



The Global Language  
of Business



# Quick start guide: GS1 GTIN ubiquity, Verified by GS1 and GS1 Global Data Model

*The Consumer Goods  
Forum's Product  
Data Coalition of  
Action and GS1  
working together to  
empower your digital  
transformation*

Consumers and trading partners are demanding more and better product data than ever before. At the same time, there is a proliferation of inconsistent approaches to exchanging data, which results in poor-quality product information and unnecessary costs to brand owners and retailers. This ultimately results in lost sales and an erosion of consumer trust, especially in e-commerce.

The Consumer Goods Forum's Product Data Coalition and GS1 are collaborating on three strategic initiatives to address the weaknesses of today's data exchange processes, and to ensure that products are represented as well in the digital world as they are in the physical world—with multiple benefits for the industry such as simplified listings, reduced time to market, more consumer transparency and reduced counterfeiting. Below is a brief overview of the three initiatives followed by a step-by-step guide to getting started.



1

**Ensure that all physical products are uniquely identified with a GS1 GTIN (Global Trade Item Number).** Whether in the physical world or digital world of commerce, unique and persistent identification of products that can be shared with many stakeholders consistently and accurately is foundational. The GS1 GTIN, also known as the barcode number, plays a pivotal role in today's digital transformation of retail by connecting products to accurate information such as origin, ingredients or user reviews right from the start.



2

**Participate in Verified by GS1.** By registering a GTIN with a minimum set of basic product information, brands create an "ID Card" for each of their products. Retailers and marketplaces can use this information to verify the identity of a product and gain faster, simplified access to brand-sourced, high-quality and consistent product data.



3

**Use the GS1 Global Data Model (GDM) to share foundational product information with your trading partners.** To complete the product information needed to list, store, move and sell products, the GDM defines a globally consistent set of foundational product attributes. By simplifying and harmonising the exchange of product data around the world, the GS1 Global Data Model increases operational efficiency for brand owners and retailers and improves data accuracy and completeness for consumers.

Questions?

[Contact GS1](#)  
[Contact the CGF Product  
Data Coalition of Action](#)

For more information, visit:

[CGF Product Data Coalition of Action](#)  
[GS1 GTIN](#)  
[Verified by GS1](#)  
[Verified by GS1 contact details by country](#)  
[GS1 Global Data Model](#)

# How to get started

The ubiquity and quality of digital data is transforming the way consumers learn about brands, even more so in the wake of COVID-19. The crisis is accelerating consumer reliance on digital and is spurring faster growth in e-commerce. All of this constitutes a call to action for the industry.

The Consumer Goods Forum, together with GS1, is urging all CPG companies to take the necessary steps to support our three strategic data initiatives. The below summarises the 10 steps to ensure your products will be represented as well in the digital world as they are in the physical world.



**1 Understand your data requirements and onboard your organisation:** Your local GS1 office has materials and local support to implement these initiatives in your organisation. You can further reinforce the adoption of these initiatives by local brand owners and retailers by joining the GS1 community and collaborating with peers and trading partners.

**2 Get a GS1 GTIN (barcode):** Ensure that all your products have a unique GS1 GTIN—or barcode number—provided by your local GS1 office: [www.gs1.org/standards/get-barcodes](http://www.gs1.org/standards/get-barcodes)



**3 Prepare the 7 core product attributes in scope for Verified by GS1:** GTIN, brand name, product description, product image URL, global product category code, net content & unit of measure, country(ies) of sale. The product data should be complete (with all 7 attributes), accurate and ready to upload for your full portfolio. Importantly, experience so far has shown this will start requiring broad commitment from your organisation beyond supply chain and involvement from all functions involved in the product life cycle. [Click here for more information on the 7 attributes.](#)

**4 Upload your data into the GS1 Registry Platform:** The local GS1 office where your GTINs are licensed will support you to upload the data to the GS1 Registry Platform in the most efficient way. Different capabilities are available such as single upload, file import or API connection. Your local GS1 office will also work with your team to perform a range of structural checks for data quality and completeness.

**5 Start retrieving the data and verify products' identity:** All members of GS1 can have access to the global GS1 Registry Platform through any involved local GS1 office, using Verified by GS1 to query GTINs. Different capabilities are also available for retrieving data such as single GTIN query (via web interface), batch/file export or API connection.



**6 Conduct attribute analysis between GDM and internal data model:** The first step will be to perform an attribute analysis comparing the GDM attributes to your internal data model. To support this analysis, each attribute of the GDM has business-friendly names, definitions and examples that provide additional clarity. The gaps or missing attributes will define your level of readiness and will help in creating an implementation roadmap.

**7 Revise your product master data:** Discuss within your organisation a roadmap to review your internal systems and processes to aggregate and adjust product data to meet the requirements from the GDM.

**8 Launch pilot with selected business partners:** Pilots in other organisations have uncovered valuable learnings for GDM implementation, providing more indications on “what it will take” to fully implement and additional insights on data quality and business processes.

**9 Adjust for complete rollout:** This is the final work to address the remaining issues, and typically includes data adjustment to ensure the highest level of data quality and potential additional changes to systems/processes to ensure technical readiness. Furthermore, there may be work required with solution providers, such as GDSN data pools or content service providers, depending on the systems that will be used to exchange the data with trading partners.

**10 Roll out with all business partners:** This is the final GO LIVE to have ongoing data exchange for all your product portfolio using the GS1 Global Data Model. This final step also includes the setup of a monthly reporting process to track progress on internally agreed KPIs.