QR code destinations before opening links

- Help protect consumers from fraudulent or malicious QR codes
- Support product authentication and anti-counterfeit initiatives
- Enable secure interaction between brands and consumers
- Improve transparency throughout the supply chain
- Provide product-specific information and verification capabilities
- Enhance trust in digital and physical brand experiences

Organizations can implement QR2HD™ across a wide range of applications, including consumer products, pharmaceuticals, healthcare, manufacturing, retail, logistics, food and beverage packaging, warranty management, and digital marketing programs.

"As QR codes become a permanent part of everyday life, the next evolution is trust," Parish added. "QR2HD™ bridges the gap between convenience and security by helping consumers know what they're scanning before they click and helping brands prove what they're selling is authentic."

#### About HD Barcode LLC

HD Barcode LLC develops advanced barcode, authentication, and digital trust technologies designed to improve product security, consumer confidence, and supply chain transparency. The company's innovations focus on secure identification, authentication, anti-counterfeiting, and next-generation consumer engagement solutions.

For more information, visit [www.qr2hd.com](http://www.qr2hd.com)

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