

Global Data Synchronisation Network

Over 5,000 of the world's most successful retailers and suppliers have made the Global Data Synchronisation Network (GDSN®) a cornerstone of their successful electronic business practice. The GDSN® provides an environment where reliable data is exchanged, in a streamlined manner, throughout local, regional, and global supply chains. This allows trading partners to have consistent data in their systems at the same time.

Global Product Classification

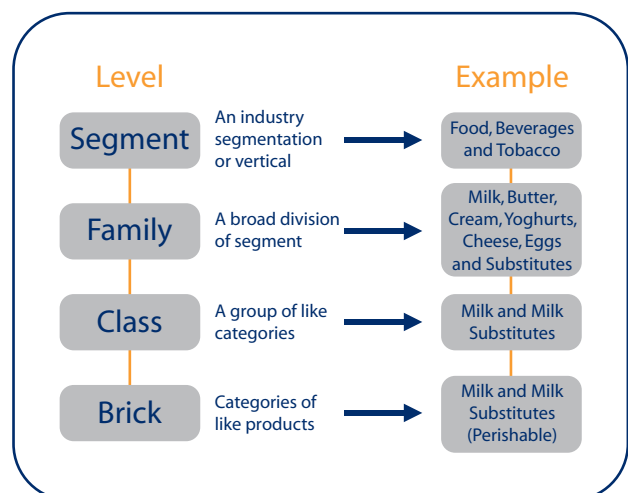
Global Product Classification (GPC) is the chosen GS1 standard mandatory classification system for the GDSN®. Sellers and buyers need to group products the same way globally to ensure effective data synchronisation in the GDSN®, to enable product search, view, and validation, as well as publication and subscription match. Only products classified according to GPC will be registered in the GS1 Global Registry®.

Benefits of GPC

- Supports buying programmes by allowing buyers to pre-select groups of applicable products
- Provides a common language for category management thus speeding up the ability to react to consumer needs
- Eliminates redundant activities and improves data integrity and accuracy of product set-up, maintenance and catalogues
- Can be cross-referenced to existing proprietary trading partner classification systems
- Enables potential usage of Point Of Sale (POS) data consolidation

How it Works

GPC is a rules-based, four-tier classification system for grouping products. The four tiers are Segment, Family, Class, and Brick (with attributes). A Brick identifies a category incorporating products (Global Trade Item Numbers® (GTINs®)) that serve a common purpose, are of a similar form and material, and share the same set of category attributes.



GPC is already available for a wide range of product categories and is growing all the time to meet the needs of the GSDN® community. In 2006, the standard includes:

- Arts/Crafts/Needlework
- Audio/Visual/Photography
- Automotive Light Application*
- Baby Care
- Beauty/Personal Care/Hygiene
- Building Materials*
- Camping
- Clothing
- Communications
- Computing
- Electrical*
- Food/Beverage/Tobacco (FBT)
- Footwear
- Fuels*
- Healthcare
- Home Appliances
- Homecare
- Household Kitchen Merchandise
- Household/Office Furniture/Furnishings
- Lawn/Garden Supplies
- Live Animals*
- Lubricants*
- Music
- Personal Accessories
- Pet Care/Food
- Plumbing*
- Safety Protection – DIY
- Safety/Security/Surveillance*
- Sports Equipment
- Stationery, Occasional Supplies
- Textual/Printed/Reference Materials
- Tool Storage Workshop Aids
- Tools Equipment - Hand
- Tools Equipment - Power
- Toys and Games

* Available as of September 30, 2006

GPC is part of the GS1 System of supply chain standards. The GPC is developed and maintained by GS1 with input from the user community. GPC access is included in the fees for the GSDN®.

Learn more about GPC at www.gs1.org/gpc

