



Quick Reference Guide for GDSN Image Versioning Attributes

When updating or replacing product images, your trading partners need certain data, or attributes, to know a change has been made. This is called image versioning. There are three key attributes available in the Global Data Synchronization Network™ or GDSN® to support image versioning. Without these attributes, there is no way recipients will know an image has been replaced or is still valid if the publisher is using the same URL/name. Your data pool can assist with deploying data for these attributes.

Note to Data Recipients

If you require these fields from data suppliers, building appropriate logic in your systems will help streamline the management of image lifecycles. For example, set up flags for master data teams to detect and approve new images.

Key Attributes Data Suppliers Can Use in GDSN for Effective Image Versioning

fileVersion

- This attribute provides a version number or code from the brand owner to denote that there is a difference in the images even though the file name might be the same.

fileEffectiveStartDateTime (most commonly used)

- This is the start date upon which the updated image can begin to be utilized and helps define a window of time the file can be used.
- This attribute is optional, but without it, it's impossible for a recipient to tell if there's been an update to a previously synched image with the same name.
- Recipients can build logic around a new StartDateTime if suppliers keep the same URL and image name and don't include the EndDateTime.

fileEffectiveEndDateTime

- This optional attribute only needs to be populated when the file has a sunset or "do not use after" date.
- Without this attribute, the image would be made available indefinitely.



Your data pool can assist with deploying data for the attributes that support image versioning.

For complete guidance on product image application using GS1 Standards, refer to:

- ▶ **Combined Product Images Application Guideline for Foodservice and Retail Grocery** Sections 12.2 and 12.5
- ▶ **Attribute Implementation Guide** Section 11.2

Your data pool provider may be able to provide further information on related attributes.

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GDTI: 0614141028629v1.0