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Consumer Product Variant in GDSN Implementation Guideline

Release 1.1, Ratified, Nov 2025

Document Summary

Document Item	Current Value
Document Name	Consumer Product Variant in GDSN Implementation Guideline
Document Date	Nov 2025
Document Version	1.1
Document Issue	
Document Status	Ratified
Document Description	

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Log of Changes

Release	Date of Change	Changed By	Summary of Change
1.0	Jun 2018	Greg Rowe / Eric Kauz	Initial publication based upon WR 17-226
1.1	Nov 2024	Bernard Faibella	<p>WR 24-169 Chapter 3.1, mark attributes below as being deprecated in GDSN release 3.1.27 May 2024):</p> <ul style="list-style-type: none"> - productionVariantDescription - productionVariantEffectiveDateTime - productionVariantDiscontinuedDateTime - productionVariantCancelledDateTime <p>Chapter 3.3.1, correct ingredientSequence values.</p> <p>Chapter 3.3.1 to 3.3.9, correct value for isTradeItemAConsumerUnit and isTradeItemABaseUnit to 'true' instead of 'TRUE'; correct date format.</p> <p>Chapter 3.3.7, update the new tradeItemMarketingMessage</p> <p>Delete Chapter 4 Concurrent (To be documented)</p>

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1 Executive Summary

Today's Omni-channel consumers want a consistent experience, no matter how or where they shop. They also expect accurate and more detailed information about the things they buy online. What was a simple visit to a local store—searching and comparing products on the shelf in the “real” world—now typically includes a trip to a digital shelf, which often lacks the accurate product information needed for consumers to make informed purchasing decisions. At the same time, regulators are demanding that industry make product information transparent, robust and available.

2 Introduction

2.1 Purpose of this Document

2.1.1 Purpose

Today's consumer wants a consistent experience, no matter how or where they shop. For industry, this means harmonizing product information on the physical and digital shelves.

To help meet the need for improved consumer-facing information industry came together to align around the facilitation of data exchange for Consumer Product Variant information through the Global Data Synchronisation Network (GDSN).

Consumer Product Variant identifies product variations that are considered insignificant to supply chain business processes, but that may be important to consumers. While these product changes and variations do not require a new GTIN, they are critical to harmonisation of the physical and digital shelf and full transparency.

Industry came together in a phased approach and defined Consumer Product Variant and associated attributes of Consumer Product Variant. The Consumer Product Variant is defined in the GS1 General Specification and associated attributes are defined in the Global Data Dictionary.

This Implementation Guide is aimed at providing guidance data exchange for Consumer Product Variant information through the Global Data Synchronisation Network (GDSN). While sharing Consumer Product Variant information is not specific to any one data exchange mechanism, GDSN is critical to a majority of GS1 constituents. Support of Consumer Product Variant in the Global Data Synchronisation Network is essential for those constituents.

"Examples of minor changes not requiring a GTIN change in this document are only for representation of the solution. When determining if a product change requires a GTIN change, brand owners should consult the GTIN Management Rules first."

3 Implementation Guidance for Transitional Consumer Product Variants Business Process Change

Consumer Product Variant identifies product variations that are considered insignificant to supply chain business processes, but that may be important to consumers. While these product changes and variations do not require a new GTIN, they are critical to harmonisation of the physical and digital shelf and full transparency.

Transitional Consumer Product Variants are CPVs that may exist simultaneously within the supply chain for a limited period and represent the transition of certain properties of the item to another, for example minor artwork changes that replace the artwork on the older item. It is assumed that Transitional Consumer Product Variants are serial in nature, which is to say that in the network there will only be a single instance of data sent for the item and the new variant will over-write the existing (although the recipient can keep multiple records).



Note: The [GTIN Management Rules](#) provide all guidance regarding when consumer product variants of a trade item can be created.

3.1 CPV Related Attributes

The following attributes are used to describe and manage a consumer product variant for a trade item.

- *consumerProductVariantDescription* – Best practice to populate. (previously named *productionVariantDescription* till May 2024)
- *consumerProductVariantStartEffectiveDateTime* – required to populate for all CPVs but not on the Primary version. (previously named *productionVariantEffectiveDateTime* till May 2024)
- *consumerProductVariantReasonCode* – Required when there is a CPV being sent.
- *consumerProductVariantIdentification* – Required when there is a CPV being sent.
- *consumerProductVariantEndEffectiveDateTime* – Optional, if you have a time bound promotion, you could use this on the current variant record, not the Primary Version

The following CPV attributes are not applicable to transitional CPVs and thus should not be sent:

- *consumerProductVariantDiscontinuedDateTime* – Not applicable to Transitional CPVs. (previously named *productionVariantDiscontinuedDateTime* till May 2024)
- *consumerProductVariantCancelledDateTime* – Not applicable to Transitional CPVs. (previously named *productionVariantCancelledDateTime* till May 2024)

3.1.1 Reason Codes & Definitions

The following are reason codes for the creation of a consumer product variant. These codes are passed in the *consumerProductVariantReasonCode* attribute.

Scenario	Definition and Example
ADD_ADDITIONAL_LANGUAGE	Used to identify the addition of one or more languages to the product’s primary language.
REMOVE_ADDITIONAL_LANGUAGE	Used to identify the removal of one or more languages from the product’s primary language.
ADDITIONAL_DECLARED_NET_CONTENT_UOM	Used to identify an additional net content to provide an additional expression of the same net content.
MARKETING_DECLARATIONS	Used to identify a marketing declaration such as “Improved Scent” and “Lasts 2x longer”... which are designed to impact consumer decisions.
MINOR_ARTWORK_CHANGES	Used to identify an artwork change to the package artwork to promote or market the product.
MINOR_FORMULATION_CHANGE	Used to identify a small change of formulation (example: a change to a type of oil that does not impact allergen claims...but may impact consumer decisions or online information).
PACKAGING_WITH_MINOR_IMPACT	Used to identify a change to the dimensions (H W D) of a product that is less than 20%. Changing packaging dimensions less than 20% may still have an impact on consumer decision in certain product categories.
PRIMARY_VERSION	Status on a CPV to notify recipient that a CPV is no longer active and that a previous CPV should now be used to provide information on a product.
PRODUCED_IN_DIFFERENT_LOCATIONS	Used to identify when a country of origin must be distinguished and declared, but a new GTIN is not required (apparel), CPV allows for that sharing. Likely to impact consumer decisions in many product categories.



PRODUCT_NAME_AND_DESCRIPTION	Used to identify a change in name or description of a product (example: from "Spicy" potato chips to "Bold and Spicy"). Such a change may impact consumer decisions or online information.
RECONFIGURATION_OF_CONSUMER_PACK	Used to identify a change in the configuration of a package, for example from a "sports top" to a twist off cap. This could impact consumer decisions or online information.
REMOVAL_OF_ADDITIONAL_DECLARED_CONTENT_UOM	Used to identify the removal of an additional net content expression.
TIME_CRITICAL_PROMOTION	Used to identify a seasonal/time critical artwork/marketing declaration.
VINTAGE	Particularly used for high-volume/sell through wine who's quality/price is not distinguishable by vintage but that contains a year on the bottle (as this year may impact a consumer decision).

3.2 Transitional CPV Use Case

Use Case Name	Transitional CPV for Time Critical Promotion		
Use Case Description	The process of sending a Transitional Consumer Product Variant for any reason code.		
Actors (Goal)	Supplier, data pools, recipient (which could but not always the recipient) & consumer		
Performance Goals	<p>Supplier - Give recipient differentiated information so they can get it front of the consumer. Keeping pace with the physical product flow.</p> <p>Recipient – display the most timely and most accurate attributes (image & content)</p> <p>Consumer – consumer satisfaction of their purchase</p>		
Preconditions	Supplier has made decision to change the product		
Scenario	Step #	Actor	Activity Step
	1	Supplier	<p>Decide when to make changes to their master data</p> <p>Gather data elements that need to change based on CPV Reason Code. Note: Link to Excel spreadsheet will be uploaded once we conclude this work and have a location to post the spreadsheet)</p> <p>Create CPV attribute(s) i.e. CPV identification, reason code, start date, consumer product variant description</p>
	2	Supplier	Decides when to send information, then send information in Catalogue Item Notification Message.
	3	Data Pool	Based on current publications, data pools distribute data (Source DP and Recipient DP)
	4	Recipient	<ul style="list-style-type: none"> Receives trade item and realizes that the item is consumer product variant of previously received trade item. Identifies reason code(s) and attributes that were changed Initiates different workflows based on new information (i.e. webpage and EDI) Reviews current CPV before replacement May decide to store multiple versions
	5	Consumer	Gains visibility to updated data.

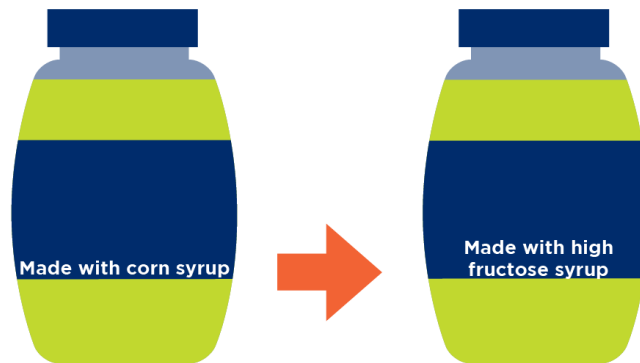
Guidance	1	Both the recipient & supplier may want to show a transitional disclaimer about the product on the webpage.
	2	A recipient may store multiple versions at same time.
	3	For suppliers the best practice is to batch & control their product variant information (it is then up to the recipient on when and if they want to update online info for the consumer once they receive the batched update). The supplier needs to decide when to convey a change that would be important to the consumer and when they want the recipient to pay attention to the change.
	4	If the end effective date for a CPV is reached there should be a new CPV to replace it or the current CPV will be considered the current.
	5	There is no need to create a CPV when the physical item has not changed and you are changing data about an image.

3.3 Sample Data Per Reason Code

Note: It is assumed for transitional consumer product variants that the data related to the new CPV will replace the data in the previous version of the item. The only suggested additional data for sending the transitional CPV will be *consumerProductVariantDescription*, *consumerProductVariantStartEffectiveDateTime*, *consumerProductVariantReasonCode*, *consumerProductVariantIdentification*.

Please note, in the examples below we included data that was pertinent to the example. The expectation is that the supplier will be re-publishing the item with all attributes previously sent to the recipient that are still relevant to the trade item as well as any additional ones that are relevant to the specific CPV.

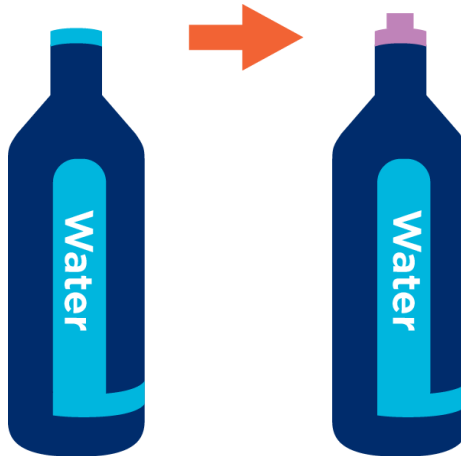
3.3.1 Transitional CPV for Minor Formulation Change



A supplier is changing a baby food product’s ingredient to replace corn syrup with high fructose syrup. Updated product to replace the earlier version with corn syrup.

Attribute	Trade Item v0	Trade Item V1
GTIN	12345678767172	12345678767172
isTradeItemAConsumerUnit	true	true
informationProvider	1234567890128	1234567890128
brandOwner	1234567890128	1234567890128
lastChangeDateTime	2014-01-01T00:00:00	2018-01-30T00:00:00
effectiveDateTime	2014-01-01T00:00:00	2018-01-30T00:00:00
publicationDateTime	2014-01-01T00:00:00	2014-01-01T00:00:00
manufacturerOfTradeItem	1234567890135	1234567890135
isTradeItemABaseUnit	true	true
gpcCategoryCode	10000575	10000575
tradeItemUnitDescriptor	BASE_UNIT_OR_EACH	BASE_UNIT_OR_EACH
referencedFileTypeCode	PRODUCT_LABEL_IMAGE	PRODUCT_LABEL_IMAGE
uniformResourceIdentifier	www.abc1.com/baby_food/12345678767172	www.abc1.com/baby_food/12345678767172_123
ingredientSequence	01	01
ingredientName	Wheat	Wheat
ingredientSequence	02	02
ingredientName	Palm Oil	Olive Oil
ingredientSequence	03	03
ingredientName	Water	Water
ingredientStatement	Squash, corn syrup, water	Squash, high fructose syrup, water
consumerProductVariantDescription		Changed from corn syrup to high fructose syrup.
consumerProductVariantStartEffectiveDateTime		2018-02-22T00:00:00
consumerProductVariantReasonCode		MINOR_FORMULATION_CHANGE
consumerProductVariantIdentification		123

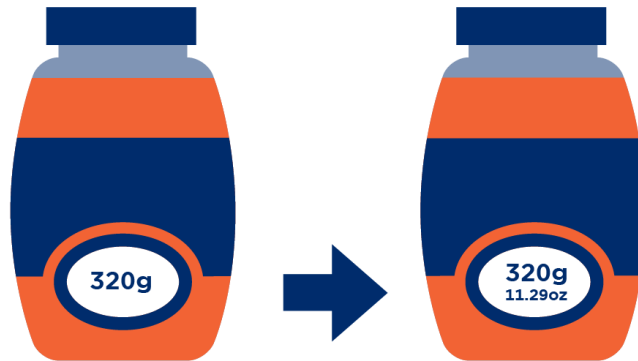
3.3.2 Transitional CPV for Reconfiguration of Consumer Pack



A supplier is changing a water product to replace the regular plastic cap with a sport cap. Minimal changes to the size of the packaging within the GTIN Management Rules. Updated product to replace the earlier version.

Attribute	Trade Item v0	Trade Item V1
GTIN	12345678767172	12345678767172
isTradeItemAConsumerUnit	true	true
informationProvider	1234567890128	1234567890128
brandOwner	1234567890128	1234567890128
lastChangeDateTime	2014-01-01T00:00:00	2018-01-30T00:00:00
effectiveDateTime	2014-01-01T00:00:00	2018-01-30T00:00:00
publicationDateTime	2014-01-01T00:00:00	2014-01-01T00:00:00
manufacturerOfTradeItem	1234567890135	1234567890135
isTradeItemABaseUnit	true	true
gpcCategoryCode	10000232	10000232
tradeItemUnitDescriptor	BASE_UNIT_OR_EACH	BASE_UNIT_OR_EACH
referencedFileTypeCode	PRODUCT_LABEL_IMAGE	PRODUCT_LABEL_IMAGE
uniformResourceIdentifier	www.abc1.com/drinkos/12345678767172	www.abc1.com/drinkos/12345678767172_126
depth	10 CMT	10 CMT
width	5 CMT	5 CMT
height	15 CMT	15.5 CMT
labelDescription	Water	Water with New Easy to Drink Sports Cap.
packagingDepth	10 CMT	10 CMT
packagingWidth	5 CMT	5 CMT
packagingHeight	15 CMT	15.5 CMT
tradeItemFeatureBenefit		Sport Cap
consumerProductVariantDescription		Added New Sport Cap. Updated product image.
consumerProductVariantStartEffectiveDate Time		2018-02-21T00:00:00
consumerProductVariantReasonCode		RECONFIGURATION_OF_CONSUMER_PACK
consumerProductVariantIdentification		126

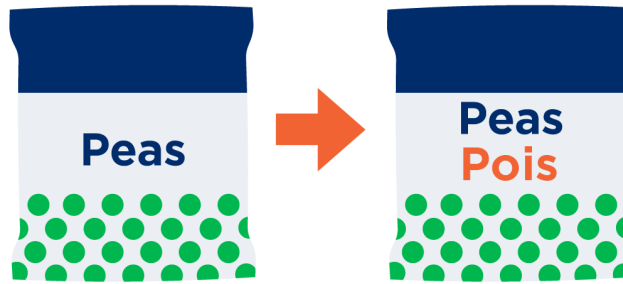
3.3.3 Transitional CPV for Additional Declared Net Content



A supplier is changing a beverage product to add an additional net content representing portions. Updated product to replace the earlier version.

Attribute	Trade Item v0	Trade Item V1
GTIN	12345678767172	12345678767172
isTradeItemAConsumerUnit	true	true
informationProvider	1234567890128	1234567890128
brandOwner	1234567890128	1234567890128
lastChangeDateTime	2014-01-01T00:00:00	2018-01-30T00:00:00
effectiveDateTime	2014-01-01T00:00:00	2018-01-30T00:00:00
publicationDateTime	2014-01-01T00:00:00	2014-01-01T00:00:00
manufacturerOfTradeItem	1234567890135	1234567890135
isTradeItemABaseUnit	true	true
gpcCategoryCode	10000264	10000264
tradeItemUnitDescriptor	BASE_UNIT_OR_EACH	BASE_UNIT_OR_EACH
referencedFileTypeCode	PRODUCT_LABEL_IMAGE	PRODUCT_LABEL_IMAGE
uniformResourceIdentifier	www.abc1.com/drinkos/12345678767172	www.abc1.com/drinkos/12345678767172_127
netContent	320 GRM	320 GRM
netContent (iteration 2)		11.29 ONZ
netContentStatement	Contains 320 grams	Contains 320 grams or 11.29oz
consumerProductVariantDescription		Added additional net content and net content statement information for portions. Updated product image.
consumerProductVariantStartEffectiveDate Time		2018-02-08T00:00:00
consumerProductVariantReasonCode		ADDITIONAL_DECLARED_NET_CONTENT_UOM
consumerProductVariantIdentification		127

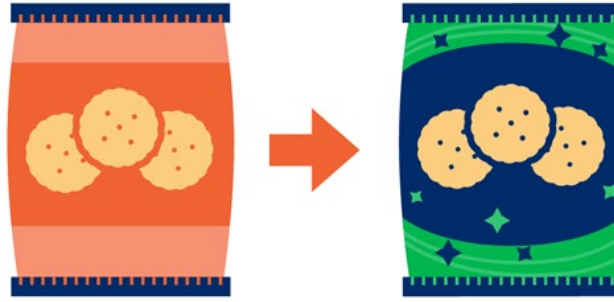
3.3.4 Transitional CPV for Add Additional Language



A supplier is changing a food product to add an additional language on the packaging for label description and allergen statement. Updated product to replace the earlier version.

Attribute	Trade Item v0	Trade Item V1
GTIN	12345678767172	12345678767172
isTradeItemAConsumerUnit	true	true
informationProvider	1234567890128	1234567890128
brandOwner	1234567890128	1234567890128
lastChangeDateTime	2014-01-01T00:00:00	2018-01-30T00:00:00
effectiveDateTime	2014-01-01T00:00:00	2018-01-30T00:00:00
publicationDateTime	2014-01-01T00:00:00	2014-01-01T00:00:00
manufacturerOfTradeItem	1234567890135	1234567890135
isTradeItemABaseUnit	true	true
gpcCategoryCode	10000270	10000270
tradeItemUnitDescriptor	BASE_UNIT_OR_EACH	BASE_UNIT_OR_EACH
referencedFileTypeCode	PRODUCT_LABEL_IMAGE	PRODUCT_LABEL_IMAGE
uniformResourceIdentifier	www.abc1.com/peas/12345678767172	www.abc1.com/peas/12345678767172_128
allergenStatement	Contains Citrus Products <en>	Contains Citrus Products <en>
allergenStatement (iteration 2)		Contient des Agrumes <fr>
labelDescription	Peas <en>	Peas <en>
labelDescription (iteration 2)		Pois <fr>
consumerProductVariantDescription		Added French Language to Label Description and allergen statement. Updated product image.
consumerProductVariantStartEffectiveDate Time		2018-02-09T00:00:00
consumerProductVariantReasonCode		ADD_REMOVE_ADDITIONAL_LANGUAGE
consumerProductVariantIdentification		128

3.3.5 Transitional CPV for Time Critical Promotion

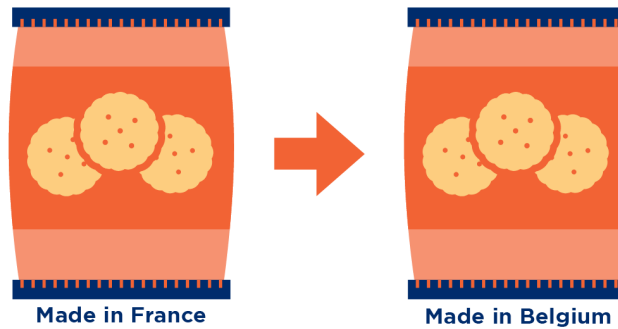


Supplier replaces existing trade item with a Christmas variety with stars and different package colour. There are no ingredient changes besides the replacement of stars and different colour package. As a result, the colour on the packaging changes as well as the addition of stars.

Attribute	Trade Item v0	Trade Item V1
GTIN	12345678768172	12345678787172
isTradeItemAConsumerUnit	true	true
informationProvider	1234567890128	1234567890128
brandOwner	1234567890128	1234567890128
lastChangeDateTime	2014-01-01T00:00:00	2018-01-30T00:00:00
effectiveDateTime	2014-01-01T00:00:00	2018-01-30T00:00:00
publicationDateTime	2014-01-01T00:00:00	2014-01-01T00:00:00
manufacturerOfTradeItem	1234567890135	1234567890135
isTradeItemABaseUnit	true	true
gpcCategoryCode	10000160	10000160
tradeItemUnitDescriptor	BASE_UNIT_OR_EACH	BASE_UNIT_OR_EACH
referencedFileTypeCode	PRODUCT_LABEL_IMAGE	PRODUCT_LABEL_IMAGE
uniformResourceIdentifier	www.abc1.com/crackers/12345678768172	www.abc1.com/crackers/12345678768172_129
labelDescription	Best crackers	Best crackers with stars and green and blue colour package. Limited edition.
targetOccasionOrTheme		Christmas Holiday
seasonParameterCode		CHRISTMAS
tradeItemMarketingMessage	A tasty cracker for the whole family.	A tasty cracker for the whole family now with Christmas stars and colours for your Holiday celebrations.
consumerProductVariantDescription		Update of label Description, target Occasion, season and trade item marketing message for Christmas Season Promotion.
consumerProductVariantStartEffectiveDate Time		2018-11-30T00:00:00
consumerProductVariantReasonCode		TIME_CRITICAL_PROMOTION
consumerProductVariantIdentification		129

- Note:** The supplier should republish the Primary Version CPV once the end effective date is reached on a promotional/seasonal CPV (a CPV with a reason code of promotion/seasonal).
- Note:** CPV end effective date should be used for promotional and seasonal CPVs only.
- Note:** If you go from 1 to 3 to 1 again, you can reuse the first CPV identifier. If you send 1 again it must be aligned to the CPV data in the original CPV (1). This is an issue for promotional.

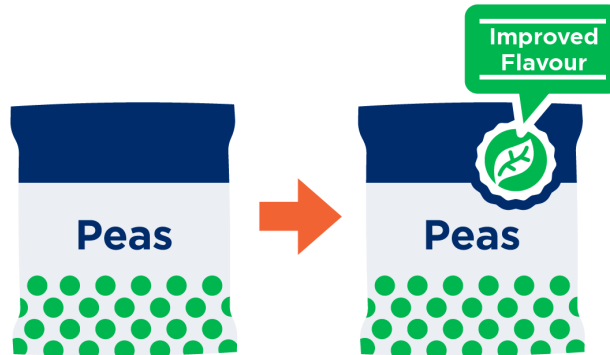
3.3.6 Transitional CPV for Production in Different Location



A supplier is changing the location where the product is being manufactured resulting in changes to the country of origin and country of origin statement. The new version replaces the earlier version.

Attribute	Trade Item v0	Trade Item V1
GTIN	12345678767172	12345678767172
isTradeItemAConsumerUnit	true	true
informationProvider	1234567890128	1234567890128
brandOwner	1234567890128	1234567890128
lastChangeDateTime	2014-01-01T00:00:00	2018-01-30T00:00:00
effectiveDateTime	2014-01-01T00:00:00	2018-01-30T00:00:00
publicationDateTime	2014-01-01T00:00:00	2014-01-01T00:00:00
isTradeItemABaseUnit	true	true
gpcCategoryCode	10000286	10000286
tradeItemUnitDescriptor	BASE_UNIT_OR_EACH	BASE_UNIT_OR_EACH
manufacturerOfTradeItem	1234567890135	1234567890135
referencedFileTypeCode	PRODUCT_LABEL_IMAGE	PRODUCT_LABEL_IMAGE
uniformResourceIdentifier	www.abc1.com/crackers/12345678767172	www.abc1.com/crackers/12345678767172_132
countryOfOrigin	250	724
countryOfOriginStatement	Made in France	Made in Belgium
consumerProductVariantDescription		Changed country of origin to Belgium and manufacturer GLN. Updated product image.
consumerProductVariantStartEffectiveDate Time		2018-02-22T00:00:00
consumerProductVariantReasonCode		PRODUCED_IN_DIFFERENT_LOCATIONS
consumerProductVariantIdentification		132

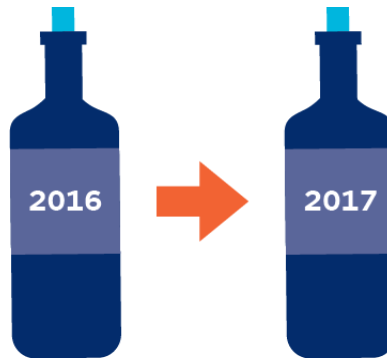
3.3.7 Transitional CPV for Marketing Declaration Change



A supplier is changing the label and marketing message to highlight improved flavour. The new version replaces the earlier version.

Attribute	Trade Item v0	Trade Item V1
GTIN	12345678768172	12345678787172
isTradeItemAConsumerUnit	true	true
informationProvider	1234567890128	1234567890128
brandOwner	1234567890128	1234567890128
lastChangeDateTime	2014-01-01T00:00:00	2018-01-30T00:00:00
effectiveDateTime	2014-01-01T00:00:00	2018-01-30T00:00:00
publicationDateTime	2014-01-01T00:00:00	2014-01-01T00:00:00
manufacturerOfTradeItem	1234567890135	1234567890135
isTradeItemABaseUnit	true	true
gpcCategoryCode	10000286	10000286
tradeItemUnitDescriptor	BASE_UNIT_OR_EACH	BASE_UNIT_OR_EACH
referencedFileTypeCode	PRODUCT_LABEL_IMAGE	PRODUCT_LABEL_IMAGE
uniformResourceIdentifier	www.abc1.com/weatoes/12345678768172	www.abc1.com/weatoes/12345678768172_131
labelDescription	Green Peas	Green Peas. Now with improved flavour.
tradeItemMarketingMessage	A nutritious bio product that is healthy for the whole family.	A nutritious bio product that is healthy for the whole family now with improved flavour.
consumerProductVariantDescription		Update of label Description and trade item marketing message for improved flavour. Updated product image.
consumerProductVariantStartEffectiveDate Time		2018-11-30T00:00:00
consumerProductVariantReasonCode		MARKETING_DECLARATIONS
consumerProductVariantIdentification		131

3.3.8 Transitional CPV for Vintage



The supplier is updating the vintage of a trade item. No other changes are made to the item. The new vintage replaces the old vintage.

Attribute	Trade Item v0	Trade Item V1
GTIN	12345678767172	12345678767172
isTradeItemAConsumerUnit	true	true
informationProvider	1234567890128	1234567890128
brandOwner	1234567890128	1234567890128
lastChangeDateTime	2014-01-01T00:00:00	2018-01-30T00:00:00
effectiveDateTime	2014-01-01T00:00:00	2018-01-30T00:00:00
publicationDateTime	2014-01-01T00:00:00	2014-01-01T00:00:00
manufacturerOfTradeItem	1234567890135	1234567890135
isTradeItemABaseUnit	true	true
gpcCategoryCode	10000276	10000276
tradeItemUnitDescriptor	BASE_UNIT_OR_EACH	BASE_UNIT_OR_EACH
referencedFileTypeCode	PRODUCT_LABEL_IMAGE	PRODUCT_LABEL_IMAGE
uniformResourceIdentifier	www.abc1.com/12345678767172	www.abc1.com/12345678767172_130
vintage	2016	2017
consumerProductVariantDescription		Update of vintage year. Updated product image.
consumerProductVariantStartEffectiveDate Time		2018-03-14T00:00:00
consumerProductVariantReasonCode		VINTAGE
consumerProductVariantIdentification		130

3.3.9 Return to Primary

Example 1

After creating a transitional consumer product variant for a trade item (v1), the supplier reverts to the original version of the trade item (before the variant) by creating a new CPV (v2). This example assumes that there are no other changes to from version 1 to version 2 besides reverting back to the original version data (v0).

Attribute	Trade Item v0
GTIN	12345678768179
isTradeltemAConsumerUnit	true
informationProvider	1234567890128
brandOwner	1234567890128
lastChangeDateTime	2014-01-01T00:00:00
effectiveDateTime	2014-01-01T00:00:00
publicationDateTime	2014-01-01T00:00:00
manufacturerOffTradeltem	1234567890135
isTradeltemABaseUnit	true
gpcCategoryCode	10000286
tradeltemUnitDescriptor	BASE_UNIT_OR_EACH
referencedFileTypeCode	PRODUCT_LABEL_IMAGE
uniformResourceIdentifier	www.abc1.com/weatoes/12345678768179
labelDescription	Sweetened Oat Cereal with Marshmallows
tradeltemMarketingMessage	A sweet and healthy cereal for the whole family

Attribute	Trade Item v1
GTIN	12345678768179
isTradeltemAConsumerUnit	true
informationProvider	1234567890128
brandOwner	1234567890128
lastChangeDateTime	2018-01-30T00:00:00
effectiveDateTime	2018-01-30T00:00:00
publicationDateTime	2014-01-01T00:00:00
manufacturerOffTradeltem	1234567890135
isTradeltemABaseUnit	true
gpcCategoryCode	10000286
tradeltemUnitDescriptor	BASE_UNIT_OR_EACH
referencedFileTypeCode	PRODUCT_LABEL_IMAGE
uniformResourceIdentifier	www.abc1.com/weatoes/12345678768179/129
labelDescription	Sweetened oat cereal now with Christmas elf shaped marshmallows. Limited edition.
tradeltemMarketingMessage	A sweet and healthy cereal for the whole family now with Christmas elf shaped marshmallows for your Holiday celebrations.
seasonParameterCode	CHRISTMAS
targetOccasionOrTheme	Christmas Holiday
consumerProductVariantIdentification	129
consumerProductVariantReasonCode	TIME_CRITICAL_PROMOTION
consumerProductVariantDescription	Update of labelDescription, targetOccasionOrTheme, seasonParameterCode and tradeltemMarketingMessage for Christmas Season promotion.
consumerProductVariantStartEffectiveDateTime	2018-11-30T00:00:00

Attribute	Trade Item v2
GTIN	12345678768179
isTradeltemAConsumerUnit	true
informationProvider	1234567890128
brandOwner	1234567890128
lastChangeDateTime	2018-12-25T00:00:00
effectiveDateTime	2018-12-25T00:00:00
publicationDateTime	2014-01-01T00:00:00
manufacturerOffTradeltem	1234567890135
isTradeltemABaseUnit	true
gpcCategoryCode	10000286
tradeltemUnitDescriptor	BASE_UNIT_OR_EACH
referencedFileTypeCode	PRODUCT_LABEL_IMAGE
uniformResourceIdentifier	www.abc1.com/weatoes/12345678768179/130
labelDescription	Sweetened Oat Cereal with Marshmallows
tradeltemMarketingMessage	A sweet and healthy cereal for the whole family
seasonParameterCode	
targetOccasionOrTheme	
consumerProductVariantIdentification	130
consumerProductVariantReasonCode	PRIMARY_VERSION
consumerProductVariantDescription	Update of labelDescription and tradeltemMarketingMessage and removal of targetOccasionOrTheme, seasonParameterCode to return to non-holiday item.
consumerProductVariantStartEffectiveDateTime	2018-12-25T00:00:00

Example 2

A previous consumer product variant existed in the network. A new consumer product variant is created for the holiday season. After the holiday, the supplier reverts the data to match the previously shared consumer product variant, not the initial item. The assumption is that CPV 128 is now the primary.

Note: if reverting to a CPV that was never set as primary, that is a new CPV since the recipient may not have backed up a previous version.

Attribute	Trade Item v0	Attribute	Trade Item v1	Attribute	Trade Item v2
GTIN	12345678768179	GTIN	12345678768179	GTIN	12345678768179
isTradeltemAConsumerUnit	true	isTradeltemAConsumerUnit	true	isTradeltemAConsumerUnit	true
informationProvider	1234567890128	informationProvider	1234567890128	informationProvider	1234567890128
brandOwner	1234567890128	brandOwner	1234567890128	brandOwner	1234567890128
lastChangeDateTime	2014-01-01T00:00:00	lastChangeDateTime	2018-01-30T00:00:00	lastChangeDateTime	2018-12-25T00:00:00
effectiveDateTime	2014-01-01T00:00:00	effectiveDateTime	2018-01-30T00:00:00	effectiveDateTime	2018-12-25T00:00:00
publicationDateTime	2014-01-01T00:00:00	publicationDateTime	2014-01-01T00:00:00	publicationDateTime	2014-01-01T00:00:00
manufacturerOfTradeltem	1234567890135	manufacturerOfTradeltem	1234567890135	manufacturerOfTradeltem	1234567890135
isTradeltemABaseUnit	true	isTradeltemABaseUnit	true	isTradeltemABaseUnit	true
gpcCategoryCode	10000286	gpcCategoryCode	10000286	gpcCategoryCode	10000286
tradeltemUnitDescriptor	BASE_UNIT_OR_EACH	tradeltemUnitDescriptor	BASE_UNIT_OR_EACH	tradeltemUnitDescriptor	BASE_UNIT_OR_EACH
referencedFileTypeCode	PRODUCT_LABEL_IMAGE	referencedFileTypeCode	PRODUCT_LABEL_IMAGE	referencedFileTypeCode	PRODUCT_LABEL_IMAGE
uniformResourceIdentifier	www.abc1.com/weatoes/12345678768179/128	uniformResourceIdentifier	www.abc1.com/weatoes/12345678768179/129	uniformResourceIdentifier	www.abc1.com/weatoes/12345678768179/128
labelDescription	Sweetened oat cereal with marshmallows. Now with improved flavour.	labelDescription	Sweetened oat cereal now with Christmas elf shaped marshmallows. Limited edition.	labelDescription	Sweetened oat cereal with marshmallows. Now with improved flavour.
tradeltemMarketingMessage	A sweet and healthy cereal for the whole family now with improved flavour.	tradeltemMarketingMessage	A sweet and healthy cereal for the whole family now with Christmas elf shaped marshmallows for your Holiday celebrations.	tradeltemMarketingMessage	A sweet and healthy cereal for the whole family now with improved flavour.
seasonParameterCode		seasonParameterCode	CHRISTMAS	seasonParameterCode	
targetOccasionOrTheme		targetOccasionOrTheme	Christmas Holiday	targetOccasionOrTheme	
consumerProductVariantIdentification	128	consumerProductVariantIdentification	129	consumerProductVariantIdentification	128
consumerProductVariantReasonCode	MARKETING_DECLARATIONS	consumerProductVariantReasonCode	TIME_CRITICAL_PROMOTION	consumerProductVariantReasonCode	PRIMARY_VERSION
consumerProductVariantDescription	Update of labelDescription and tradeltemMarketingMessage for improved flavour.	consumerProductVariantDescription	Update of labelDescription, targetOccasionOrTheme, seasonParameterCode and tradeltemMarketingMessage for Christmas Season promotion.	consumerProductVariantDescription	Update of labelDescription and tradeltemMarketingMessage and removal of targetOccasionOrTheme, seasonParameterCode to return to non-holiday item.
consumerProductVariantStartEffectiveDateTime	2018-01-30T00:00:00	consumerProductVariantStartEffectiveDateTime	2018-11-30T00:00:00	consumerProductVariantStartEffectiveDateTime	2018-12-25T00:00:00

4 Glossary

Term	Definition
Primary Version Consumer Product Variant	The primary version consumer product variant is the consumer product variant which contains the baseline information for the trade item and is deemed as the consumer product variant that will be reverted to if all other variants have expired.
Concurrent Consumer Product Variant	CPVs that can exist simultaneously in the supply chain. One example is different production facilities.
Consumer-facing Product Information	Consumer-facing product information is any information that is used by the end consumer to make decisions related to purchasing or use. In the scope of CPV, this is limited to information that would normally be found on the package or other means such as web site.
Transitional Consumer Product Variant	CPVs that may exist simultaneously within the supply chain for a limited period and represent the transition of certain properties of the item to another for example minor artwork changes that replace the artwork on the older item.
Consumer Product Variant	This element string may be used to distinguish one variant of a retail consumer trade item from another if the change does not require the allocation of a different Global Trade Item Number (per the GTIN Management Standard), but communication between trading partners is required to support consumers. The brand owner is responsible for assigning the consumer product variant.