GS1 IN EUROPE REGIONAL FORUM

23 - 26 October 2023 Athens, Greece

GLOBAL PRODUCT CLASSIFICATION

Masterclass

GS1 in Europe

GS1 Association Greece

GS1 Competition Law Caution

- GS1 operates under the GS1 Competition Law Caution. Strict compliance with competition laws is and always has been the policy of GS1.
- The best way to avoid problems is to remember that the purpose of the group is to enhance the ability of all industry members to compete more efficiently.
- This means:
  - **There shall be no discussion of prices, allocation of customers, or products, boycotts, refusals to deal, or market share**
  - If any participant believes the group is drifting toward impermissible discussion, the topic shall be tabled until the opinion of counsel can be obtained.
- The full caution is available via the link below, if you would like to read it in its entirety: http://www.gs1.org/gs1-competition-law-caution

GS1 IN EUROPE REGIONAL FORUM

23 - 26 October 2023 Athens, Greece

GS1 in Europe

GS1 Association Greece

ETIQUETTES ...

IN-PERSON

USE MICROPHONE FOR QUESTIONS

ONLINE

PLEASE STAY MUTED
RAISE HAND OR USE CHAT FOR QUESTIONS

FOR ALL

ENJOY THE SESSION & THE REGIONAL FORUM

THE SLIDE DECK AND THE RECORDING OF THE SESSION WILL BE SHARED AFTERWARDS

Masterclass: Global Product Classification

Agenda

1	Global Product Classification Interactions and usage	Robert Beideman GS1 Global Office
2	Global Product Classification overview • GPC Browser and GPC Translation Tool • GPC Publications	Elsa Braz GS1 Global Office
3	GPC Modernization • Challenges in the near food sector and how move forward (COOP use case)	Cornelia Willutzki GS1 Switzerland
4	Impact of GPC in Analytics • Data Coverage	Paulo Barata GS1 Global Office

GS1 IN EUROPE REGIONAL FORUM

23 - 26 October 2023 Athens, Greece

Robert Beideman,
Chief Product Officer
GS1 Global Office

GS1 in Europe

GS1 Association Greece

Masterclass: Global Product Classification Interactions

GDSN
A service to share B2B data with your trading partners

Verified by GS1
A service to get product identity right

Global Data Model
A service that helps leverage product content

GS1 Activate
A service to make it easy to put a barcode on your products

Data Quality
A service to improve the quality of the data

GS1 IN EUROPE REGIONAL FORUM

23 - 26 October 2023 Athens, Greece

Elsa Braz,
Global Standards Manager
GS1 Global Office

GS1 in Europe

GS1 Association Greece

Masterclass: Global Product Classification Overview

GS1 Global Product Classification (GPC) Standard

GS1 Global Product Classification (GPC) is a **system** that allows **buyers** and **sellers** to **communicate** more efficiently.

The GPC Standard offers a **universal set of rules** to allow the use of common terminology for **grouping products.**

It ensures that **products** are **classified** correctly and **uniformly**, everywhere in the **world**.

Masterclass: Global Product Classification Overview

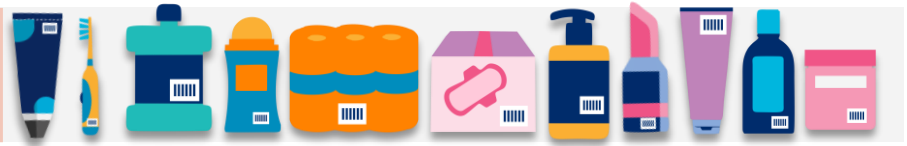
- The GPC Schema is organised with the aim to establish a flexible product classification schema, based on a comprehensive set of rules.
- The GPC schema hierarchy provides a coherent, logical, and intuitive grouping that can be used to classify comparable products in a global environment.
- The foundation of GPC is called "Brick". GPC bricks define categories of similar products. Using the GPC brick ensures the correct recognition of the product category across the extended supply chain, from seller to buyer.

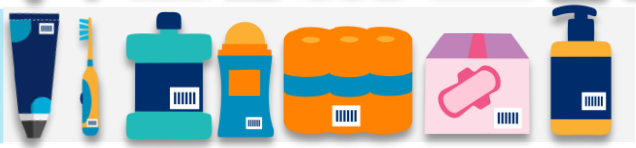
The GS1 Global Product Classification (GPC) standard helps global trading partners to group products in the same way, everywhere in the world. The resulting common business language is clear and instantly understandable.

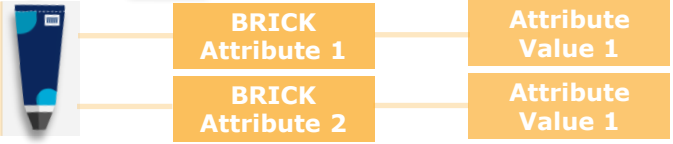
Masterclass: Global Product Classification Hierarchy

- The Global Product Classification is a rule-based, four-tier classification system for grouping products.

SEGMENT 1	**Beauty/ Personal Care/ Hygiene**	The highest level of the classification is the **Segment**, which is defined as a particular industry sector and reflects the main business areas that our clients are operating in.
FAMILY 2	**Personal Hygiene Products**	The second level of the classification is the **Family**, which is a board division of a Segment. Families are segment subcategories, and they provide a more specific grouping of products.
CLASS 3	**Oral Hygiene**	The third level is the **Class**, where categories are grouped. They further refine the classification by grouping products that are more closely related in terms of characteristics or function.
BRICK 4	**Dental Cleansing/ Toothpaste**	The lowest level of the classification is the **Brick**, which details similar products based on what they are. Inside of each brick all the products have the same attributes.







Masterclass: Global Product Classification Hierarchy

PRODUCT	BRICK	BRICK ATTRIBUTES	BRICK ATTRIBUTE VALUES
	Dental Cleansing/ Toothpaste	Consumer Lifestage	ADULT BABY/INFANT CHILD 1-2 YEARS ...
		Formation	GEL LIQUID PASTE POWDER TABLET ...

Attribute Principles

- Globally applicable.
- Relevant, recognised, and understandable to users and industry.
- Unique (intention, format, technicalities), objective and mutually exclusive.
- Non-legislation specific.
- Should be single, comprehensive, and mutually exclusive code list.

Masterclass: Global Product Classification Hierarchy

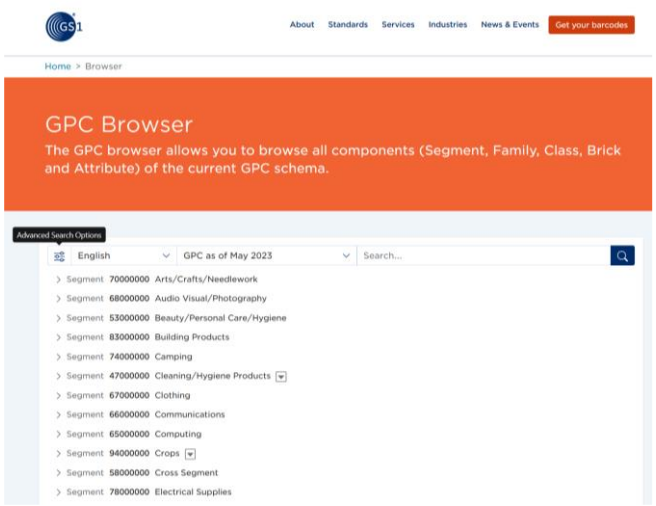
PRODUCT	BRICK	BRICK ATTRIBUTES	BRICK ATTRIBUTE VALUES
	Laundry Detergents	If Manual/ Machine Wash	MACHINE MANUAL
		If With Concentrated Claim	YES NO
		Formation	GEL LIQUID POWDER TABLET LIQUID/GEL TABLET SOLID ...
		Target Use/ Application	COLOURED FABRICS DELICATE CURTAINS ...

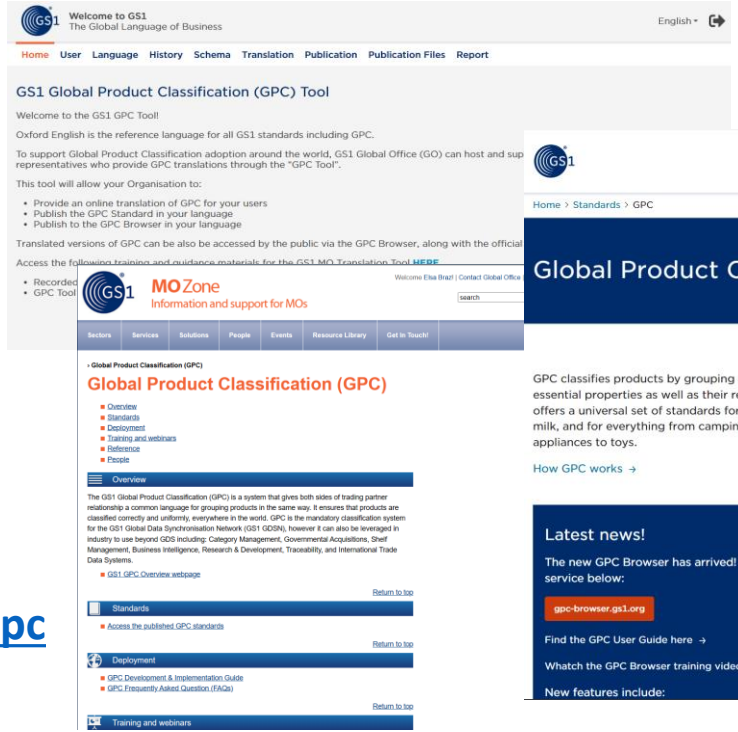
Masterclass: Global Product Classification Structure

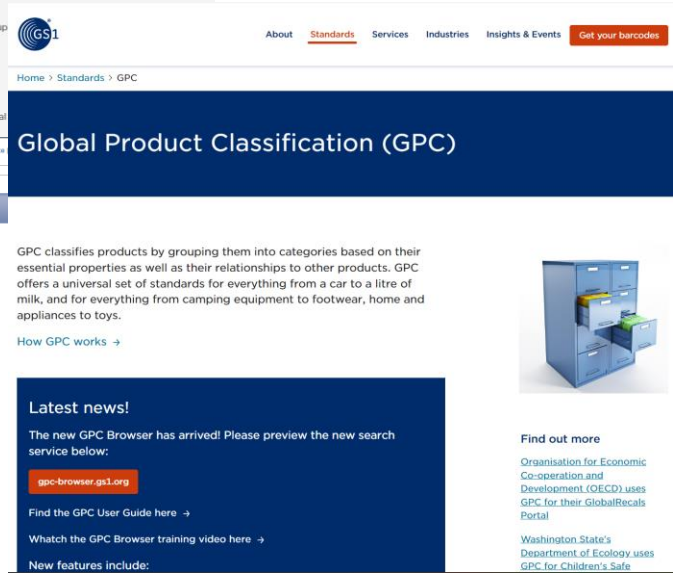
- Codes structure are linked to the Segment/Family/Class hierarchy, whereas the GPC Brick, Attribute Type and Attribute value are standalone.
- Brick Codes are not reused. Once a code is allocated it becomes unavailable for reissue. Deleted codes are not deleted from the database but flagged as "deactivated."

Level	Length	Example	Syntax
SEGMENT	8	**10000000**	Two-digit Code followed by six zeros
FAMILY	8	**10200000**	Two-digit Code preceded wit the Segment Code
CLASS	8	**10203000**	Two-digit Code preceded wit the Family Code
BRICK	8	**10000123**	Preceded with a "1"
ATTRIBUTE TYPE	8	**20000123**	Preceded with a "2"
ATTRIBUTE VALUE	8	**30000123**	Preceded with a "3"

Masterclass: Global Product Classification Tools







https://www.gs1.org/standards/gpc

Masterclass: Global Product Classification Tools

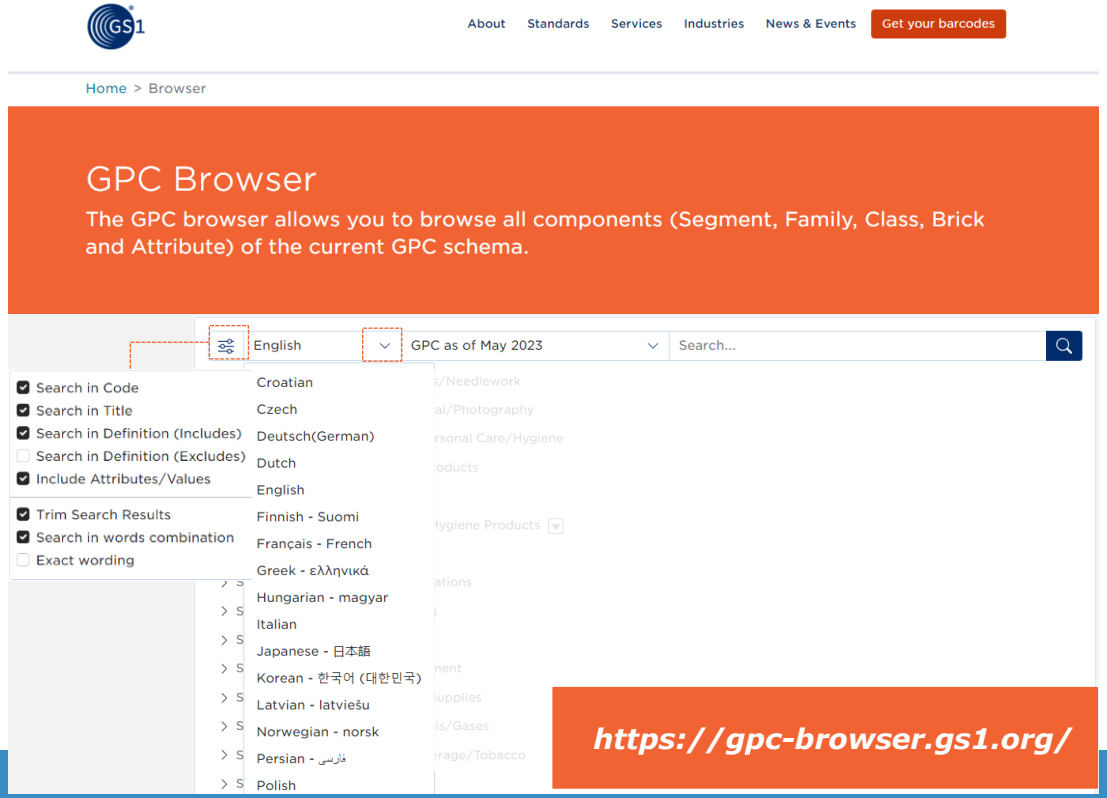
The new **GPC browser** provides improved search functionality to easily classify products into a GPC category (in the official Oxford English version and all translated languages).

The public access to the GPC standard online allows users to browse all components of the Standard including Segment, Family, Class, Brick and Attributes/Attribute Values with one search!

Masterclass: Global Product Classification Tools

The GPC browser allows public access to the GPC Standard on-line

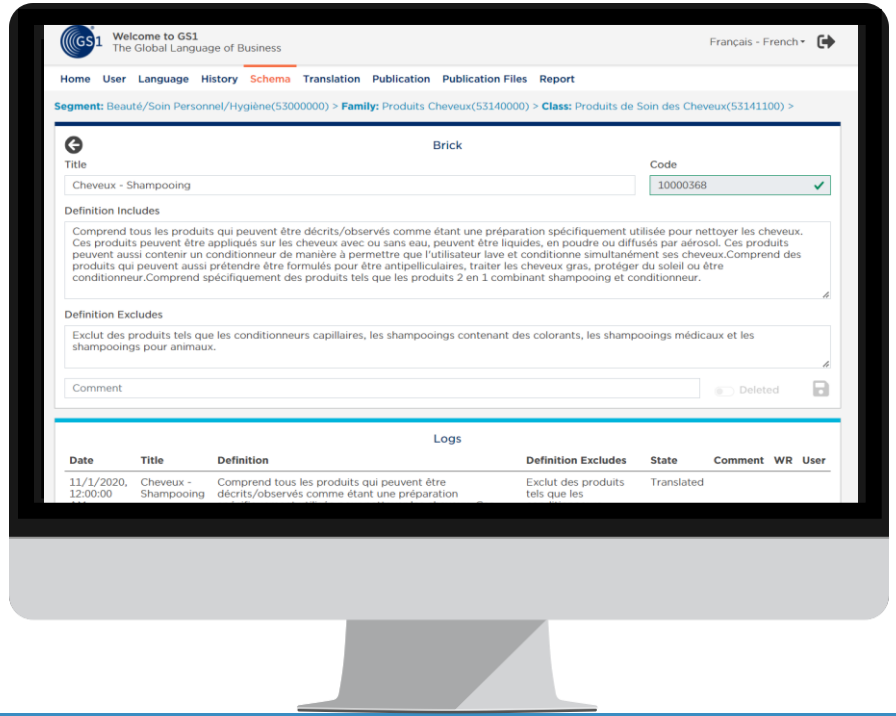
- Advanced and customised searches are available to allow users to find the relevant information.
- The GPC Standard is published in different downloaded formats (Excel, Json and Xml).
- GPC Translations are available on-line and can be downloaded from the Browser.



Masterclass: Global Product Classification Tools

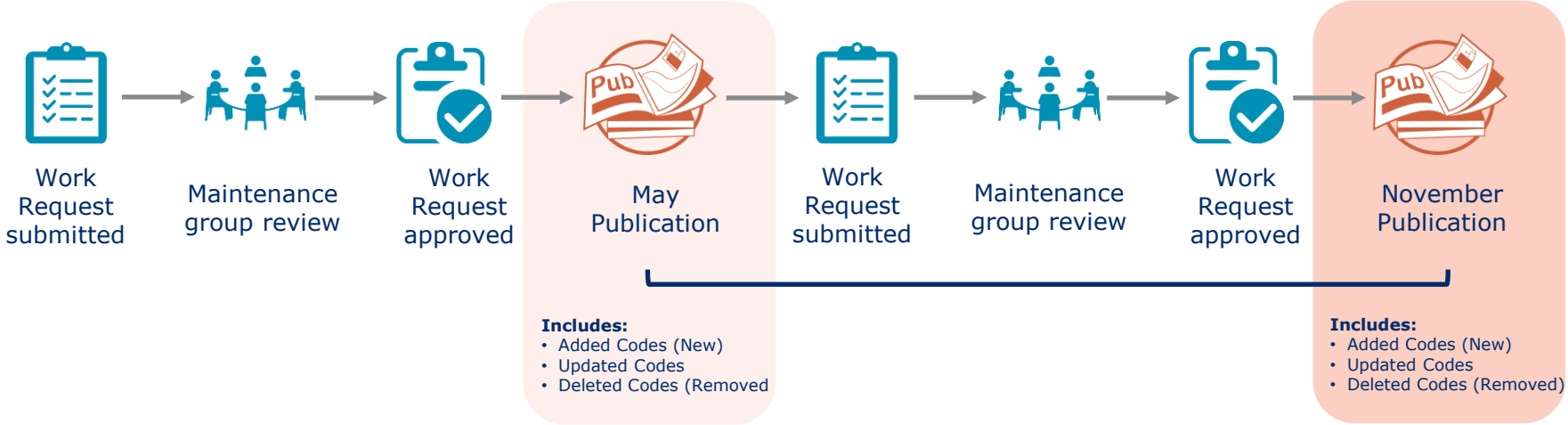
The new **GPC MO translation tool** provides improved functionality for MOs to easily translate the GPC standard into their language. Standard outputs have been modernised, new reports and output file formats are available, including JSON.

Over 20 translations are currently available ensuring easy adoption worldwide, thanks to the efforts of our many MOs around the globe.



Masterclass: Global Product Classification Process

- The standard is developed by the community through the GPC SMG, consistent with the Global Standards Management Process (GSMP).
- Global Product Classification Standard is published twice per year, (every May and November).



GS1 IN EUROPE REGIONAL FORUM

23 - 26 October 2023 Athens, Greece

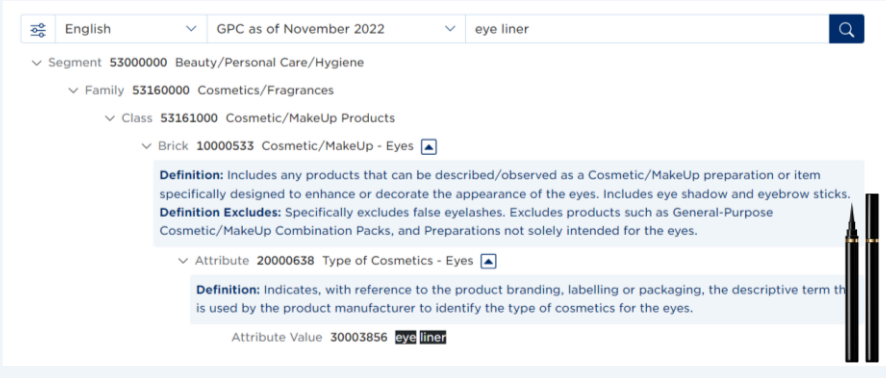
Cornelia Willutzki,
Senior Standards Expert
GS1 Switzerland

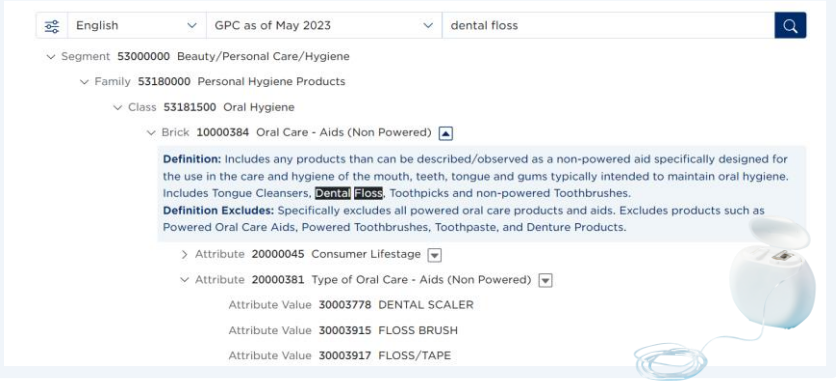
GS1 in Europe

GS1 Association Greece

Masterclass: COOP use case

- In the current classification, different products are grouped together in the same brick.
- To promote data/information transmission, retailers required to have product specific information at brick level.
- Further product details can be leverage through attributes (e.g., Colour, Formation, Consumer Lifestage, Corded/Cordless)





Masterclass: Oral Hygiene challenges

- Oral Hygiene Variety Packs
- Denture/Orthodontic – Care
- Denture/Orthodontic - Cleansing
- Dental Cleansing
- Breath Freshners/Mouth Rinses
- Oral Hygiene Other
- Oral Care - Accessories
- Oral Care – Aids (Non Powered)
- Oral Care - Aids (Powered)
- Oral Care Centre – Brush/Cleanser/Storage (Powered)
- Oral Hygiene – Replacement Parts

The brick-level structure lacked specificity, making it impossible to distinguish between various oral care products.

Masterclass: Oral Hygiene Modernization

Old Structure

Bricks

11

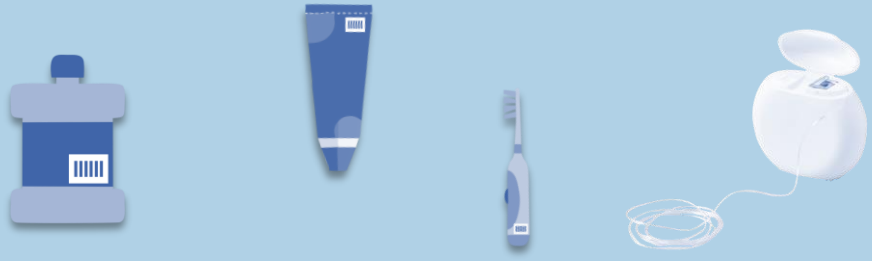
Current Structure

Bricks

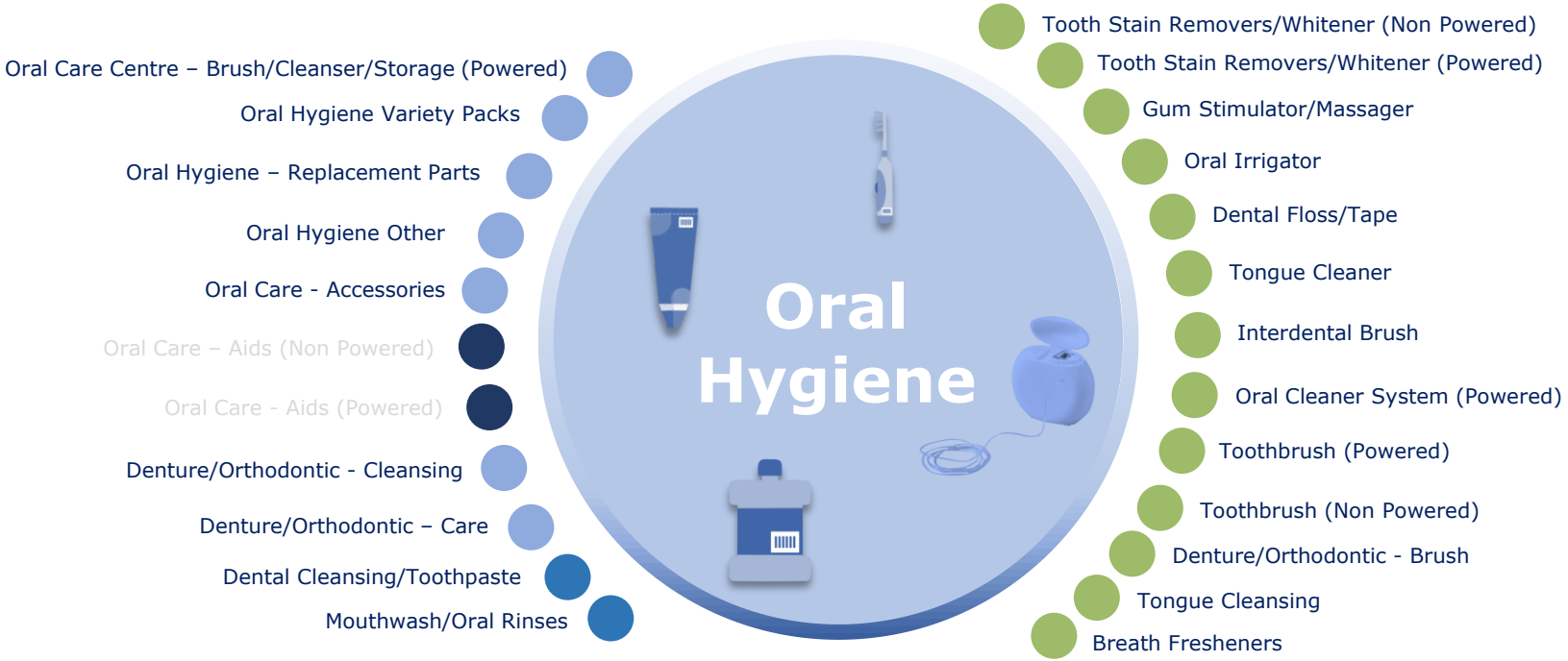
22

Oral Hygiene

This structure describes at brick level the products (**W**hat they are) and not in which channel / vertical they will be sold in or their intended use (**H**ow and **W**here they are used).



Masterclass: Oral Hygiene Modernization



Masterclass: GPC Modernization – Next steps

- There is a need for action in the Beauty/Personal Care/Hygiene segment as well as other segments on the near food area.
- Adjustments should be made to current bricks so that a brick effectively classifies a specific product category.
- The GPC Standard aims to achieve the following goals:
  - Facilitate purchasing programs by enabling buyers to pre-define sets of relevant products.
  - Establish a global and common language for category management and serve as a pivotal classification system between the information exchange parties.
  - Be a key enabler of the Global Data Synchronisation Network, Verified by GS1 and Activate service.

These objectives can be achieved if the required adjustments are implemented within the specified segments.

GS1 IN EUROPE REGIONAL FORUM

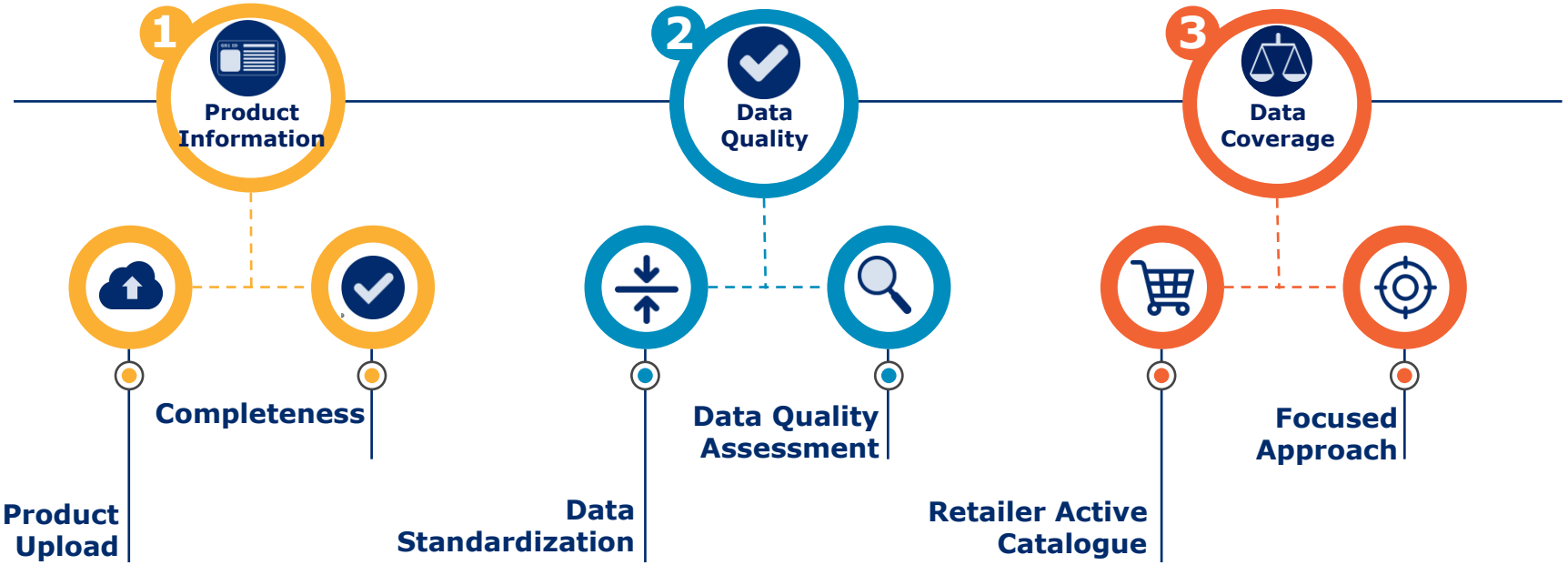
23 - 26 October 2023 Athens, Greece

Paulo Barata,
Data Content and Quality Senior Manager
GS1 Global Office

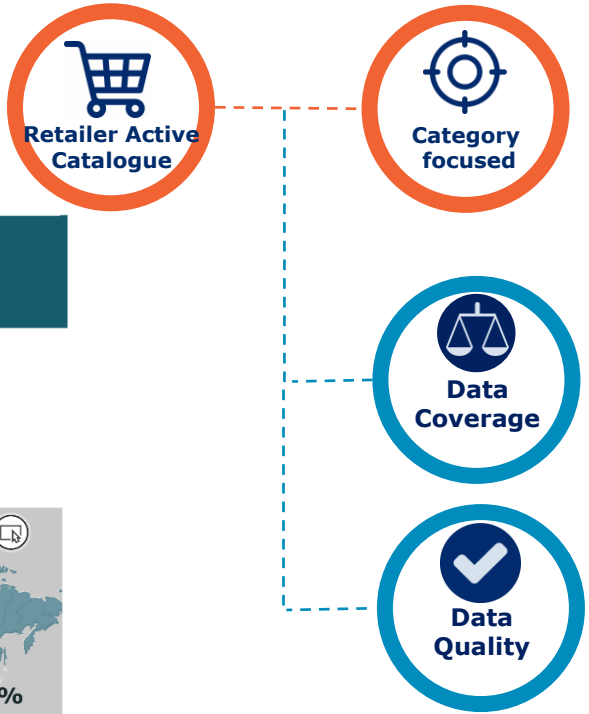
GS1 in Europe

GS1 Association Greece

Data Analytics



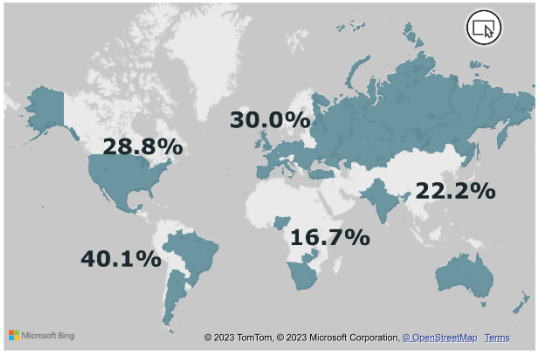
Data Analytics



242K	73K	30.3%	23
# Unique GTINs	# Unique GTINs in GRP	% Coverage	# Categories

Beverages	26.4% % Coverage	Personal Care	34.5% % Coverage
Food	32.6% % Coverage	Electronics	28.4% % Coverage
Confectionary	30.2% % Coverage	Apparel	
Home Care	38.7% % Coverage	tbd	

Coverage by Region



Focused approach - by category

Home Care

- Laundry Detergents
- Dish Care

Personal Care

- Oral Care
- Skin Care
- Deodorants
- Personal Cleansing & Washing
- Razors & Blades
- Shampoo / Conditioners

Data Coverage - Focused approach

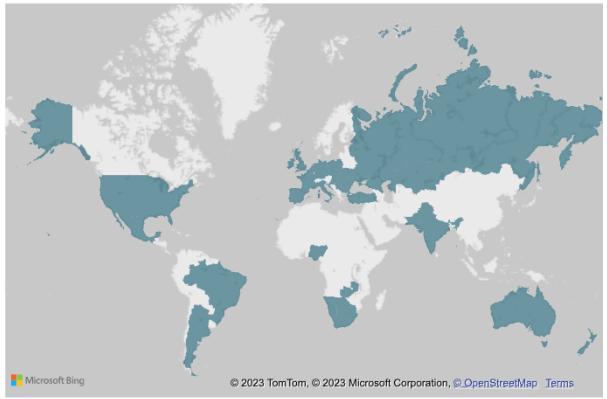
Home
Category
Brand
Country
Analytics

Personal Care

56K	19K	34.5%
# Unique GTINs	# Unique GTINs in GRP	% Coverage

Deodorants	45.6% % Coverage	Shampoo & Conditioners	43.8% % Coverage
Oral Care	37.7% % Coverage	Skin Care	25.3% % Coverage
Pers Cleansing & Washing	37.5% % Coverage		
Razors & Blades	31.8% % Coverage		

Coverage by Country of Sale



Focused approach - by category

Home Care

- Laundry Detergents — Machine vs Manual Wash
- Dish Care — Manual vs Auto Dish

Personal Care

- Oral Care — Toothbrush vs Toothpaste vs Mouthwash
- Skin Care
- Deodorants
- Personal Cleansing & Washing
- Razors & Blades — Disposable vs Non Disposable
- Shampoo / Conditioners

Next Steps

- Coverage Dashboard can be the initial step to have all speaking the same language.
- By integrating industry feedback into the GSMP process, we can have one GPC standard that are more likely to be adopted

GS1 IN EUROPE REGIONAL FORUM

23 - 26 October 2023 Athens, Greece

GS1 in Europe

GS1 Association Greece

THANK YOU !!!

Elsa Braz

Global Standards Manager

elsa.braz@gs1.org

www.gs1.org

THE SLIDE DECK AND THE RECORDING OF THE SESSION WILL BE SHARED AFTERWARDS