



The Global Language of Business

GS1 Global Data Model Attribute Implementation Guide

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Log of Changes

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1.0	Dec 2020	Marc Gale	Initial publication under GSMP WR 20-324
1.1	Jan 2021	Global Data Model – Global Sub Team	Added section for Contact Information attributes under GSMP WR 20-325. Errata update under GSMP WR 20-407 to add the notation “No GTIN Assigned” under the pallet image in Hierarchy example Sec 2.2.

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Table of Contents

1	Introduction	8
2	Trade Item Hierarchy.....	8
2.1	Simple Hierarchy.....	10
2.2	Non-GTIN Pallet Hierarchy.....	12
2.3	Complex Hierarchy	14
2.4	Variety Pack Hierarchy	16
2.5	Loose or Prepacked Product Hierarchy	18
2.6	Hierarchy Attributes – Business Process Notes	19
3	Contact Information	21
3.1	Contact Information on a Product Label (Example).....	22
3.2	Contact Information on an Invoice (Example).....	23
3.3	Contact Information Options.....	24
3.3.1	Contact Type Codes	24
3.3.2	Contact Method Codes.....	24
3.4	Contact Information – Business Process Notes	25

1 Introduction

The purpose of the Global Data Model (GDM) is to simplify and harmonise the exchange of master data. The GDM will identify and define—in a globally consistent way—the set of foundational attributes needed to manage a product through its life cycle, such as: listing/ordering, moving, storing and selling a product both digitally and physically. The intention of the GDM is to enable an improved Consumer experience and reduce complexity by harmonising foundational data across the industry.

The purpose of the GDM Attribute Implementation Guide is to provide clarity and practical business advice regarding the use of the GDM attributes and, in some cases, instruction on managing the interaction of multiple attributes.

Attribute groups in development for Attribute Implementation Guidance are as follows:

Group Complete	Attribute Groups
✓	Hierarchy
✓	Contact information
	Identifiers
	Descriptions (brand, product, marketing)
	Weights & Dimensions
	Marketing & Consumer Facing
	Financial (Pricing, pre-tax, price)
	Packaging (sustainability, returns, recycle)
	Compliance & Regulatory
	Import classifications (country of origin)
	Nutrition Facts (food)
	Product Life Cycle (dates)
	Digital Assets (images)
	Claims & Certifications
	Category specific (Alcohol, pet, fish)




Important: The Global Data Model Attribute Implementation Guide is in continuous development. The Guide will be developed and made available to the community in phases based on attribute groups.

2 Trade Item Hierarchy

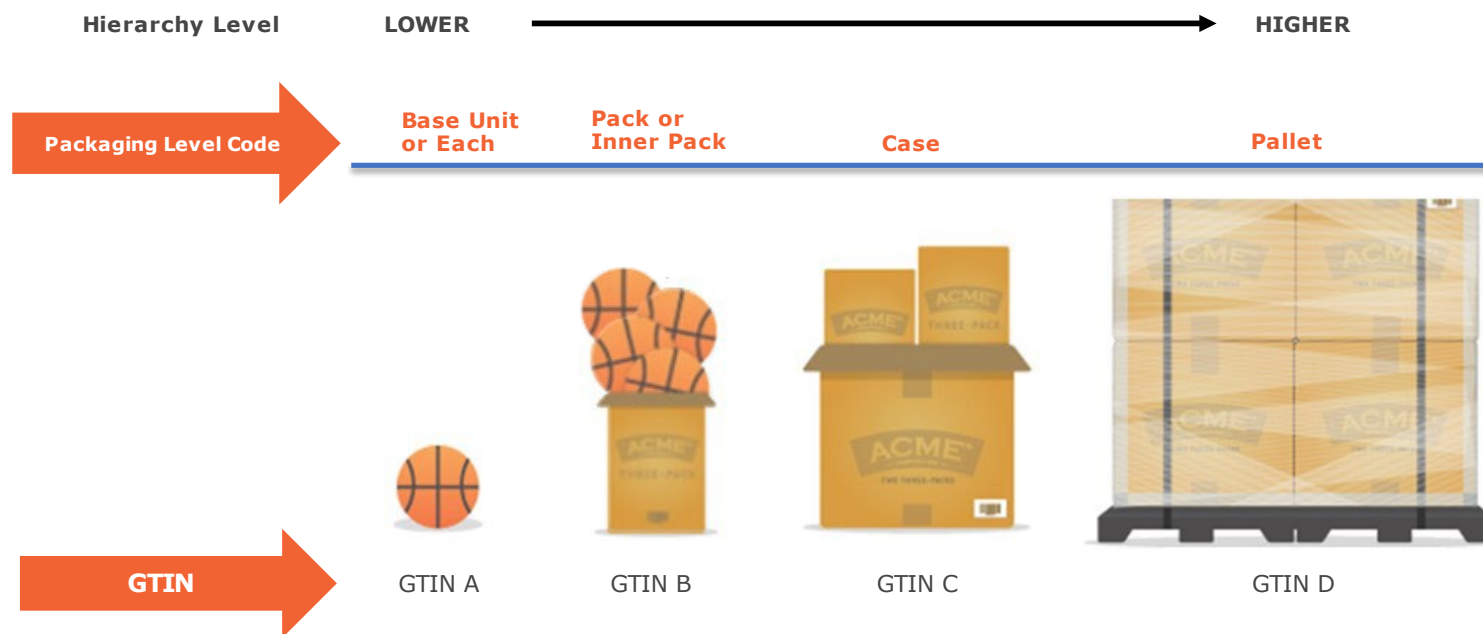
A trade item hierarchy consists of multiple GTINs linked together to represent a product's packaging hierarchy levels. Each level of the hierarchy is assigned a unique GTIN, and represents that specific unit, pack, case, or pallet.

The objective in this section is to understand how to set up trade items with different hierarchies – a simple hierarchy, a complex hierarchy, a hierarchy containing a variety pack and a hierarchy containing a display unit.

 **Important:** GTINs depicted in the examples in this section are represented generically (e.g. GTIN A, GTIN B, etc.). The specifics of GTIN management and options are out of scope for the Attribute Implementation Guide.

For more information on the [GS1 GTIN Management Standard](#), please refer to www.gs1.org/gtinrules.

2.1 Simple Hierarchy

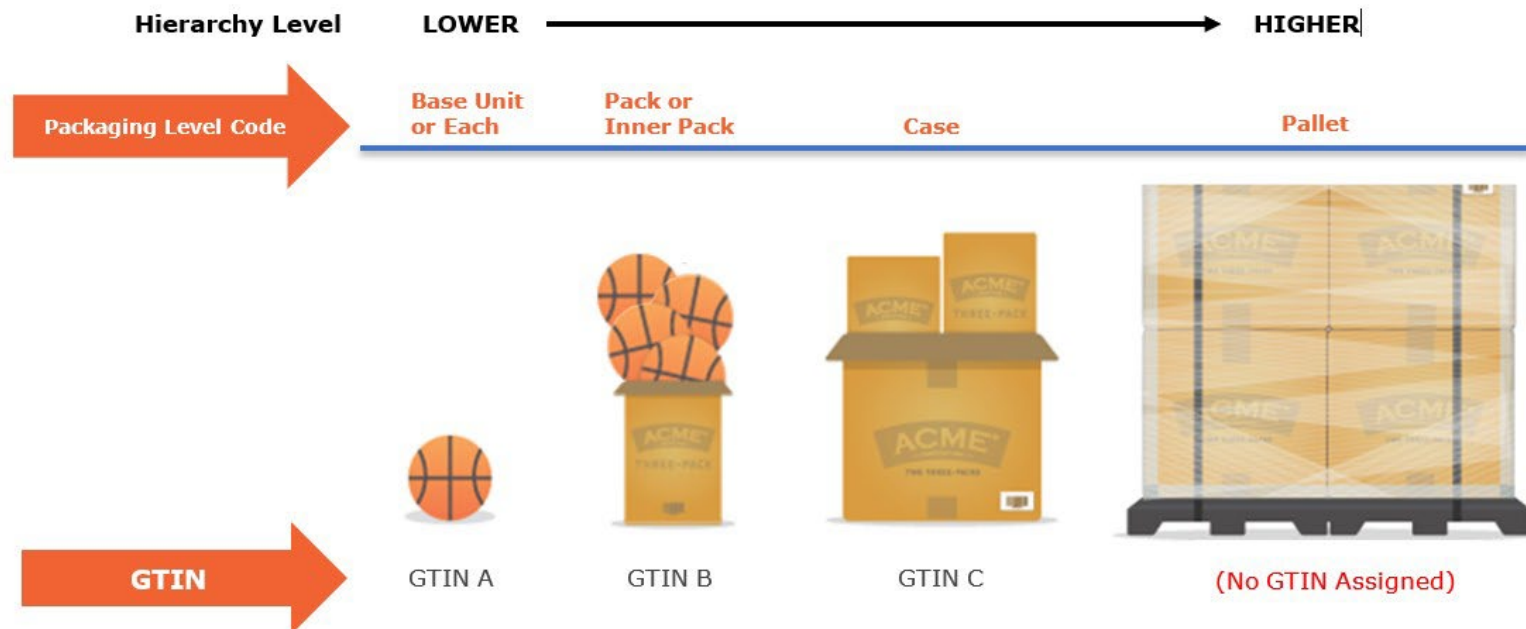


GTIN	Packaging Level Code	Product Description	Count of Each Specific Product	GTIN (Global Trade Item Number) of the Contained Product	Number of Different Products	Total Count of All Products	Base Unit Indicator	Consumer Unit Indicator	Orderable Unit Indicator	Shipping Unit Indicator	Number of Layers per GTIN	Number of Units per Layer in a GTIN
GTIN A	Base Unit or Each	ACME Regulation Size Orange Basketball 29.5"					True	True	False	False		



GTIN	Packaging Level Code	Product Description	Count of Each Specific Product	GTIN (Global Trade Item Number) of the Contained Product	Number of Different Products	Total Count of All Products	Base Unit Indicator	Consumer Unit Indicator	Orderable Unit Indicator	Shipping Unit Indicator	Number of Layers per GTIN	Number of Units per Layer in a GTIN
GTIN B	Pack or Inner Pack	ACME Regulation Size Orange Basketball 29.5", 4 pack	4	GTIN A	1	4	False	True	False	False		
GTIN C	Case	ACME Regulation Size Orange Basketball 29.5", 4 pack / 2	2	GTIN B	1	2	False	False	True	True		
GTIN D	Pallet	ACME Regulation Size Orange Basketball 29.5", 4 pack / 2 / 4	4	GTIN C	1	4	False	False	False	True	2	2

2.2 Non-GTIN Pallet Hierarchy

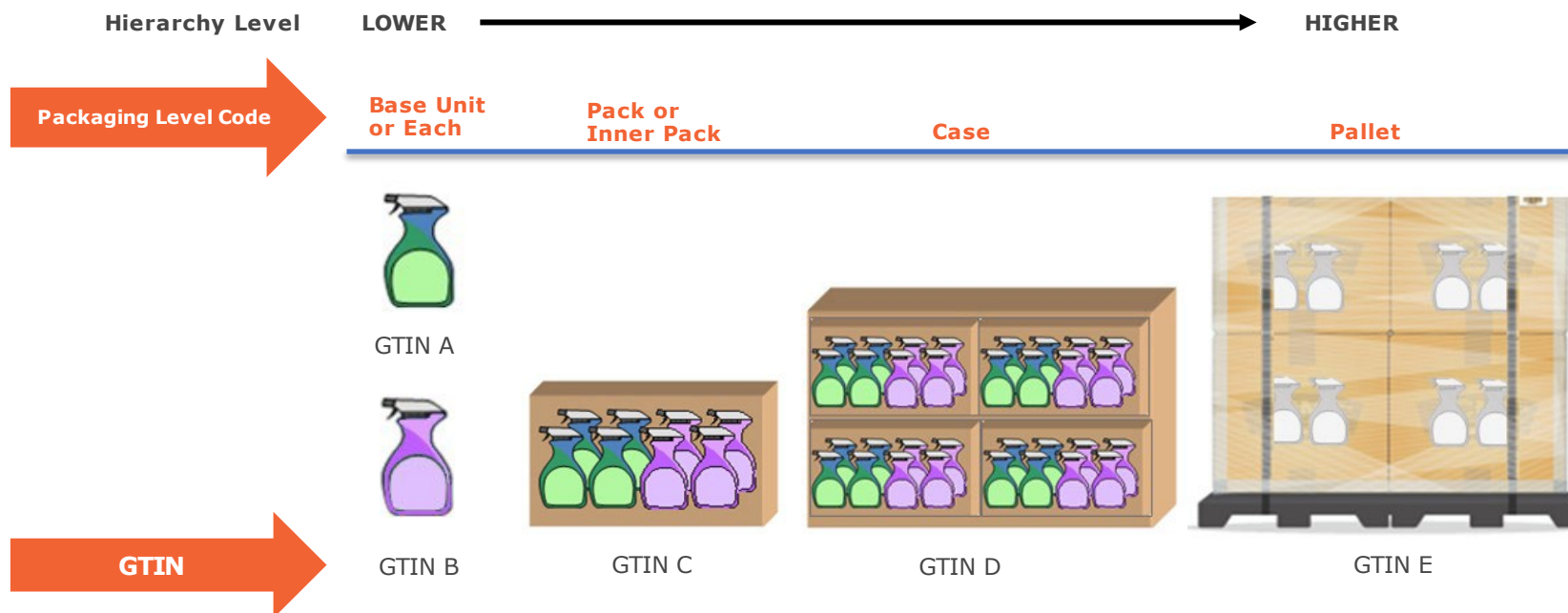


GTIN	Packaging Level Code	Product Description	Count of Each Specific Product	GTIN (Global Trade Item Number) of the Contained Product	Number of Different Products	Total Count of All Products	Base Unit Indicator	Consumer Unit Indicator	Orderable Unit Indicator	Shipping Unit Indicator	Count of This Specific Item in a Non-GTIN Logistic Unit	Number of Layers per non-GTIN Pallet	Number of Units per Layer in a non-GTIN Pallet
GTIN A	Base Unit or Each	ACME Regulation Size Orange Basketball 29.5"					True	True	False	False			



GTIN	Packaging Level Code	Product Description	Count of Each Specific Product	GTIN (Global Trade Item Number) of the Contained Product	Number of Different Products	Total Count of All Products	Base Unit Indicator	Consumer Unit Indicator	Orderable Unit Indicator	Shipping Unit Indicator	Count of This Specific Item in a Non-GTIN Logistic Unit	Number of Layers per non-GTIN Pallet	Number of Units per Layer in a non-GTIN Pallet
GTIN B	Pack or Inner Pack	ACME Regulation Size Orange Basketball 29.5", 4 pack	4	GTIN A	1	4	False	True	False	False			
GTIN C	Case	ACME Regulation Size Orange Basketball 29.5", 4 pack / 2	2	GTIN B	1	2	False	False	True	True	4	2	2

2.3 Complex Hierarchy



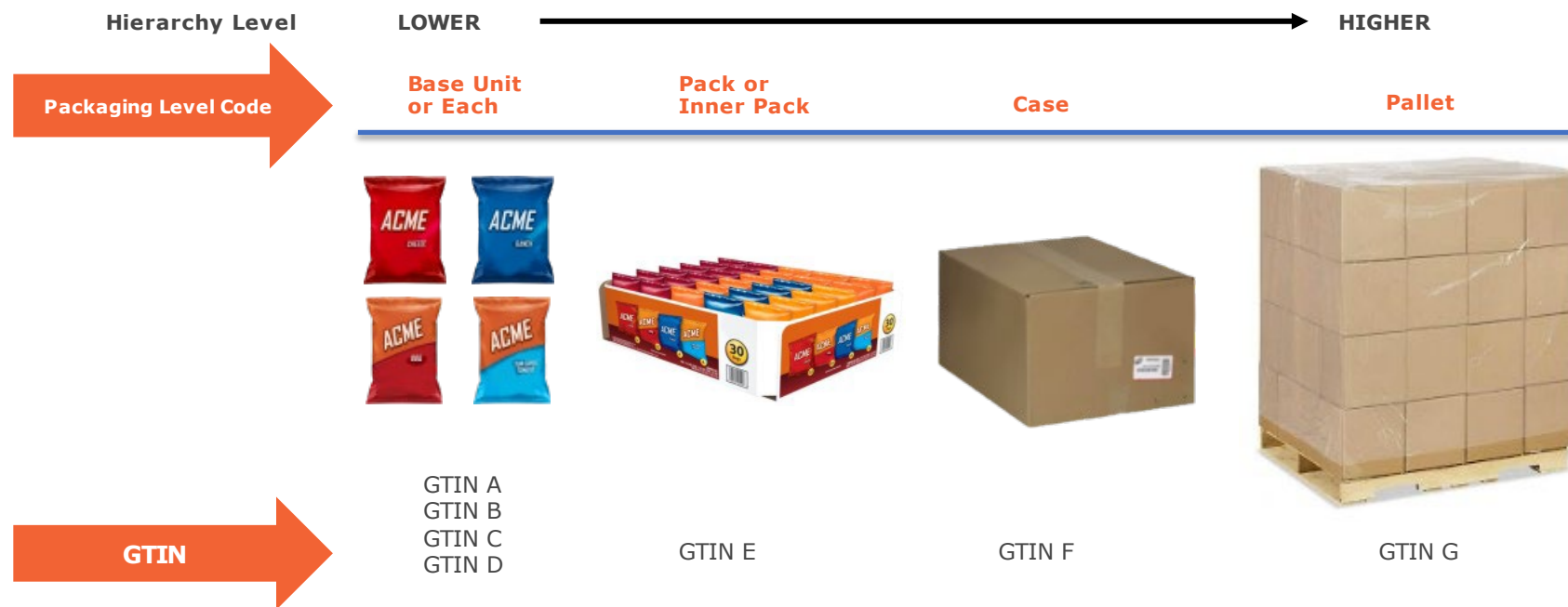
GTIN	Packaging Level Code	Product Description	Count of Each Specific Product	GTIN (Global Trade Item Number) of the Contained Product	Number of Different Products	Total Count of All Products	Base Unit Indicator	Consumer Unit Indicator	Orderable Unit Indicator	Shipping Unit Indicator	Number of Layers per GTIN	Number of Units per Layer in a GTIN
GTIN A	Base Unit or Each	ACME Ocean Mist Disinfectant Spray 25 oz					True	True	False	False		
GTIN B	Base Unit or Each	ACME Lavender Disinfectant Spray 25 oz					True	True	False	False		



GTIN	Packaging Level Code	Product Description	Count of Each Specific Product	GTIN (Global Trade Item Number) of the Contained Product	Number of Different Products	Total Count of All Products	Base Unit Indicator	Consumer Unit Indicator	Orderable Unit Indicator	Shipping Unit Indicator	Number of Layers per GTIN	Number of Units per Layer in a GTIN
GTIN C	Pack or Inner Pack	ACME Ocean Mist Disinfectant Spray 25 oz / 4 ACME Lavender Disinfectant Spray 25 oz / 4, 8 pack	4 4	GTIN A GTIN B	2	8	False	True	False	False		
GTIN D	Case	ACME Ocean Mist Disinfectant Spray 25 oz / 4 ACME Lavender Disinfectant Spray 25 oz / 4, 8 pack / 4	4	GTIN C	1	4	False	False	True	True		
GTIN E	Pallet	ACME Ocean Mist Disinfectant Spray 25 oz / 4 ACME Lavender Disinfectant Spray 25 oz / 4, 8 pack / 4 / 4	4	GTIN D	1	4	False	False	False	True	2	2

2.4 Variety Pack Hierarchy

A variety Pack is a predefined pack of two or more trade items that are combined and sold together as a single trade item.

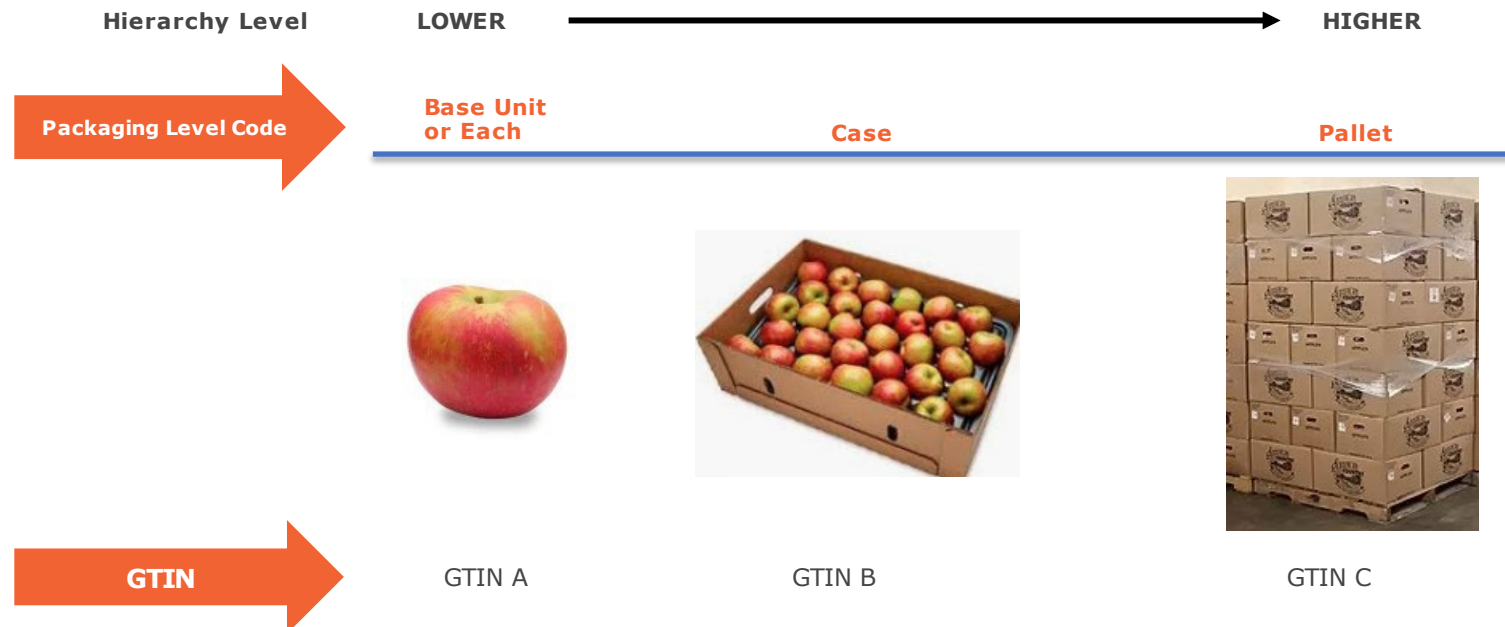


GTIN	Packaging Level Code	Product Description	Count of Each Specific Product	GTIN (Global Trade Item Number) of the Contained Product	Number of Different Products	Total Count of All Products	Base Unit Indicator	Consumer Unit Indicator	Orderable Unit Indicator	Shipping Unit Indicator	Number of Layers per GTIN	Number of Units per Layer in a GTIN
GTIN A	Base Unit or Each	ACME Cheese Flavored Snacks 2.0 oz					True	True	False	False		



GTIN	Packaging Level Code	Product Description	Count of Each Specific Product	GTIN (Global Trade Item Number) of the Contained Product	Number of Different Products	Total Count of All Products	Base Unit Indicator	Consumer Unit Indicator	Orderable Unit Indicator	Shipping Unit Indicator	Number of Layers per GTIN	Number of Units per Layer in a GTIN
GTIN B	Base Unit or Each	ACME Ranch Flavored Snacks 2.0 oz					True	True	False	False		
GTIN C	Base Unit or Each	ACME BBQ Flavored Snacks 1.75 oz.					True	True	False	False		
GTIN D	Base Unit or Each	ACME Sun-Dried Tomato Flavored Snacks 1.75 oz					True	True	False	False		
GTIN E	Pack or Inner Pack	ACME Snacks, Mix Variety Pack, 30 ct Single Bags	12 4 10 4	GTIN A GTIN B GTIN C GTIN D	4	30	False	True	False	False		
GTIN F	Case	ACME Snacks, Mix Variety Pack, 30 ct / 4	4	GTIN E	1	4	False	False	True	True		
GTIN G	Pallet	ACME Snacks, Mix Variety Pack, 30 Single Bags/ 4 / 32	32	GTIN F	1	32	False	False	False	True	4	8

2.5 Loose or Prepacked Product Hierarchy



GTIN	Packaging Level Code	Product Description	Count of Each Specific Product	GTIN (Global Trade Item Number) of the Contained Product	Number of Different Products	Total Count of All Products	Base Unit Indicator	Consumer Unit Indicator	Orderable Unit Indicator	Shipping Unit Indicator	Number of Layers per GTIN	Number of Units per Layer in a GTIN	Variable Measure Indicator	Loose or Pre-Packed Code
GTIN A	Base Unit or Each	ACME Honeycrisp Apples 1 ea.					True	True	False	False			True	Loose
GTIN B	Case	ACME Honeycrisp Apples 40 lbs.	1	GTIN A	1	1	False	False	True	True			True	Loose

GTIN	Packaging Level Code	Product Description	Count of Each Specific Product	GTIN (Global Trade Item Number) of the Contained Product	Number of Different Products	Total Count of All Products	Base Unit Indicator	Consumer Unit Indicator	Orderable Unit Indicator	Shipping Unit Indicator	Number of Layers per GTIN	Number of Units per Layer in a GTIN	Variable Measure Indicator	Loose or Pre-Packed Code
GTIN C	Pallet	ACME Honeycrisp Apples 40 lbs. / 7 / 5	35	GTIN B	1	35	False	False	False	True	7	5	True	Loose

2.6 Hierarchy Attributes – Business Process Notes

These attributes must be evaluated in conjunction with each other to understand a specific GTIN.

BMS ID	ADB Name	ADB Business Definition	Business Process Notes
56	Base Unit Indicator	The indicator that specifies this product does not contain another intended sellable unit.	The lowest level of the hierarchy shall be designated as the base unit. The base unit has no smaller units identified by a GTIN contained within it. In the case of assortments, each hierarchy shall have at least one base unit.
57	Consumer Unit Indicator	The indicator that specifies the product can be purchased or, in some trade channels (e.g., food service, healthcare), used by, the consumer.	At least one level of the hierarchy shall be designated as a consumer unit. Consumer units are the levels of the hierarchy designated for sale to the customer.
58	Shipping Unit Indicator	The indicator identifying that the information provider considers the trade item as a shipping unit.	It is expected that at least one level of the hierarchy be designated as a shipping unit. Exceptions include services and empty returnable assets.
60	Orderable Unit Indicator	The indicator that specifies the product can be ordered.	At least one level of the hierarchy shall be designated as an orderable unit. The orderable unit and the shipping unit do not need to be the same, but often are.



BMS ID	ADB Name	ADB Business Definition	Business Process Notes
66	Packaging Level Code	The code that describes the product's packaging level.	Packaging Level Code indicates whether the unit is an each, case, pack, etc. It does not imply that a unit is a consumer, shipping or orderable unit.
199	Number of Different Products	The number of different products, each with a unique GTIN, within this item.	This is the number of unique GTINs at the next lower level of the hierarchy. The attribute does not have to be populated if the product is a base unit.
200	Total Count of All Products	The total count of all products within this item.	This is the sum all pieces in the package, regardless of GTIN.
202	Count of Each Specific Product	The count of each specific product within this item.	This attribute shows the total quantity of each unique GTIN on the next lower level of the hierarchy, by unique GTIN. Count of Each Specific Product and GTIN of the Contained Product shall be populated together.
3619	Count of This Specific Item in a Non-GTIN Logistic Unit	The count of this specific item in the non-GTIN logistic unit.	When a product is associated with a pallet to which no GTIN is assigned, this attribute is populated on the highest hierarchy level to which a GTIN is assigned.
203	GTIN (Global Trade Item Number) of the Contained Product	The GTIN that uniquely identifies the next lower level product within the packaging/item hierarchy.	This attribute provides the GTIN referenced in the attribute Count of Each Specific Product . Count of Each Specific Product and GTIN of the Contained Product shall be populated together.
3614	Number of Layers per GTIN	The number of complete layers in the logistic unit identified by a GTIN, such as a pallet.	Number of layers may also be known regionally as "HI".
3616	Number of Layers per non-GTIN Pallet	The number of complete layers in the pallet not identified by a GTIN.	When a product is associated with a pallet to which no GTIN is assigned, this attribute is populated on the highest hierarchy level to which a GTIN is assigned.
3618	Number of Units per Layer in a GTIN	The number of units in a complete layer in a logistic unit identified by a GTIN, such as a pallet.	Number of units per layer may also be known regionally as "TI".

BMS ID	ADB Name	ADB Business Definition	Business Process Notes
3620	Number of Units per Layer in a non-GTIN Pallet	The number of units in a complete layer in a pallet not identified by a GTIN.	When a product is associated with a pallet to which no GTIN is assigned, this attribute is populated on the highest hierarchy level to which a GTIN is assigned.
3908	Variable Measure Indicator	The indicator that specifies the product content is variable.	A value of "true" indicates that the product has variable content. A value of "false" indicates that the product has fixed content.
3909	Loose or Pre-Packed Code	The code which informs the buyer of how the product is packed for the selling of products that vary in weight or quantity.	A value of "Loose" designates that the product is not packaged but could be bagged at point of sale. A value of "Pre-packed" designates that the product is contained in a package.

3 Contact Information

This section deals with a group of attributes that provide detailed information used to communicate with a contact associated with a product. A contact may represent a range of entities, for example a manufacturer, brand owner, importer, customer or consumer support. Contact information may include a telephone number, email address or web site address and is commonly found on the consumer unit package. In addition, some sellers send information that could appear on business documents, such as invoices and packing slips.

The objective in this section is to understand how contact information is populated among this set of attributes.

3.1 Contact Information on a Product Label (Example)



Contact Type Code	Contact	Contact Address	Contact Method Code	Contact Details
Licensee Registrar	ACME Global	123 Acme Street, Montreal, QC H3Z 2Y7		
Consumer Support	ACME Consumer Products		Telephone	1-555-123-4567
			Website	www.acmeconsumer.com/prodinfo

Notes:

1. This is one example of contact information on a label. The types of contacts may vary depending on market, product or other local requirements.
2. Contact Method Code and Contact Details may be repeated for the same group of Contact Type Code, Contact and Contact Address.
3. Contact Address, if available, is used in conjunction with Contact and Contact Type Code.
4. Contact Details, if available, is used in conjunction with Contact Method Code.

3.2 Contact Information on an Invoice (Example)

ACME Finest Frozen Products
"From the tundra to your freezer!"

127 East Acme Lane
Hamilton, New Jersey 08501
Phone: 1 609 555 5555
Fax: 1 609 555 5556

INVOICE

INVOICE #12078
DATE: 14 OCTOBER 2020

TO:
Accounts Payable
Top Notch Products Retailer
901 Broad Street
Ewing, New Jersey 08560
Phone: 1 609 555 8888

SHIP TO:
Warehouse Receiving
Top Notch Products Retailer
1907 US Highway 35
Ewing, New Jersey 08611
Phone: 1 609 555 8899

COMMENTS OR SPECIAL INSTRUCTIONS:
Keep products frozen.

SALESPERSON	P.O. NUMBER	REQUISITIONER	SHIPPED VIA	F.O.B. POINT	TERMS
Barbara Franks	AG 23987008	Chris Evers	ACME Transport	Ewing, NJ	Due on receipt

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL
12 Cases	ACME Finest Frozen Product A	\$40.00	\$480.00
10 Cases	ACME Finest Frozen Product B	\$70.00	\$700.00
10 Cases	ACME Finest Frozen Product C	\$40.00	\$400.00
5 Cases	ACME Finest Frozen Product D	\$10.00	\$50.00
SUBTOTAL			\$1630.00
SALES TAX			\$97.80
SHIPPING & HANDLING			\$0.00
TOTAL DUE			\$1727.80

If you have any questions concerning this invoice, contact Customer Support:
ACME Support Services
127 East Acme Lane
Hamilton, New Jersey 08501
Phone: 1 609 555 6767
Email: customer.support@acmefinest.com

THANK YOU FOR YOUR BUSINESS!

If you have any questions concerning this invoice, contact Customer Support:
ACME Support Services
127 East Acme Lane
Hamilton, New Jersey 08501
Phone: 1 609 555 6767
Email: customer.support@acmefinest.com

Contact Type Code	Contact	Contact Address*	Contact Method Code	Contact Details
Customer Support	ACME Support Services	127 East Acme Lane, Hamilton, New Jersey 08501	Telephone	1 609 555 6767
			Email	customer.support@acmefinest.com

***Note:** additional punctuation may be required between the street address and town for clarity.

3.3 Contact Information Options

3.3.1 Contact Type Codes

This table includes the three most commonly used Contact Type Code values. Please refer to the [GS1 Global Data Dictionary](#) for additional Contact Type Codes.

Code Value	Code Name	Code Definition
BZL	Licensee Registrar	The party having legal responsibility for the product in the target market. This party is responsible for licensing and regulations within the target market and can be the manufacturer, importer, sales agent or broker.
CXC	Consumer Support	The party which provides product support to the end user of a trade item or a service
CYC	Customer Support	The party which provides product support to the trading partner party to which merchandise is sold. (GS1 Code)

3.3.2 Contact Method Codes

Code Value	Code Name	Code Definition
EMAIL	Email	Creating/sending/receiving of unstructured free text messages or documents using computer network, a mini-computer or an attached modem and regular telephone line or other electronic transmission media.
MOBILE_WEBSITE	Mobile Website	The URL of the mobile commerce site (or WAP site) to a type of website than can be accessible from a smart-phone or other mobile device. This is typically different from a normal website due to the differing technologies used for implementation.
SOCIAL_MEDIA	Social Media	A social media address.
TELEFAX	Telefax	Device used for transmitting and reproducing fixed graphic material (as printing) by means of signals over telephone lines or other electronic transmission media.
TELEPHONE	Telephone	Voice/data transmission by telephone.
TELEPHONE_FREE_NUMBER	Telephone free number	A telephone number that is billed for all arriving calls instead of incurring charges to the originating telephone subscriber. For the calling party, a call to a toll-free number is generally free of charge, depending on the geographical location of the caller and the method of calling (e.g. landline, mobile or internet).

Code Value	Code Name	Code Definition
WEBSITE	Website	The identification of a world wide web address.

3.4 Contact Information – Business Process Notes

Multiple instances of Contact Address (123), Contact (126) and Contact Type Code (127) may exist. The Contact Type Code describes the overall business usage and the content of the associated attributes can vary with each instance. In addition, multiple sets of Contact Method Code (134) and Contact Details (135) may be associated with each repeated group.

BMS ID	ADB Name	ADB Business Definition	Business Process Notes*
123	Contact Address	The contact's postal or physical address.	This information may typically be found on the product packaging or business documentation. In some areas, this could be required subject to local regulation.
126	Contact	The contact, such as a person, company or department.	Could be a Company Name, Brand Name, Business Unit or Department. While an individual name is not likely provided, there are instances where an individual name could be provided for specific purposes, such as accounting, licensing, etc.
127	Contact Type Code	The code specifying the type of contact for a product.	This information may typically be found on the product packaging or business documentation.
134	Contact Method Code	The code specifying the method of communication to reach the contact.	This information may typically be found on the product packaging or business documentation.
135	Contact Details	The detailed information used to communicate with the contact, such as the telephone number, email address or web site address.	This information may typically be found on the product packaging or business documentation.

***Note:** Business Process Notes address the primary use case for on-label contact information, however, there could be other use cases such as specific needs around accounting, licensing and regulation.