



The Global Language

Trust and Efficiency Start With a Valid ID

Get product identity right
with Verified by GS1



Your retail partners want to make sure your product data is accurate in their systems.

Consumer trust in your products is built upon complete and accurate data. Verified by GS1 is a product identification “card” that enables trading partners and consumers to know they have the right product and the most accurate information.

With Verified by GS1, brand owners uniquely identify each product with a Global Trade Item Number® (GTIN®), and each product identification “card” includes six additional core product attributes: *brand name, product description, product image URL, Global Product Category (GPC), net content and unit of measure, and country of sale/target market.*

These attributes have been identified by industry as the minimum set of core attributes needed to uniquely identify a product in the consumer packaged goods (CPG) sector. Together, these seven attributes establish the full digital identity of a product and enable product identity verification. The product data in Verified by GS1 is trusted because it is supplied by the brand owner and submitted for several data quality checks.

“I encourage everyone to join the Verified by GS1 program as early as possible as every product GTIN counts. For METRO, it is absolutely necessary that we have all products in the registry. Digital product identity ensures a consistent omni-channel experience for our customers.”

Christian Zaeske
Director Master Data Management
METRO

How Data Flows Within Verified by GS1



Verified by GS1 is a global solution to data quality challenges that enables brand owners and data recipients to verify the identity of a product by querying the GS1 Registry Platform.

As a brand owner in the United States, to get your product data into the GS1 Registry Platform, you need to use GS1 US Data Hub*. You can get your product data into GS1 US Data Hub via GUI, file import, or Global Data Synchronization Network™ (GDSN*). If it's through GDSN, you simply have to set up GS1 US* as a recipient for your data.

Three Key Considerations for Brand Owners

Before you dive into the details of getting your data ready for Verified by GS1, take a moment to consider:

- Gather info for prefix management**—You may need an umbrella account to ensure all your prefixes (results of M&As) are managed effectively
- Decide on approach for uploading data**—GUI, file import, or GDSN
- Get familiar with GS1 US Data Hub**—If you have licensed a company prefix from GS1 US, you have a free subscription*

*Refer to www.gs1us.org/datahub for details

"We are living today in a digital world. Physical products are important, but the data related to the product is even more important. Verified by GS1 must become a stamp—we are building trust."

Jean-Marc Klopfenstein
Master Data Lead
Nestlé

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