



The Global Language of Business

GS1 Global Data Model Attribute Implementation Guide

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Contributors

First Name	Last Name	Company
Alan	Hylar	GS1 Global Office
Aleksandra	Ciric	GS1 Serbia
Alexey	Krotkov	GS1 Russia
Alexis	Flores	GS1 Mexico
Andrea	Ausili	GS1 Italy
Andrea	Schlossarek	METRO Group
Andrea	Schwotzer	atrify GmbH
Andreas	Schneider	GCS Consulting GmbH
Andrew	Hearn	GS1 Global Office
Angelika	Stahl	METRO Group
Anne Blandine	Guillermin	Catelli Corporation
Anthony	Chan	GS1 Hong Kong, China
April Anne	Sese	Johnson & Johnson
Armand	Schins	Ahold Delhaize (Europe)
Arnaud	Kreweras	Carrefour
Barbara	Wendelin	GS1 Austria
Ben	Ensink	GS1 Netherlands
Björn	Bayard	Bayard Consulting GmbH
Brad	Ostaszewski	GS1 Global Office
Carlo	Bouw	BOUWKRACT
Chase	Cunningham	Wal-Mart Stores, Inc.
Chris	Barnes	Syndigo
Christian	Zaeske	METRO Group
Christine	McMaster	Wakefern Food Corporation
Christoph	Pelz	METRONOM GmbH
Cindy	Grell	GS1 Global Office
Clément	Delaunay	GS1 France
Connie	Wong	GS1 Canada
Cristina	Popescu	METRONOM GmbH
Cyril	Nigg	Syndigo
Damaris	Siqueira	Mars, Inc.



Dana	Benson	GS1 US
David	Hackbarth	Procter & Gamble Co.
Delia Claudia	Ionescu	METRONOM GmbH
Dilip	Daswani	Qliktag Software (formally Zeebric LLC)
Ed	Collins	Brandbank
Elena	Tomanovich	GS1 Global Office
Elizabeth	Wilson	Kellogg Company
Eric	Ginsburg	Sazerac Company, Inc.
Fairouz	Ghiati	GS1 Canada
Frederieke	Vlieg	GS1 Netherlands
Frederik	Jensen	GS1 Denmark
Gabriel	Sobrino	GS1 Netherlands
Georgette	Suggs	Bush Brothers
Gina	Tomassi	PepsiCo, Inc.
GlobalData	Model	GS1 Global Office
Gorkem	Gokmenoglu	GS1 Turkey
Haris	Poturković	GS1 Bosnia and Herzegovina
Henk-Jan	Timmerman	GS1 in Europe
Hideki	Ichihara	GS1 Japan
Holger	Joest	Bayard Consulting GmbH
Hua	Wang	GS1 China
Inge	Duijf	SuperUnie
Ivo	Hristov	Coca Cola European Partners
Jan	Schimmel	GS1 Netherlands
Jan	Somers	GS1 Belgium & Luxembourg
Jan	Westerkamp	GS1 Netherlands
Jan Frode	Aspevik	GS1 Norway
Janet	Chin	GS1 Canada
Jeanne	Duckett	Avery Dennison RFID
Jeffrey	Cree	Ahold Delhaize (USA)
Jenny	Dorbin	Kellogg Company
Jerry	Tracey	GS1 Netherlands
Jessica	Johnston	Kwikee, A Syndigo Company
Joel	Oberdieck	Kwikee, A Syndigo Company
Johannes	Gollowitzer	Mars, Inc.
Jorge Andrés	Nava Alanís	GS1 Mexico
Julie	McGill	FoodLogIQ
Julius	Sieg	METRO Group
Katherine	Tabares Vásquez	GS1 Colombia
Kathrin	Kiesel	Henkel AG. & Co. KGaA
Kenneth	Jørgensen	GS1 Denmark
Kevin	Carroll	Procter & Gamble Co.
Kevin	Taylor	Johnson & Johnson
Koen	Balm	Heineken
Krzysztof	Muszynski	GS1 Poland

Laura	Moser	Gebr. Heinemann
Laurent	BRAUD	AGENA 3000 DATA MANAGEMENT
Laurent	Seroux	Procter & Gamble Co.
Lena	Grönlund	GS1 Sweden
Lia	Mazzoni	GS1 Global Office
Lindsey	Kobow	Target Corporation
Lorraine	Knight	GS1 Global Office
Luisa	Ovalle	GS1 Colombia
Lynn	Nathe	Nestlé
Lynn	Wang	Johnson & Johnson
Maarten	Marrant	GS1 Belgium & Luxembourg
Madalina	Cernat	GS1 Romania
Mads	Blankenburg	GS1 Denmark
Maju	Nair	GS1 New Zealand
Maneesh	Naganand	GS1 Global Office
Manos	Papadakis	GS1 Association Greece
Marc	Gale	GS1 Global Office
Marc	Koenig	METRO Group
Marcus	Moritz	GS1 Germany
Marie	Burnay	GS1 Global Office
Mark	Oetlinger	Syndigo
Mark	Van Eeghem	GS1 Global Office
Markus	Mueller	GS1 Global Office
Marlies	Reijns	Heineken
Martin	Kairu	GS1 South Africa
Matthias	Bug	GS1 Germany
Maurice	van der Leeden	Detailresult
Mehmet	Uyaroglu	Migros-Genossenschafts-Bund
Menno	Flantua	SuperUnie
Mike	Durning	Wakefern Food Corporation
Mirva	Alatypö	GS1 Finland
MJ	Wylie	Johnson & Johnson
Murray	Robb	GS1 Australia
Neil	Gray	GS1 UK
Nicolas	Frerejean	GS1 Global Office
Nicole	Schnabel	Johnson & Johnson
Nordine	Eddaoudi	GS1 France
Nuno	Azevedo	GS1 Portugal
Paola	Morales	Logyca
Paola	Ximena	Logyca
Patricia	Perrier	Bayard Consulting GmbH
Paul	Boulaud	GS1 France
Paulo	Barata	GS1 Global Office
Pedro	Lima	GS1 Portugal
Philippe	Brian	Carrefour



Pieter	Timmermans	Heineken
Priyanka	Rajvanshi	IPC/SUBWAY
Rafael	Flórez	GS1 Colombia
Rafael	Linares	Logyca
Randy	Burd	Kwikee, A Syndigo Company
Raquel	Abrantes	GS1 Portugal
Rathnakar	CA	Unilever UK
Rebecca	Nichols	The J.M. Smucker Company
Regan	Van Tassel	Ecolab
Reinier	Prenger	GS1 Netherlands
Ricardo	Martínez	GS1 Mexico
Robert	Celeste	Center for Supply Chain Studies
Ronald	Bartnik	Procter & Gamble Co.
Sally	McKinley	GS1 US
Scott	Brown	1WorldSync, Inc.
Sean	Lockhead	Lockhead Consulting Group LLC
Seán	Lightholder	Wal-Mart Stores, Inc.
Sebastián	Rivarola	Eway
Simone	Romano	GS1 Italy
Sofía	Salcedo	GS1 Colombia
Sophie-Mareen	Scholz	Dr. August Oetker Nahrungsmittel KG
Stefanie	Ebert	Gebr. Heinemann
Stephan	Wijnker	GS1 Australia
Stephanie	van Rossum	GS1 Global Office
Steven	Robba	GS1 Global Office
Sunny	Sanam	GS1 Australia
Tanja	Thomsen	GS1 Germany
Tasha	Wiehe	GS1 Global Office
Timothy	Marsh	GS1 Global Office
Tomáš	Tluchoř	GS1 Czech Republic
Toni	Baxter Juenger	Procter & Gamble Co.
Tracy	Scott	Wal-Mart Stores, Inc.
Vera	Feuerstein	Nestlé
Vivian	Underwood	GS1 US
Yolanda	Diaz	GS1 Global Office
Yvonne	Hoeting	Mars, Inc.
Zerrin	Gurel	Migros-Genossenschafts-Bund
Zubair	Nazir	GS1 Canada

Log of Changes

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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.
1.2	Feb 2021	Global Data Model – Global Sub Team	Added sections for Identifier attributes under GSMP WR 20-403 and for Descriptor attributes under GSMP WR 20-404.
1.3	Apr 2021	Global Data Model – Global Sub Team	Added sections for Contents, Weights & Dimensions attributes under GSMP WR 20-426, for Marketing & Consumer Facing attributes under GSMP WR 20-427 and for Packaging attributes under GSMP WR 21-014.

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Table of Contents

1	Introduction	9
2	Trade Item Hierarchy.....	9
2.1	Simple Hierarchy.....	11
2.2	Non-GTIN Pallet Hierarchy.....	13
2.3	Complex Hierarchy	15
2.4	Variety Pack Hierarchy	17
2.5	Loose or Prepacked Product Hierarchy	19
2.6	Hierarchy Attributes – Business Process Notes	20
3	Contact Information	22
3.1	Contact Information on a Product Label Example	23
3.2	Contact Information on an Invoice Example.....	24
3.3	Contact Information Options.....	25
3.3.1	Contact Type Codes	25
3.3.2	Contact Method Codes.....	25
3.4	Contact Information Attributes – Business Process Notes	26
4	Identifiers.....	27
4.1	Identifiers Attributes – Business Process Notes	27
4.2	Notes on GTIN and GLN use in Master Data Exchange	30
5	Descriptions.....	30
5.1	Examples of How to Populate Description Attributes	30
5.1.1	Food Example.....	31
5.1.2	Cleanser Example	32
5.2	Descriptions Attributes – Business Process Notes	33
6	Contents, Weights and Dimensions.....	35
6.1	Measurement Examples	35
6.1.1	Measurement Example for GTIN Pallets	35
6.1.2	Measurement Example for Non-GTIN Pallets.....	36
6.1.3	Measurement Example for Display Ready Packaging.....	38
6.2	Net Content and Net Content Statement Examples.....	39
6.2.1	Ice Cream Bars.....	39
6.2.2	Yogurt.....	40
6.2.3	Toilet Paper.....	41
6.2.4	Shampoo Two-Pack.....	42
6.2.5	Shampoo and Conditioner Mixed Package	43
6.3	Regular/Irregular Pallet Configuration/Layout Examples.....	44
6.4	Contents, Weights and Dimensions Attributes – Business Process Notes.....	45
7	Marketing & Consumer Facing	49
7.1	Battery Size Type Code Examples	49
7.2	Battery Material Type Code Examples	50
7.3	Preparation Type Code / Preparation Instructions Example (Frozen Pizza)	51
7.4	Preparation Type Code / Preparation Instructions Example (Vegetable Fried Rice)	52

7.5	Serving Suggestion Example	53
7.6	Target Consumer Age Example	54
7.7	Marketing and Consumer Facing Attributes – Business Process Notes	55
8	Packaging	58
8.1	Packaging Examples – Each Level	59
8.1.1	Net Bag	59
8.1.2	Cereal Box	60
8.2	Packaging Example – Inner Pack Level.....	61
8.3	Packaging Example – Case Level.....	62
8.4	Packaging Example – Pallet Level.....	63
8.5	Packaging Attributes – Business Process Notes	64

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)
✓	Contents, 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

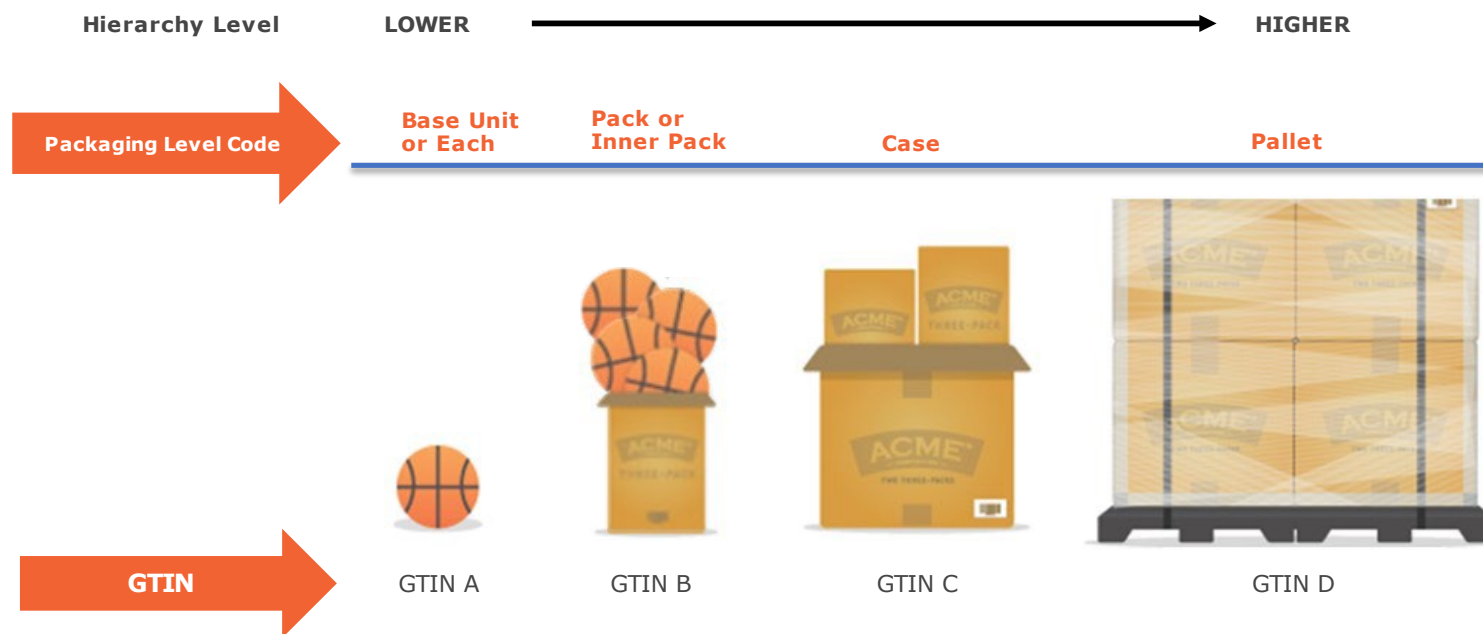
A trade item hierarchy consists of multiple GTINs linked together to represent a product's packaging hierarchy levels. Each level of the hierarchy is assigned a unique GTIN, and represents that specific unit, pack, case, or pallet.

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](https://www.gs1.org/gtinrules), please refer to www.gs1.org/gtinrules.

2.1 Simple Hierarchy

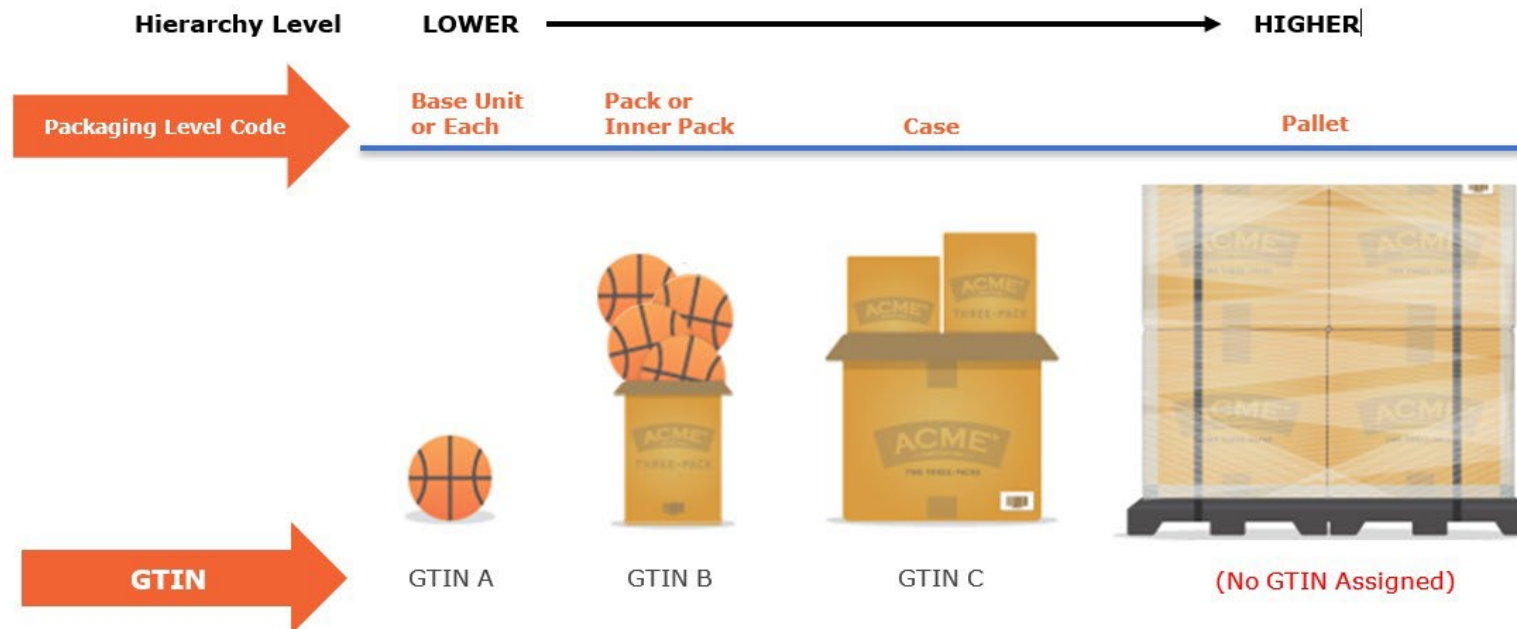


GTIN	Packaging Level Code	Product Description	Count of Each Specific Product	GTIN (Global Trade Item Number) of the Contained Product	Number of Different Products	Total Count of All Products	Base Unit Indicator	Consumer Unit Indicator	Orderable Unit Indicator	Shipping Unit Indicator	Number of Layers 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

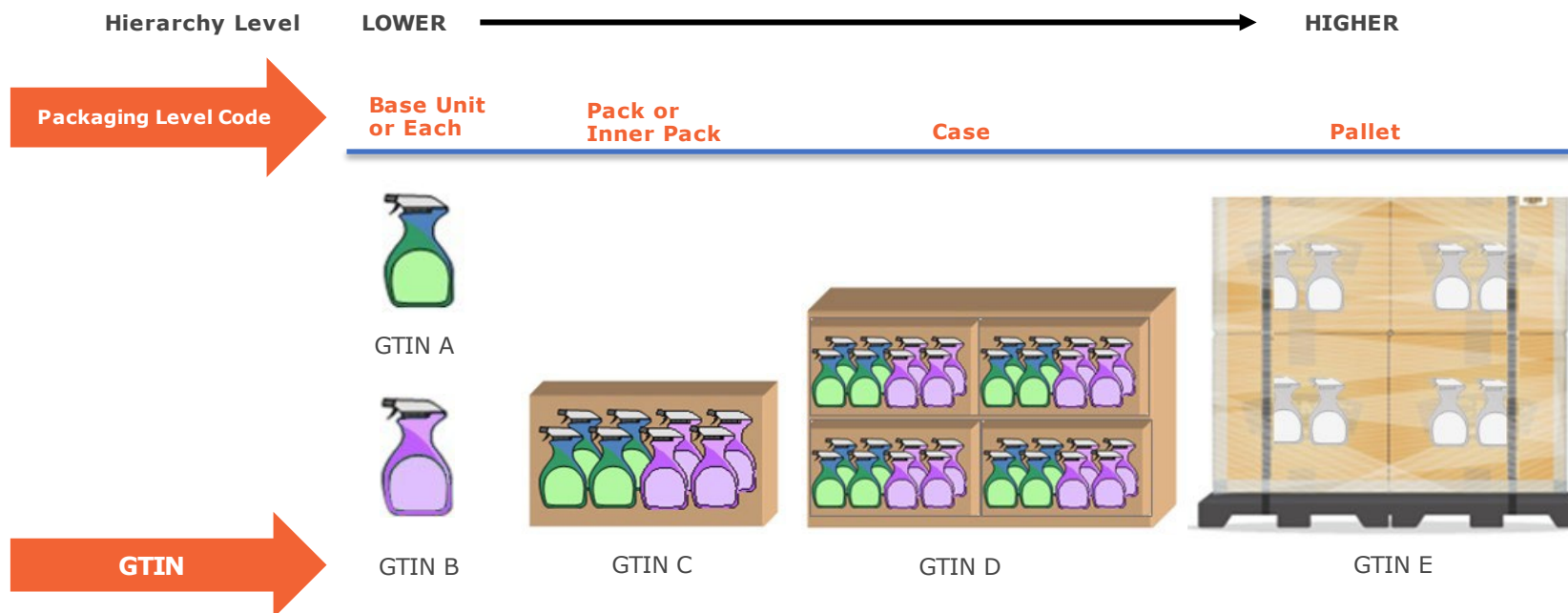


GTIN	Packaging Level Code	Product Description	Count of Each Specific Product	GTIN (Global Trade Item Number) of the Contained Product	Number of Different Products	Total Count of All Products	Base Unit Indicator	Consumer Unit Indicator	Orderable Unit Indicator	Shipping Unit Indicator	Count of This Specific 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.

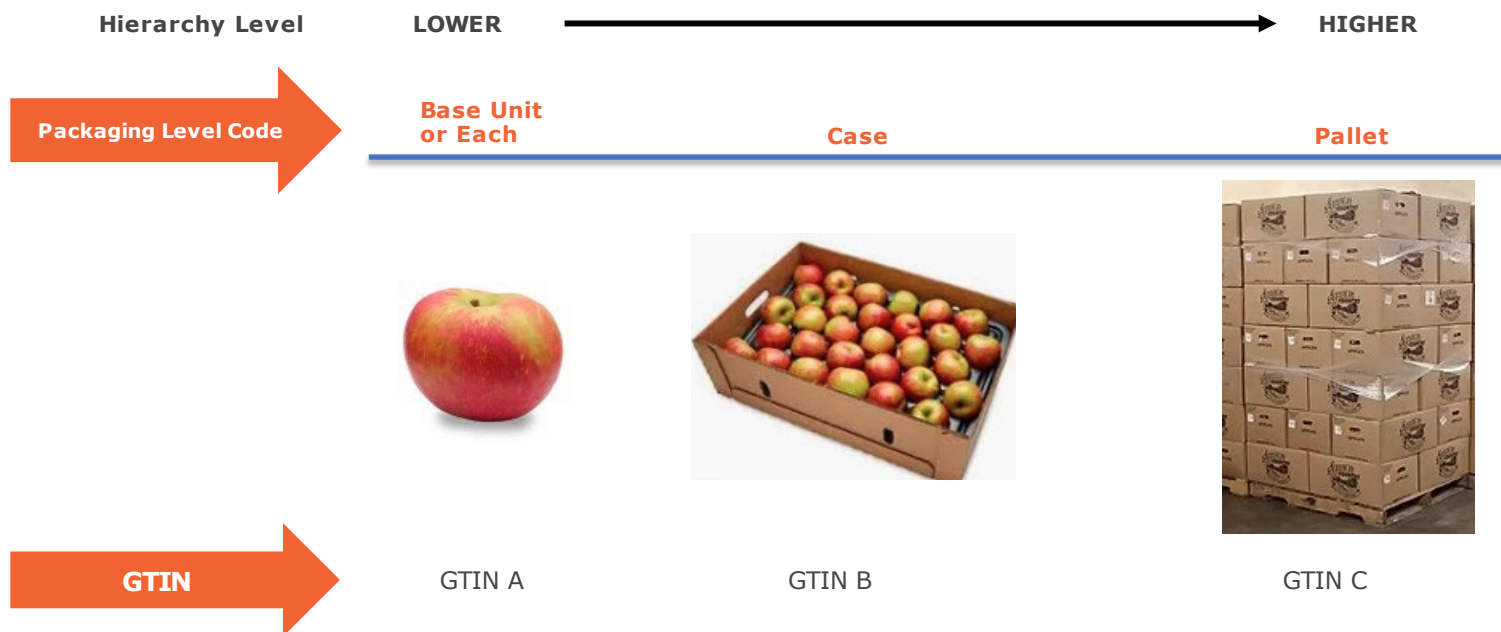


GTIN	Packaging Level Code	Product Description	Count of Each Specific Product	GTIN (Global Trade Item Number) of the Contained Product	Number of Different Products	Total Count of All Products	Base Unit Indicator	Consumer Unit Indicator	Orderable Unit Indicator	Shipping Unit Indicator	Number of Layers 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

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

COMMENTS OR SPECIAL INSTRUCTIONS:
Keep products frozen.

INVOICE

INVOICE #12078
DATE: 14 OCTOBER 2020

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

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.

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

3.4 Contact Information Attributes – 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.

BMS ID	ADB Name	ADB Business Definition	Business Process Notes*
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.

4 Identifiers

Identifier attributes enable accurate identification. They provide uniqueness and promote clarity in identity and differentiation for:

- business entities
- business locations
- products
- classifications

4.1 Identifiers Attributes – Business Process Notes

BMS ID	ADB Name	ADB Business Definition	Business Process Notes
40	Authorised Receiver of Product Information GLN (Global Location Number)	The Global Location Number (GLN) that uniquely identifies the authorised receiver of the product information.	This is the recipient GLN (e.g., retailer, hospital) to which product information is sent. This is normally supplied by the recipient but might be communicated by their GS1 Member Organisation or data service provider. For more information on obtaining a GLN, please refer to the GS1 General Specifications [https://www.gs1.org/standards/barcodes-epcrfid-id-keys/gs1-general-specifications] and the GLN Allocation Rules Guidelines [https://www.gs1.org/docs/barcodes/GS1_GLN_Allocation_Guidelines.pdf].

67	GTIN (Global Trade Item Number)	The global number that uniquely identifies a product and its various packaging levels (e.g. item, case, pallet) physical or non-physical.	This is the identification number, represented in up to 14 digits, allocated to an item or service that is utilised throughout the entire value chain (e.g. purchasing, invoicing, shipping). It shall always be stored in a manner to retain its uniqueness. For more information on GTIN allocation and management, please refer to the GS1 General Specifications [https://www.gs1.org/standards/barcodes-epcrfid-id-keys/gs1-general-specifications] and the GS1 GTIN Management Standard [https://www.gs1.org/1/qtinrules/en/].
68	Additional Product Identification	An identifier, other than the GTIN, which provides an additional identification for the product.	If these attributes are provided, they should always be used together as a pair with the <i>GTIN (Global Trade Item Number)</i> , never as a standalone. It provides the ability to create a relationship between different identification systems.
69	Additional Product Identification Type Code	The code indicating the type of Additional Product Identification used.	
75	Brand Owner GLN (Global Location Number)	The Global Location Number (GLN) that uniquely identifies the Brand Owner of the product.	This is the GLN of the entity that owns the brand of the product. For more information on obtaining a GLN, please refer to the GS1 General Specifications [https://www.gs1.org/standards/barcodes-epcrfid-id-keys/gs1-general-specifications] and the GLN Allocation Rules Guidelines [https://www.gs1.org/docs/barcodes/GS1_GLN_Allocation_Guidelines.pdf].
77	Brand Owner Name	The name of the Brand Owner.	This is the business entity name that is associated with the <i>Brand Owner GLN</i> .
83	Data Provider GLN (Global Location Number)	The Global Location Number (GLN) used to uniquely identify the party providing the product information.	This is the GLN of the entity that is responsible for providing the master data. For more information on obtaining a GLN, please refer to the GS1 General Specifications [https://www.gs1.org/standards/barcodes-epcrfid-id-keys/gs1-general-specifications] and the GLN Allocation Rules Guidelines [https://www.gs1.org/docs/barcodes/GS1_GLN_Allocation_Guidelines.pdf].

85	Data Provider Name	The name of the party providing the product information.	This is the business entity name that is associated with the <i>Data Provider GLN</i> .
91	Manufacturing GLN (Global Location Number)	The Global Location Number (GLN) that uniquely identifies the party who owns the manufacturing process of the product.	This is the GLN of the entity that manufactures the product. For more information on obtaining a GLN, please refer to the GS1 General Specifications [https://www.gs1.org/standards/barcodes-epcrfid-id-keys/gs1-general-specifications] and the GLN Allocation Rules Guidelines [https://www.gs1.org/docs/barcodes/GS1_GLN_Allocation_Guidelines.pdf].
93	Manufacturer Name	The name of the manufacturer.	This is the business entity name that is associated with the <i>Manufacturing GLN</i> .
115	Referenced GTIN Type Code	The code indicating the relationship to the referenced GTIN such as substituted or replaced.	If these attributes are provided, they should always be used together as a pair with the <i>GTIN (Global Trade Item Number)</i> , never as a standalone. The <i>Referenced GTIN Type Code</i> is a code value that identifies the intention for how the product identified by the <i>Referenced GTIN</i> is to be used.
116	Referenced GTIN	The GTIN of a product where a permanent or temporary change to the product needs to be referenced.	The <i>Referenced GTIN</i> may be used to identify a similar, alternative product. A <i>Referenced GTIN</i> may help identify replacement products that can be used, for example, in cases of temporary inventory outages or when transitioning to a new or enhanced product. The <i>Referenced GTIN</i> is subject to the same creation and formatting rules as the <i>GTIN</i> . For more information on GTIN allocation and management, please refer to the GS1 General Specifications [https://www.gs1.org/standards/barcodes-epcrfid-id-keys/gs1-general-specifications] and the GS1 GTIN Management Standard [https://www.gs1.org/1/gtinrules/en/].
161	Global Product Category Code	The code used to group products based on similar characteristics according to the GS1 Global Product Classification (GPC).	This is GS1's primary classification, used globally, outside of business process or other considerations. For more information on GPC, refer to the GS1 GPC web page [https://www.gs1.org/standards/gpc].

4.2 Notes on GTIN and GLN use in Master Data Exchange

The management of identifiers such as GLNs and GTINs includes rules on allocation, re-use and retirement.

- For more information on GTIN management please refer to the GS1 GTIN Management Standard: [<https://www.gs1.org/1/gtinrules//en/>].
- For more information on GLN management please refer to the GS1 GLN Allocation Rules Guidelines: [https://www.gs1.org/docs/barcodes/GS1_GLN_Allocation_Guidelines.pdf].

GLNs serve different purposes depending on the way an organisation conducts its business. For example, a multi-national manufacturer could have multiple GLNs representing different business applications (e.g. brand, manufacturer, distributor, importer).

- It is necessary to examine the definition of each GLN attribute to determine the appropriate GLN for use in the master data exchange for an item.
- More information on the purposes for which GLNs are used may be found in the GS1 General Specifications [<https://www.gs1.org/standards/barcodes-epcrfid-id-keys/gs1-general-specifications>].

Important! For more information about obtaining GS1 identification numbers (GTINs and GLNs) please refer to the following GS1 web page for Member Organisation contact information: [<https://www.gs1.org/contact>].

5 Descriptions

The Descriptions group of attributes provides sellers and consumers with information that is useful in identifying and differentiating products. This information may be used in store communications, promotions or e-commerce. The responsibility for populating this information is largely with the manufacturer. The retailer may utilise (and sometimes modify) this information in consumer communications to better align with their marketing strategy. Because there are so many variations in the ways these attributes may be populated, it is recommended that the [GS1 Trade Item Implementation Guide](#) be referenced when determining your approach to creating this information.

5.1 Examples of How to Populate Description Attributes

The following examples provide specific instances of how the description group of attributes may be populated. Please see the GS1 Trade Item Implementation Guide [https://www.gs1.org/standards/gdsn/trade_implementation_guide], Section 29, for additional examples.

5.1.1 Food Example



Attribute	Example Value
<i>Brand Name</i>	Antonio's
<i>Sub Brand Name</i>	Extreme
<i>Product Description</i>	Antonio's Extreme Fried Chicken made with Jumping Joe's 36 oz/1 kg
<i>Short Product Name (example 1)</i>	Antonios Extrm Frd Chk Jmp Jos 1k
<i>Short Product Name (example 2)</i>	Antonios Extrm Frd Chk Jmp Jos 36oz
<i>Product Type Description</i>	Fried Chicken

5.1.2 Cleanser Example



Attribute	Example Value
<i>Brand Name</i>	Foodservice
<i>Sub Brand Name (example 1)</i>	Capblock
<i>Sub Brand Name (example 2)</i>	Pot and Pan
<i>Product Description</i>	Capblock Foodservice Pot and Pan spray cleaning detergent 24 fl oz/0.7 L
<i>Short Product Name (example 1)</i>	CB FS Pt&Pn spr dtrgnt 24floz/0.7L
<i>Short Product Name (example 2)</i>	Capblock FS Pot and Pan spr dtrgnt
<i>Product Type Description</i>	Detergent

5.2 Descriptions Attributes – Business Process Notes

BMS ID	ADB Name	ADB Business Definition	Business Process Notes
3506	Short Product Name	The shortened product name for the consumer product.	This is typically a very abbreviated form of the <i>Product Description</i> , with the intention that it would fit in a small space, such as a shelf tag or receipt. This is typically not used in e-commerce. The abbreviations used by the seller should be consistent across all the seller's products and ideally be recognizable to the consumer. (Note that there is currently no standardised abbreviation list.) In some instances, this could include the full brand name. Product variations (e.g. flavour, scent, etc.) and bundled variations need to be uniquely identified. Net content may not be included in some markets.

3508	Product Type Description	The generic description provided by the seller to describe the type, form or function of the product or service.	This does not include information such as brand, net content, colour, flavour, scent, etc. For example for <i>Product Description</i> "GS1 Brand Hair Colour Liquid Light to Medium Blonde 32 fl oz.", <i>Product Type Description</i> could be "hair colour".
3517	Product Description	An understandable and useable description of a product using a combination of key elements such as Brand Name, Sub-Brand (if applicable), Functional Name, Variant, and Net Content. The description should be unique and meaningful for the Retailers to manage the product through their business and describe the product to their consumers e.g. Brand, flavour, scent etc. Examples: • GS1 Brand Base Invisible Solid Deodorant AP Stick Spring Breeze 3.4oz • GS1 Brand Laundry Detergent Liquid Compact Regular Instant Stain Unscented 100 mL • GS1 Brand Hair Colour Liquid Light to Medium Blonde 32 fl oz.	The <i>Product Description</i> at the consumer unit level may be used by some recipients and manufacturers across all hierarchy levels. The text may need to be modified to adhere to the character limit restricted by your technical implementation. Note that the "elements" described in the definition are business elements as determined by the manufacturer and do not necessarily reflect attribute values.
3541	Brand Name	The name provided by the brand owner that is intended to be recognised by the consumer as represented on the product.	In addition to being found on the product, these names may be found on web sites and for other e-commerce uses. <i>Brand Name</i> and <i>Sub Brand Name</i> are determined by the brand owner. For detailed guidance on assigning these attributes, refer to the GS1 Trade Item Implementation Guide [https://www.gs1.org/standards/qdsn/trade_implementation_guide].
3546	Sub Brand Name	The name provided by the brand owner that allows the consumer to further differentiate the product beyond brand name.	
3504	additionalTradeItemDescription (GDD Name)	Additional variants necessary to communicate to the industry to help define the product. Multiple variants can be established for each GTIN. This is a repeatable field, e.g. Style, Colour, and Fragrance. (GDD Definition)	A common practice is to use this attribute to extend the <i>Product Description</i> with additional information when the seller feels it is needed. This attribute may be used differently in other sectors (e.g. Healthcare).

6 Contents, Weights and Dimensions

The contents, weights and dimensions attributes provide a means of expressing the physical characteristics of products at all packaging levels, from individual products to pallets and logistic units. They support informed management of the physical products as they move through the supply chain and may be used to provide additional product information to consumers. More information can be found in the GS1 Package Measurement Rules Standard (https://www.gs1.org/docs/gdsn/3.1/GS1_Package_Measurement_Rules.pdf).

6.1 Measurement Examples

6.1.1 Measurement Example for GTIN Pallets

Note: Refer to the **Trade Item Hierarchy** section of this document for additional attributes related to the packaging hierarchy level of a product.



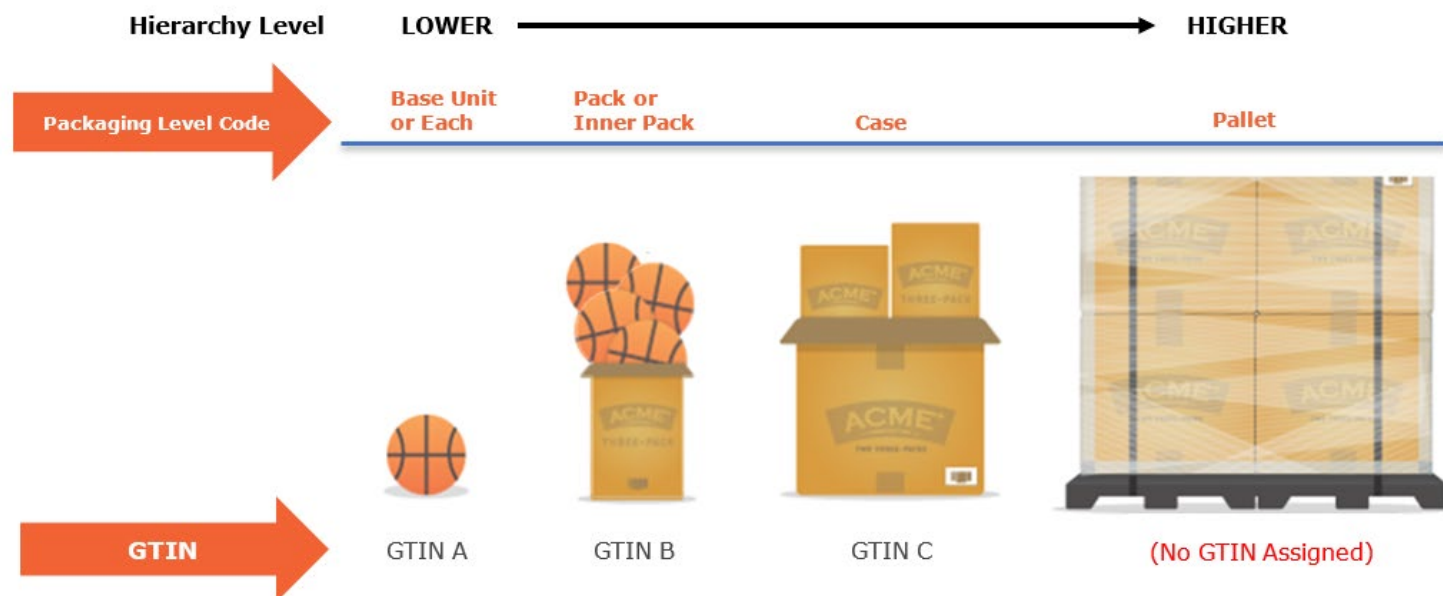
Depth/Length*	24 Centimetre	25.5 Centimetre	27 Centimetre	102 Centimetre
Height*	24 Centimetre	100 Centimetre	104 Centimetre	225 Centimetre
Width*	24 Centimetre	25.5 Centimetre	53 Centimetre	122 Centimetre
Gross Weight*	0.625 Kilogram	2.8 Kilogram	7.5 Kilogram	47 Kilogram

***Note:** These attributes will always be accompanied by a measurement unit code (e.g. "Kilogram", "Centimetre"). Attributes may be repeated per target market to provide metric or imperial measures.

6.1.2 Measurement Example for Non-GTIN Pallets

Note: Refer to the **Trade Item Hierarchy** section of this document for additional attributes related to the packaging hierarchy level of a product.

When the pallet does not have a GTIN, the non-GTIN measurement attributes are provided at the highest packaging level below the pallet, in this example the case.

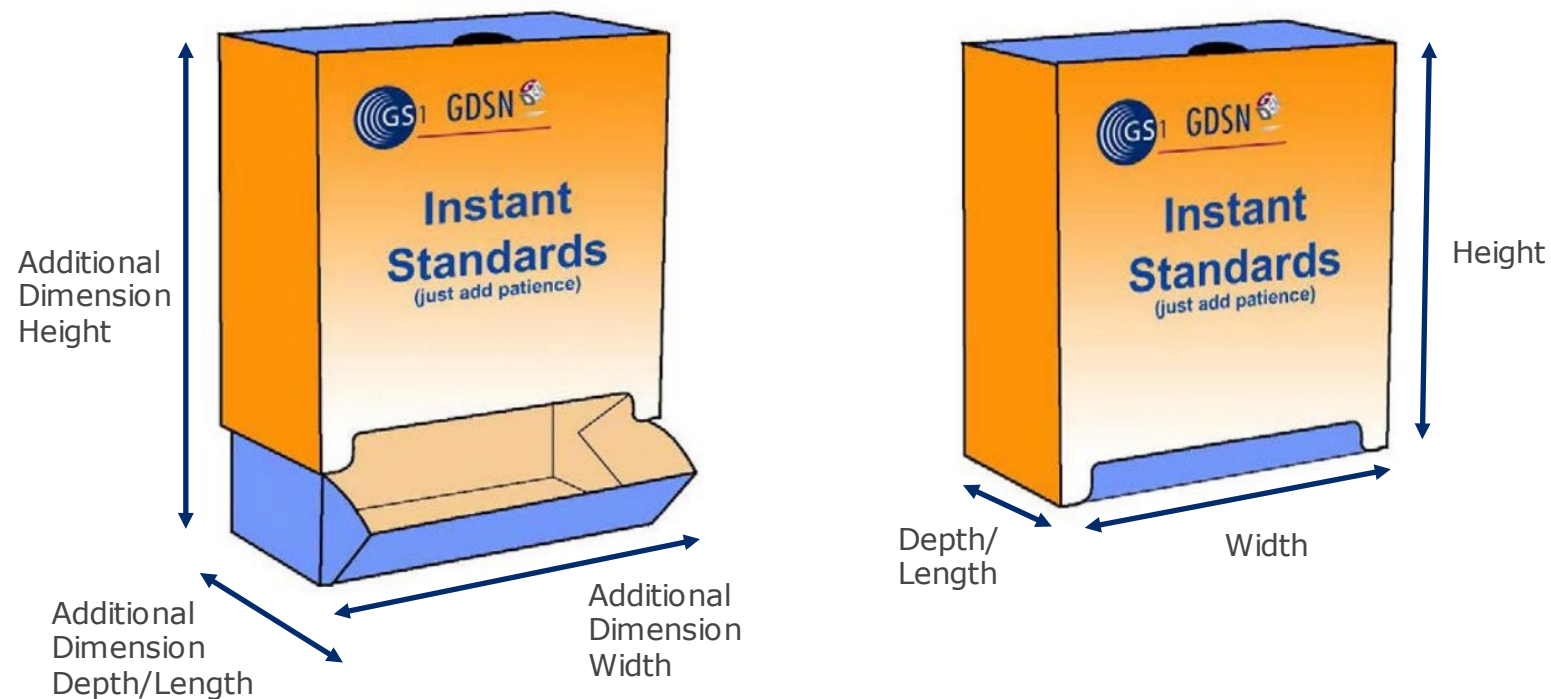


Attribute	GTIN A	GTIN B	GTIN C	(No GTIN – Pallet)
Depth/Length*	24 Centimetre	25.5 Centimetre	27 Centimetre	
Height*	24 Centimetre	100 Centimetre	104 Centimetre	
Width*	24 Centimetre	25.5 Centimetre	53 Centimetre	
Gross Weight*	0.625 Kilogram	2.8 Kilogram	7.5 Kilogram	
Non-GTIN Logistic Unit Depth/Length*			102 Centimetre	
Non-GTIN Logistic Unit Height*			225 Centimetre	
Non-GTIN Logistic Unit Width*			122 Centimetre	
Non-GTIN Logistic Unit Gross Weight*			47 Kilogram	

***Note:** These attributes will always be accompanied by a measurement unit code (e.g. “Kilogram”, “Centimetre”). Attributes may be repeated per target market to provide metric or imperial measures.

6.1.3 Measurement Example for Display Ready Packaging

The Additional Dimension attributes are used to describe the measurements of the “opened” display packaging.



Attribute	Value
Additional Dimension Depth/Length	140 Millimetre
Additional Dimension Height	550 Millimetre
Additional Dimension Width	400 Millimetre
Additional Dimension Type Code	Retail Display

Attribute	Value
Depth/Length	100 Millimetre
Height	450 Millimetre
Width	400 Millimetre

6.2 Net Content and Net Content Statement Examples

6.2.1 Ice Cream Bars



Net Content (repeatable):

- 18 fl oz
- 532 ml
- 6 [piece or count]*

*Use of the measurement terms "piece" or "count" may be interchangeable, depending on product, region and language, at the discretion of the product owner.

Net Content Statement:

6x3.0 fl oz BARS (18 fl oz) (532 ml)

6.2.2 Yogurt



Net Content (repeatable):

- 9.1 lb
- 4.08 kg
- 24 [piece or count]*

* Use of the measurement terms "piece" or "count" may be interchangeable, depending on product, region and language, at the discretion of the product owner.

Net Content Statement:

24-6OZ(170g) SERVINGS 9.1Lb (4.08kg)

Note: servings information is also described in the **Nutritional Facts** section in this document

6.2.3 Toilet Paper



Net Content (repeatable):

- 225 sq ft
- 20.9 sq m
- 1800 sheet
- 9 [piece or count]*

* Use of the measurement terms "piece" or "count" may be interchangeable, depending on product, region and language, at the discretion of the product owner.

Net Content Statement (English):

9 ROLLS BATHROOM TISSUE 225 SQ FT (20.9m²) 200 2-PLY SHEETS PER ROLL 11.4 cm X 10.1 cm (4.5 IN/PLG X 4.0 IN/PLG)

Net Content Statement (Spanish):

9 ROLLOS PAPEL HIGIÉNICO 225 PIES CUADRADOS (20.9m²) 200 HOJAS DOBLES POR ROLLO 11.4 cm X 10.1 cm (4.5 IN/PLG X 4.0 IN/PLG)

Note: inclusion of special characters (such as the superscript "2" in "m²") may be impacted by the capabilities of the technical exchange solution.

6.2.4 Shampoo Two-Pack



This example represents the package, containing two identical bottles of shampoo, as a consumer unit.

Net Content (repeatable):

- 80 FL OZ
- 2.5 QT
- 2.36 L
- [1 or 2] [piece or count]*

*Use of the measurement terms "piece" or "count" may be interchangeable, depending on product, region and language, at the discretion of the product owner. The designation of 1 vs 2 piece/count for this type of homogeneous package may differ by regulation and target market.

Net Content Statement:

2-40 FL.OZ. (1QT., 8 FL.OZ.) 1.18L

Note: when multiple identical products are packaged together, the *Net Content* is frequently used by consumers to compare pricing per measurement of this grouped package vs individual items.

6.2.5 Shampoo and Conditioner Mixed Package



This example represents the package, containing a bottle of shampoo and a bottle of conditioner, as a consumer unit.

Net Content (repeatable):

- 1 [piece or count]*

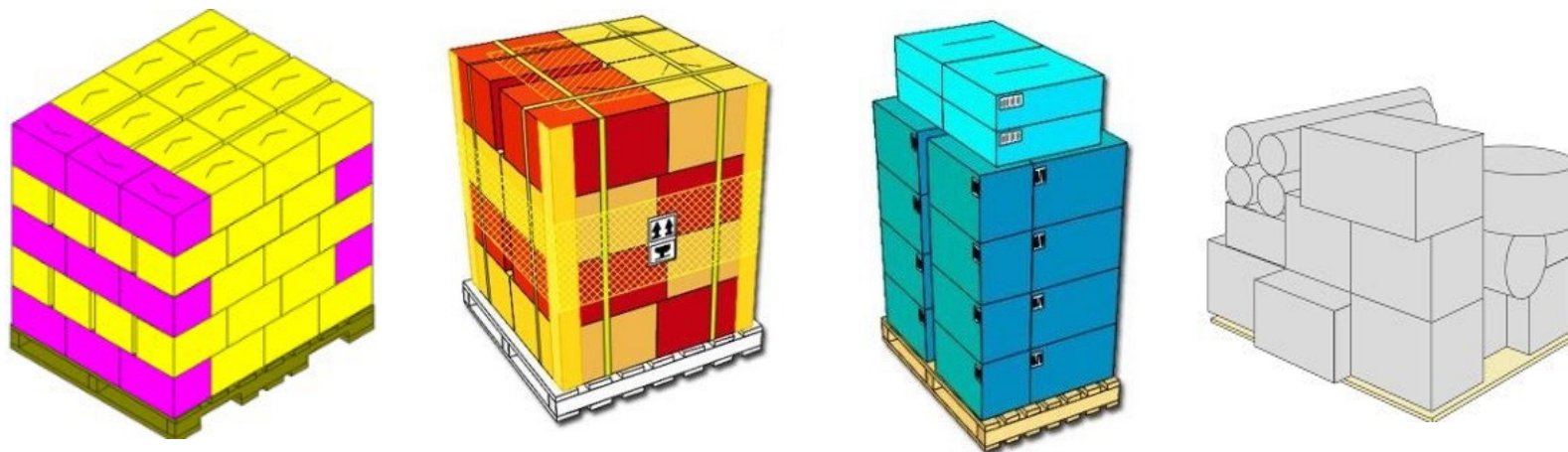
*Use of the measurement terms "piece" or "count" may be interchangeable, depending on product, region and language, at the discretion of the product owner.

Net Content Statement:

1-40 FL.OZ. (1QT., 8 FL.OZ.) 1.18L SHAMPOO and 1-40 FL.OZ. (1QT., 8 FL.OZ.) 1.18L CONDITIONER

Note: when two or more different items are packaged together, the individual *Net Content* attributes cannot adequately describe the content of the combined items. *Net Content Statement* is needed to fully describe the individual content values for each packaged item.

6.3 Regular/Irregular Pallet Configuration/Layout Examples



<i>Pallet Irregularly Stacked Indicator</i> *attribute value			
False	False	True	True

***Note:** this attribute reflects the arrangement of products on a pallet, not how pallets are stacked on top of each other.

6.4 Contents, Weights and Dimensions Attributes – Business Process Notes

BMS ID	ADB Name	ADB Business Definition	Business Process Notes
3721	Depth/Length	The depth or length measurement, with its unit of measure, of the item (such as product, case, pallet) according to the GS1 Package Measurement Rules (https://www.gs1.org/docs/gdsn/3.1/GS1_Package_Measurement_Rules.pdf).	Prior to measuring, users should understand how dimensions relate to a specific product, e.g. candy bar vs. laundry detergent. All information can be found in the Package Measurement Rules (https://www.gs1.org/docs/gdsn/3.1/GS1_Package_Measurement_Rules.pdf).
3725	Height	The vertical measurement, with its unit of measure, of the item (such as product, case, pallet) according to the GS1 Package Measurement Rules (https://www.gs1.org/docs/gdsn/3.1/GS1_Package_Measurement_Rules.pdf).	Prior to measuring, users should understand how dimensions relate to a specific product, e.g. candy bar vs. laundry detergent. All information can be found in the Package Measurement Rules (https://www.gs1.org/docs/gdsn/3.1/GS1_Package_Measurement_Rules.pdf).
3739	Width	The horizontal measurement, with its unit of measure, of the item (such as product, case, pallet) according to the GS1 Package Measurement Rules (https://www.gs1.org/docs/gdsn/3.1/GS1_Package_Measurement_Rules.pdf).	Prior to measuring, users should understand how dimensions relate to a specific product, e.g. candy bar vs. laundry detergent. All information can be found in the Package Measurement Rules. (https://www.gs1.org/docs/gdsn/3.1/GS1_Package_Measurement_Rules.pdf)
3777	Gross Weight	The total weight of the product including the weight of all its packaging materials.	[no additional notes]
1664	Non-GTIN Logistic Unit Depth/Length	A logistic unit not identified with a GTIN, the depth or length measurement (with its unit of measure) of the logistic unit according to the GS1 Package Measurement Rules (https://www.gs1.org/docs/gdsn/3.1/GS1_Package_Measurement_Rules.pdf).	Only specified at the highest level where the level above (i.e. parent level) has no GTIN. Typically assigned at the case level, where there is a pallet level, but the pallet level does not have a GTIN.
1668	Non-GTIN Logistic Unit Height	A logistic unit not identified with a GTIN, the vertical measurement (with its unit of measure) of the logistic unit according to the GS1 Package Measurement Rules (https://www.gs1.org/docs/gdsn/3.1/GS1_Package_Measurement_Rules.pdf).	Only specified at the highest level where the level above (i.e. parent level) has no GTIN. Typically assigned at the case level, where there is a pallet level, but the pallet level does not have a GTIN.

BMS ID	ADB Name	ADB Business Definition	Business Process Notes
1671	Non-GTIN Logistic Unit Width	A logistic unit not identified with a GTIN, the horizontal measurement with the unit of measure of the logistic unit according to the GS1 Package Measurement Rules (https://www.gs1.org/docs/gdsn/3.1/GS1_Package_Measurement_Rules.pdf).	Only specified at the highest level where the level above (i.e. parent level) has no GTIN. Typically assigned at the case level, where there is a pallet level, but the pallet level does not have a GTIN.
1666	Non-GTIN Logistic Unit Gross Weight	A logistic unit not identified with a GTIN, the total weight (with its unit of measure) of the product including the weight of all its packaging materials.	Only specified at the highest level where the level above (i.e. parent level) has no GTIN. Typically assigned at the case level, where there is a pallet level, but the pallet level does not have a GTIN.
3759	Additional Dimension Depth/Length	The depth or length measurement of the dimensions of the physical form of the product in or out of packaging, including its unit of measure, which may be in accordance with the GS1 Package Measurement Rules (https://www.gs1.org/docs/gdsn/3.1/GS1_Package_Measurement_Rules.pdf).	This measurement relates to a specific <i>Additional Dimension Type Code</i> . This attribute shall not be used in place of <i>Depth/Length</i> . Prior to measuring, users should understand how dimensions relate to a specific product (e.g. retail display, tea towel, electric toothbrush). All information can be found in the Package Measurement Rules (https://www.gs1.org/docs/gdsn/3.1/GS1_Package_Measurement_Rules.pdf).
3761	Additional Dimension Type Code	The code that describes additional dimensions of the physical form of the product in or out of packaging. May be related to retail display.	This code is used in conjunction with <i>Additional Dimension Depth/Length</i> , <i>Additional Dimension Width</i> and <i>Additional Dimension Height</i> . Refer to the business process notes for these measurements.
3762	Additional Dimension Height	The height measurement of the dimensions of the physical form of the product in or out of packaging, including its unit of measure, which may be in accordance with the GS1 Package Measurement Rules (https://www.gs1.org/docs/gdsn/3.1/GS1_Package_Measurement_Rules.pdf).	This measurement relates to a specific <i>Additional Dimension Type Code</i> . This attribute shall not be used in place of <i>Height</i> . Prior to measuring, users should understand how dimensions relate to a specific product (e.g. retail display, tea towel, electric toothbrush). All information can be found in the Package Measurement Rules (https://www.gs1.org/docs/gdsn/3.1/GS1_Package_Measurement_Rules.pdf).
3764	Additional Dimension Width	The width measurement of the dimensions of the physical form of the product in or out of packaging, including its unit of measure, which may be in accordance with the GS1	This measurement relates to a specific <i>Additional Dimension Type Code</i> . This attribute shall not be used in place of <i>Width</i> . Prior to measuring, users should understand how dimensions relate to a

BMS ID	ADB Name	ADB Business Definition	Business Process Notes
		Package Measurement Rules (https://www.gs1.org/docs/gdsn/3.1/GS1_Package_Measurement_Rules.pdf).	specific product (e.g. retail display, tea towel, electric toothbrush). All information can be found in the Package Measurement Rules (https://www.gs1.org/docs/gdsn/3.1/GS1_Package_Measurement_Rules.pdf).
3733	Net Content	The quantity (or quantities) of the product contained in the package along with its unit of measure typically printed on the label for the country or market where the product is sold.	This is a measurement, including a number and its unit of measure, and they can be repeated as a pair.
3741	Net Content Statement	The literal reproduction of the net content(s) as displayed on the product packaging.	This is a text string that includes the full statement as it appears on a package. It is used when net content cannot be fully expressed as just a number and a unit of measure. For multi-packs this is to specify the net content per single pack. May be repeated once for each language. In cases where languages are intertwined on the package, they may be separated in the individual language instances of the attribute.
3775	Drained Weight	The weight of the product when drained of its liquid as stated on the product label.	[no additional notes]
3779	Net Weight	The weight of the product excluding the weight of all its packaging materials.	It is important to note the difference between <i>Net Weight</i> and <i>Net Content</i> . <i>Net Weight</i> may be used in situations where information cannot be adequately represented in <i>Net Content</i> , as well as in instances where there is no declared weight on the package.
3804	Product Temperature Condition Code	The code used to identify the state of the product when purchased by the consumer.	The product may be received by the buyer in a condition that is different from the condition when it is purchased by the consumer. If the product packaging (label) contains the state of the product when purchased by the consumer, then this attribute is mandatory. This attribute is not needed if this information is not stated on the packaging (in which case the buyer can determine the condition at point of sale).

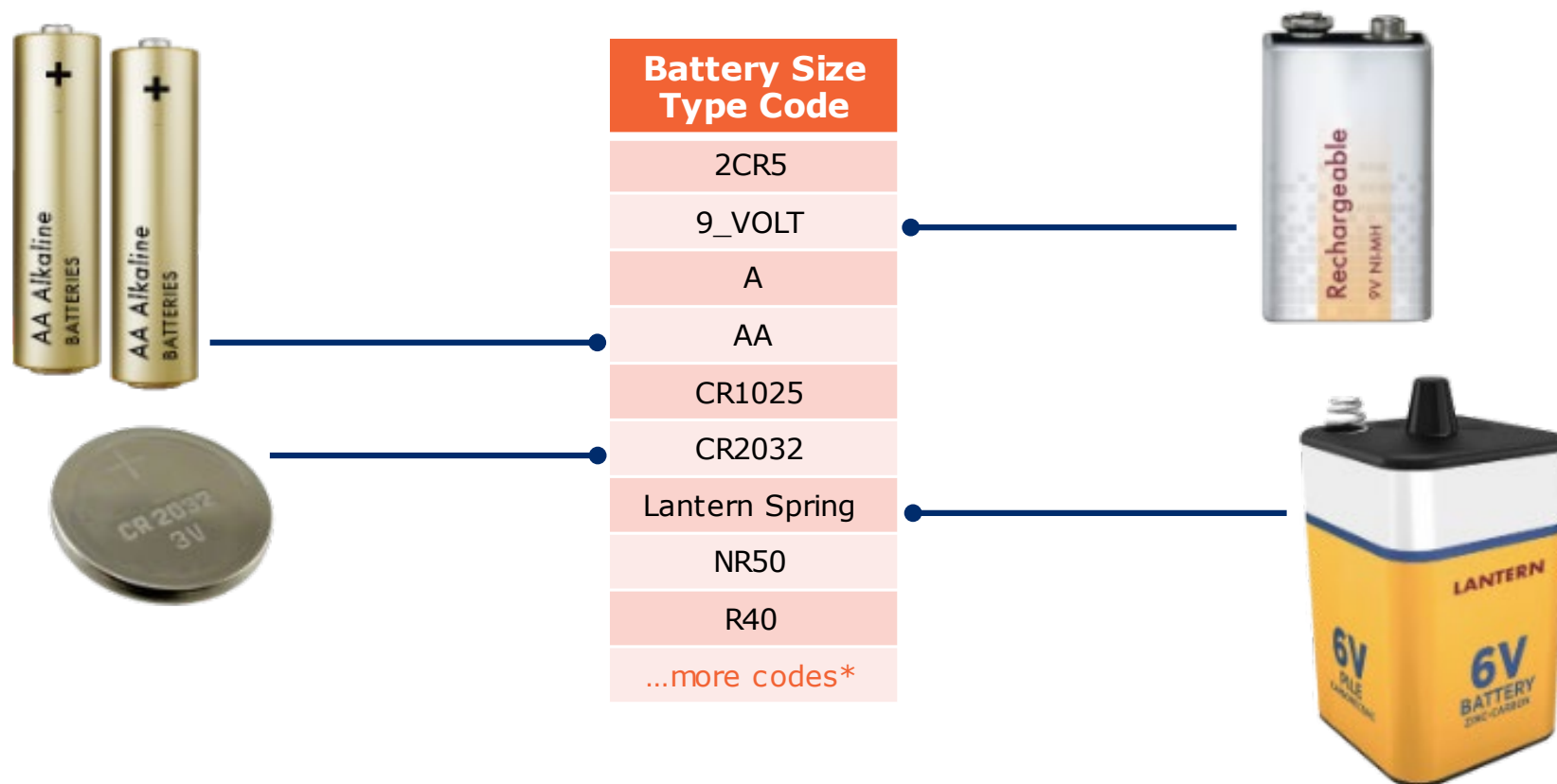


BMS ID	ADB Name	ADB Business Definition	Business Process Notes
3820	Maximum Temperature	The maximum temperature that a product can not exceed during an activity as defined by the manufacturer without affecting product safety, quality and/or usage.	[no additional notes]
3826	Minimum Temperature	The minimum temperature that a product can not go below during an activity as defined by the manufacturer without affecting product safety, quality and/or usage.	[no additional notes]
3830	Temperature Activity Code	The code that indicates the activity for which the maximum and minimum temperatures are applicable.	[no additional notes]
3604	Stacking Factor	The maximum number of levels for a specific unit that can exist in a stack without impacting the quality of the product. A value of 1 means that the item cannot be stacked.	A value of 1 indicates the item is not stackable. A value of 2 would indicate that the item can be stacked 2 high, etc.
3607	Stacking Factor Type Code	The code that indicates the storage or type of transportation to which the Stacking Factor applies.	This attribute is used in conjunction with <i>Stacking Factor</i> .
3611	Pallet Irregularly Stacked Indicator	The indicator specifying that a pallet does not have consistent numbers of items per layer.	If this indicator is "True", the value in <i>Total Count of All Products</i> (BMS ID 200) cannot be calculated by multiplying the <i>Number of Units per Layer in a GTIN</i> (BMS ID 3618) by the <i>Number of Layers per GTIN</i> (BMS ID 3614) but should be populated with the actual <i>Total Count of All Products</i> .
1670	Stacking Factor for non-GTIN Pallet	The maximum number of levels for a specific unit not identified by a GTIN that can exist in a stack without impacting the quality of the product. A value of 1 means that the item cannot be stacked.	A value of 1 indicates the item is not stackable. A value of 2 would indicate that the item can be stacked 2 high, etc.

7 Marketing & Consumer Facing

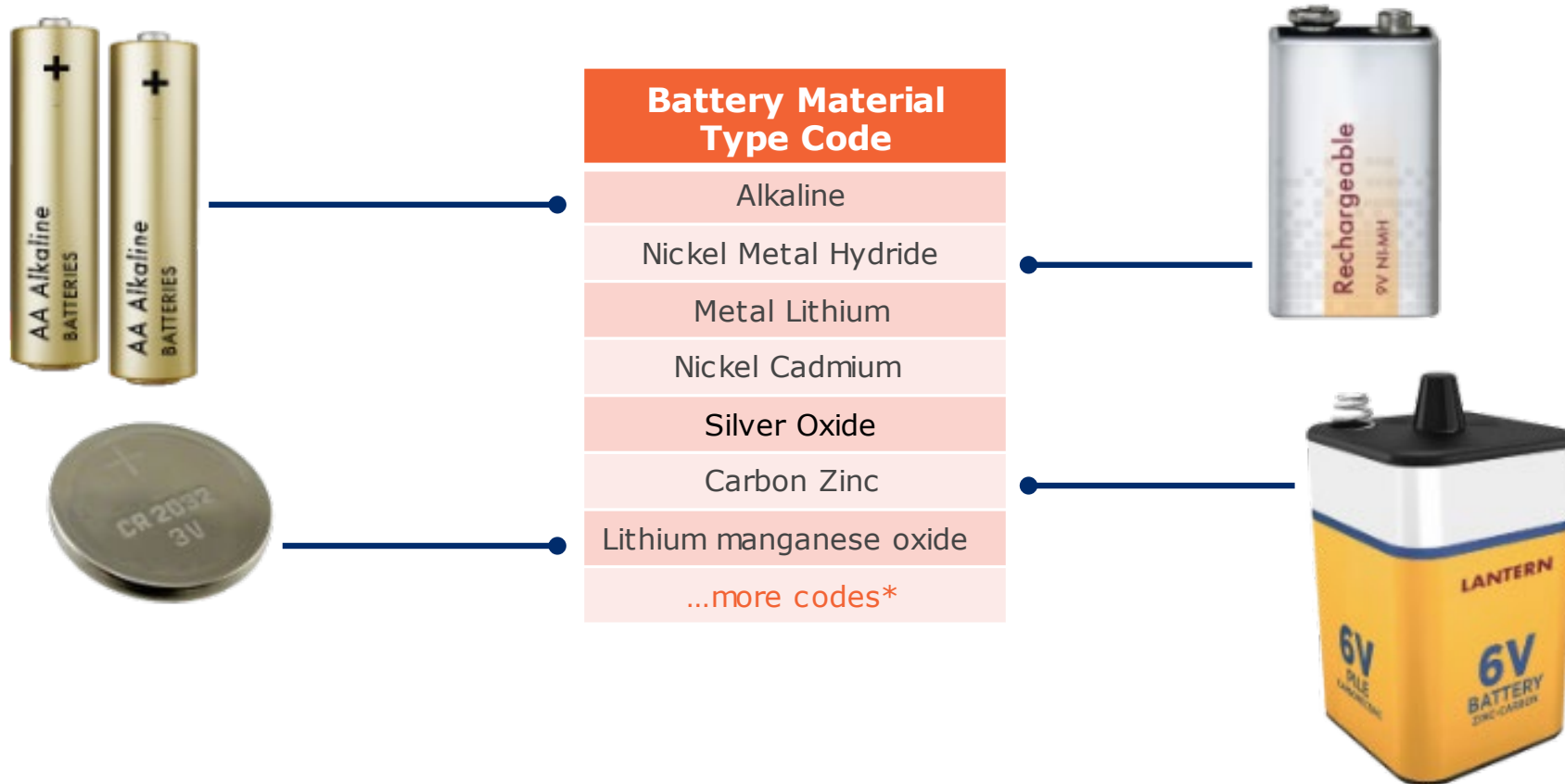
The marketing and consumer facing attributes provide information about a product that are intended to inform or influence the consumer in their purchasing decision. They may shape the consumer's expectation about how the product will perform, how or when to best experience it or for whom the product is best suited.

7.1 Battery Size Type Code Examples



*Please refer to the [GS1 Global Data Dictionary](#) for the full list of Battery Size Type Codes. Note that the GS1 GDD attribute name is *BatteryTypeCode*.

7.2 Battery Material Type Code Examples



*Please refer to the [GS1 Global Data Dictionary](#) for the full list of Battery Material Type Codes. Note that the GS1 GDD attribute name is *BatteryTechnologyTypeCode*.

7.3 Preparation Type Code / Preparation Instructions Example (Frozen Pizza)

MICROWAVE COOKING INSTRUCTIONS (1100 WATTS)

NOTE: ONLY COOK 1 TRAY AT A TIME.

- 1 Remove pizza from carton, remove overwrap from tray and pizza.
- 2 Place frozen pizza directly on the silver cooking surface, and then place on a microwave-safe plate.
- 3 Cook on high (100% power) for 2 to 3 minutes. Product is ready when cheese is completely melted. Carefully remove product from the microwave and let cool for 1 minute before serving.

CONVENTIONAL OVEN COOKING INSTRUCTIONS

<p>1</p> <p>Preheat oven to 375°F. Place oven rack in centre position.</p>	<p>2</p> <p>Remove pizza from clear plastic wrap. Discard plastic and silver cooking tray. CAUTION: Do not use tray in oven.</p>	<p>3</p> <p>When oven is preheated, place frozen pizza on a cookie sheet and then place on the centre rack.</p>	<p>4</p> <p>Bake for 21-24 minutes or until cheese is melted and lightly browned. Let pizza cool for 2-3 minutes before serving.</p>
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Preparation Type Code	Preparation Instructions
Microwave	Microwave cooking instructions (1100 watts). Note: Only Cook 1 tray at a time. 1) Remove pizza from carton, remove overwrap from tray and pizza. 2) Place frozen pizza directly on the silver cooking surface, and then place on a microwave-safe plate. 3) Cook on high (100% power) for 2 to 3 minutes. Product is ready when cheese is completely melted. Carefully remove product from the microwave and let cool for 1 minute before serving.
Bake	Conventional oven cooking instructions. 1) Preheat oven to 375°F. Place oven rack in centre position. 2) Remove pizza from clear plastic wrap. Discard plastic and silver cooking tray. CAUTION: Do not use tray in oven. 3) When oven is preheated, place frozen pizza on a cookie sheet and then place on the centre rack. 4) Bake for 21-24 minutes or until cheese is melted and lightly browned. Let pizza cool for 2-3 minutes before serving.

7.4 Preparation Type Code / Preparation Instructions Example (Vegetable Fried Rice)


COOKING INSTRUCTIONS

STOVE TOP:

1. Heat approximately 1 tablespoon of vegetable oil in a non-stick frying pan or wok.
2. Pour 1-1/2 cups of contents into pan.
2. Cook on MEDIUM, stirring continuously for 5 minutes or until cooked thoroughly to 165°F.

MICROWAVE:

1. Microwave: Add 1-1/2 cups of frozen Vegetable Fried Rice in microwaveable container, cover, and cook on HIGH for 2 minutes or until cooked thoroughly to 165°F.



Preparation Type Code	Preparation Instructions
Saute	Stove Top: 1) Heat approximately 1 tablespoon of vegetable oil in a non-stick frying pan or wok. 2) Pour 1-1/2 cups of contents into pan. 3) Cook on MEDIUM, stirring continuously for 5 minutes or until cooked thoroughly to 165°F.
Microwave	Microwave: Add 1-1/2 cups of frozen Vegetable Fried Rice in microwaveable container, cover, and cook on HIGH for 2 minutes or until cooked thoroughly to 165°F.

7.5 Serving Suggestion Example



Serving Suggestion*

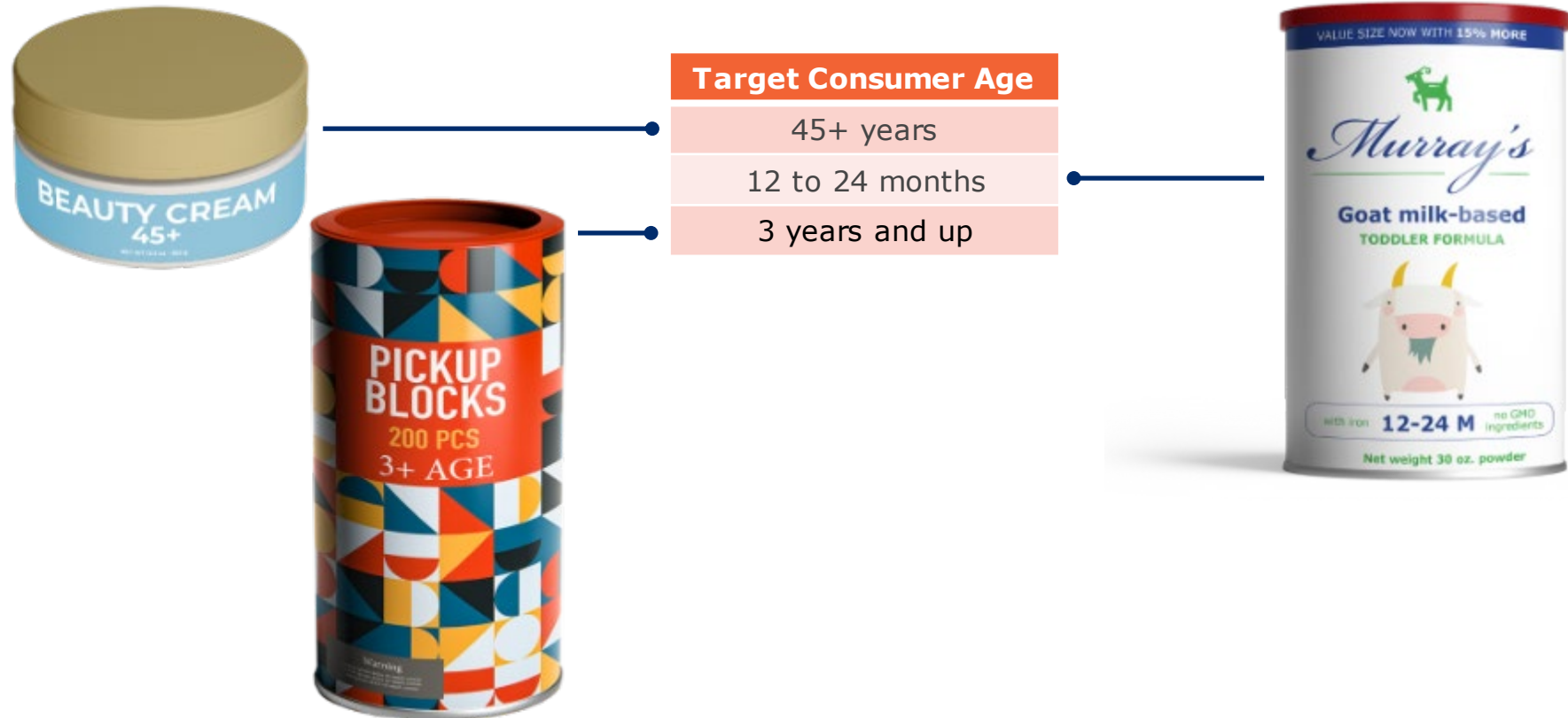
Serve with sauteed vegetables and sprigs of parsley for a well-balanced meal

Pair appropriately with a wide range of seafood and lighter savoury dishes

*Note: serving suggestions do not need to be written on the package to be included in the data.



7.6 Target Consumer Age Example



7.7 Marketing and Consumer Facing Attributes – Business Process Notes

BMS ID	ADB Name	ADB Business Definition	Business Process Notes
600	Batteries Included Indicator	The indicator specifying whether batteries are included with the product.	If this attribute is True, related battery attributes are required.
601	Batteries Required Indicator	The indicator specifying whether batteries are required to operate the product, including built in batteries and removable batteries.	If this attribute is True, related battery attributes are required.
612	Batteries Built In Indicator	The indicator specifying whether batteries are built into the product.	If this attribute is True, related battery attributes are required.
613	Battery Material Type Code	The code which indicates the material of the battery.	This attribute describes the active material in the battery (e.g. lithium ion, nickel cadmium, alkaline). This attribute is required if the <i>Batteries Required Indicator</i> , <i>Batteries Included Indicator</i> or <i>Batteries Built In Indicator</i> is True.
614	Battery Size Type Code	The code which indicates the physical size/shape of the battery used to operate the product.	This attribute is required if the <i>Batteries Required Indicator</i> , <i>Batteries Included Indicator</i> or <i>Batteries Built In Indicator</i> is True.
615	Battery Weight	The weight of one battery included with or built into the product.	This attribute is required if the <i>Batteries Built In Indicator</i> or the <i>Batteries Included Indicator</i> is True. This is typically used to determine disposal requirements.
617	Number of Batteries Built In	The number of batteries built into the product.	This attribute is required if the <i>Batteries Built In Indicator</i> is True.
618	Number of Batteries Required	The number of batteries required to operate the product.	This attribute is required if the <i>Batteries Required Indicator</i> is True.

BMS ID	ADB Name	ADB Business Definition	Business Process Notes
789	Consumer Storage Instructions	The instructions and information provided to the consumer about proper storage for the product.	[no additional notes]
791	Consumer Usage Instructions	The instructions and information provided to the consumer on the usage of the product.	[no additional notes]
1066	Dietary Regime Code	The code indicating the diet the product is suitable for.	Some examples of <i>Dietary Regime Code</i> include: Halal, Keto, Low Carb and Vegan. The full range of dietary codes may be found in the GS1 Global Data Dictionary .
1377	Preparation Instructions	The instructions on how to prepare the product for consumption.	This attribute is required if the packaging includes instruction on how to prepare the product. It may also be an instruction associated with the <i>Preparation Type Code</i> and may be repeated as a group for each preparation type (e.g. bake, boil, microwave). Preparation type should be included in the text of the instructions if it is on the package.
1379	Preparation Type Code	The code specifying the method used to make the product ready for consumption.	This attribute is required if the product needs to be prepared by the consumer before consumption. It may also be associated with <i>Preparation Instructions</i> and <i>Serving Suggestion</i> .
1380	Serving Suggestion	A suggestion about the way the product may be served to enhance the consumer experience.	This value is typically a marketing statement describing when or how the product may be enjoyed, often represented with an image on the packaging. (Examples: "Serve with fruits and vegetables for a well-balanced meal!", "Great for Breakfast, Lunch or Dinner!")
1494	Features and Benefits	The description of features and benefits of the individual product, service, brand or seller.	This short list of key features or benefits of the product is intended to be displayed as a bullet list. The attribute is repeated for each feature. Bullets are not included in the attribute content, as it will be formatted into a list for presentation to the consumer.

BMS ID	ADB Name	ADB Business Definition	Business Process Notes
1498	Product Marketing Message	The description of the product experience for the consumer.	One or more understandable, usable paragraphs that describe the product, designed to entice the consumer to purchase. In some regions this may be referred to as “romance language” or “romance copy”. The attribute may be repeated if more space is needed to continue the message.
1506	Product Grade	The description of the product's evaluation or ranking or class, such as quality, size, weight.	[no additional notes]
1530	Search Key Words for Product	The key words provided by the seller intended to help make the product discoverable by consumers using digital search engines.	These are the words, phrases or tags that consumers will use in search engines to find the product.
1550	Seasonal Product Indicator	The indicator that specifies whether the product is seasonal or offered during specific times of the year.	[no additional notes]
1558	Target Consumer Age	The description of the intended age or age range of the consumer.	This is generated by the supplier and generally matches what is on the packaging artwork. Retailers may transform this description to match the terminology they wish to use to communicate with their consumers. For example, a supplier may designate a toy to be targeted for ages 1 to 3 years, while a retailer may want to state the age range as 12 to 36 months.
3531	Product Shape Code	The code representing the shape of the product, excluding the packaging.	[no additional notes]
3552	Alternative Colour Description	The description of the colour of the product.	This is the name provided by the supplier to describe the colour and could be enhanced with marketing language (for example “Flamingo Pink” vs “Pink”).
3587	Product Handling Code	The code that defines the information and processes needed to safely handle the product.	[no additional notes]

BMS ID	ADB Name	ADB Business Definition	Business Process Notes
3703	Minimum Days of Shelf Life at Arrival	The seller's determination of the minimum number of calendar days of shelf life of the product, based upon the expiration date on the product, upon receipt by the buyer.	This value is provided by the seller. It is allowed to vary by buyer and "arrival" should be based on the agreed-upon point in the distribution chain (e.g. dock door or warehouse gate).
3704	Minimum Days of Shelf Life from Production	The seller's determination of the minimum number of calendar days from the production date to the expiration date.	This value is provided by the seller. It is allowed to vary by buyer.
3709	Usage Period After Opening	The period after opening where the product is still safe to be used by the consumer.	[no additional notes]
3800	Size Description	A description of the size of the product.	This is descriptive terminology for the size of the product rather than a numeric size, for example "small", "medium" and "large", or ".5 L 12-count". It should not be confused with <i>Net Content</i> . This attribute is a description, not a measurement.
5891	Brand Marketing Message	The description of the consumer experience with the product brand.	One or more understandable, usable paragraphs that describe the brand experience, designed to entice the consumer to purchase. This may be used to influence the feeling the consumer has about a brand.

8 Packaging

This section provides guidance on the set of attributes used to convey information about the make-up of product packaging, such as the packaging form, material and features. This information is specified for all levels of the product packaging hierarchy, e.g. each, inner pack, case and pallet. The goal is to provide an understanding of how these attributes may be populated at various levels, and how the attributes are related and used together.

8.1 Packaging Examples – Each Level

8.1.1 Net Bag



“Net” is populated at the each level.

Packaging Type Code	Packaging Material Type Code	Packaging Feature Code
Net	Plastic Other	Handles

8.1.2 Cereal Box



“Box” and “Bag” are populated at the each level.

Packaging Type Code	Packaging Material Type Code	Packaging Feature Code
Box	Paperboard	
Bag	High Density Polyethylene (HDPE)	

8.2 Packaging Example – Inner Pack Level



“Multipack” is populated at the inner pack level.

Packaging Type Code	Packaging Material Type Code	Packaging Feature Code
Multipack	Paperboard	Handles
*Bottle	Coloured Glass	
*Packed, unspecified	Metal	Twist Cap

* “Bottle” and “Twist Cap” are populated at the each level.

8.3 Packaging Example – Case Level



“Box” is populated at the case level.

Packaging Type Code	Packaging Material Type Code	Packaging Feature Code
Box	Double Wall Corrugated Board	Internal Dividers

8.4 Packaging Example – Pallet Level



“Pallet” is populated at the pallet level.

Packaging Type Code	Packaging Material Type Code	Packaging Feature Code
Pallet	Hardwood	
Banded package	Polypropylene (PP)	
Stretchwrapped	Linear Low Density Polyethylene	

Note: *Pallet Type Code* (BMS ID 2181) is populated at this level, e.g. “Pallet 1200 X 1000 mm”.

8.5 Packaging Attributes – Business Process Notes

BMS ID	ADB Name	ADB Business Definition	Business Process Notes
2186	Packaging Type Code	The code for the type of package or container of the product.	The <i>Packaging Type Code</i> and <i>Pallet Type Code</i> may be represented individually or as a unique combination of the two. The detailed packaging information (e.g. BMS IDs 2166, 2180, 2206, 2261, 2263), if used, is related to each unique instance or combination of <i>Packaging Type Code</i> and <i>Pallet Type Code</i> . If there are multiple packaging types the order in which they are communicated may make a difference, dependent on local requirements.
2166	Package Feature Code	The code that describes features about the packaging of the item.	The <i>Package Feature Code</i> may be repeated for each instance of <i>Packaging Type Code</i> / <i>Pallet Type Code</i> .
2206	Packaging Material Type Code	The code for the type of packaging material of the product.	The <i>Packaging Material Type Code</i> may be repeated for each instance of <i>Packaging Type Code</i> / <i>Pallet Type Code</i> . In some markets this attribute may be related to other sustainability-related material attributes and may be specified by local regulation.
2261	Package Deposit Amount	The amount of deposit associated with a returnable package.	This amount must be accompanied with a currency type in this or another field, depending upon your master data exchange solution.
2263	Package Deposit Identifier	The identifier for the package deposit.	This attribute must be a GTIN and is associated with the package that is used in the return processing. A specific list of GTINs is supplied by the manufacturer of the package and in some areas is maintained by a central organisation.

BMS ID	ADB Name	ADB Business Definition	Business Process Notes
2181	Pallet Type Code	The code that indicates the type of pallet that the unit load is delivered on.	The <i>Packaging Type Code</i> and <i>Pallet Type Code</i> may be represented individually or as a unique combination of the two. The detailed packaging information (e.g. BMS IDs 2166, 2180, 2206, 2261, 2263), if used, is related to each unique instance or combination of <i>Packaging Type Code</i> and <i>Pallet Type Code</i> . If there are multiple packaging types the order in which they are communicated may make a difference, dependent on local requirements.
2180	Pallet Disposition Code	The code that describes the expected action to be taken with the pallet.	[no additional notes]
2306	Batch Number Indicator	The indicator specifying whether the item has a batch or lot number.	This attribute does not contain the actual batch or lot number. This number is typically found on the packaging itself. However, the value may be "True" even when the number is not printed on the package. In some cases, batch or lot number might be found on the invoice or other transactional documents.
2308	Packaging Marked Returnable Indicator	The indicator that specifies whether the product packaging is marked as returnable (with or without a deposit).	[no additional notes]
2334	Packaging Date Type Code	The code indicating the type of date on the package to the buyer and consumer.	Specify a code for each type of date that appears on the packaging.