Successful trading partner collaboration requires accurate product data. Supply chain members need a single product data resource; one that is easy-to-use and provides access to a consistent, clear, and dependable set of product attribute information. When it comes to product attribute data definition and use, end-users do not want to “re-invent” the wheel; they want to be able to use one tool to easily search, find, and access a set of standardized industry attributes.

Furthermore, consumers use product information and images to help them make informed purchasing decisions. Trusted, accurate, complete, and standardized product attributes are indispensable to influencing the consumer’s buying decisions, but have historically been one of the most complex and frustrating information exchanges for suppliers and their retail trading partners.

The exponential growth of e-commerce and the consumer’s desire for a seamless shopping experience have further complicated attribute management to new levels. Industry wants a better way to manage the search and discovery of the ever-growing product attribute universe. The GS1 US Attribute Explorer™ is a centralized, web-based repository that houses thousands of attributes, and is designed to:

- Help industry trading partners search and discover the attributes found in both the GS1 Global Data Dictionary (GDD) and GS1 US industry guidelines
- Aid users in understanding the breadth and depth of all available/standardized attribute values
- Familiarize industry participants with the attributes found in the global GS1 System of Standards and within GS1 US Retail Grocery, Foodservice, Healthcare, and Apparel/General Merchandise industry guidelines

The GS1 US Attribute Explorer helps enable partners to search, discover, and deliver the accurate, complete, and authentic product information required to optimize their supply chain business processes, drive consumer interest, and influence purchase decisions.
The GS1 US Attribute Explorer provides users with robust search capabilities. It supports searching by elements such as attribute data type, name, and values. Its search results return all the aforementioned information as well as the link to the attribute’s official documentation. Users can also leverage industry filters to fine tune their search results and use fuzzy string searching to locate similar attribute results.
The Demand for Accurate, Complete Product Information Is Growing.

Who Will Benefit and Why

Increased supply chain collaboration, advancing technology, growing regulatory requirements, and expanding consumer demand have combined to create an unprecedented need for accurate, authentic product information—fueling today’s attribute explosion. With each passing day, trading partners are looking for ways to streamline their product attribute search and discovery process—retailers, marketplaces, suppliers, brand owners, and manufacturers need a simple-to-use tool that helps them find the standardized attributes they need to do business better.

The GS1 US Attribute Explorer helps to enable trading partners to search, discover, and deliver the accurate, complete, and authentic product information required to optimize their supply chain business processes, drive consumer interest, and influence purchase decisions. Having a single attribute view will help trading partners harmonize their product data, eliminate inaccuracies, reduce implementation time, and save money.
Industry wants a better way to manage the search and discovery of the ever-growing product attribute universe. The GS1 US Attribute Explorer delivers the single attribute view trading partners need to help them harmonize their product data, eliminate inaccuracies, reduce implementation time, and save money.

For more information:
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