GDSN / MPM

Create your first productsheets

GS1 Belgium & Luxembourg
2021

Objective

Through this virtual training path you will learn

- The several aspects of the MPM platform

- Some terminology

- How to create your first product sheets

Menu

Intro

Login

Use the tool

Create product-sheet

Link items

Recap

Go through these slides, step by step.

That's the easiest way to have it right from the first time!

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Intro

What?

1 platform	Complete productsheets	Used data!

• Enter new items
• Update items
• Send world wide
• Data quality check
• Generate GTIN's
	• Label information
	• Logistic information
	• Extra's like
	  • Pictures
	  • Safety sheets
	  • Etc…
		• Webshops retailers
		• Organisation of retailers warehouses
		• Diet plans hospitals
		• …..

Expectations retailers?

- Correct data
- 1 productsheet per item/GTIN

Base unit = smallest selling unit (for consumer)

Packaging items = innerpack, case, display, …

Pallets (optional)

When you link those items we call it a 'hierarchy'

Retailers using GDSN today

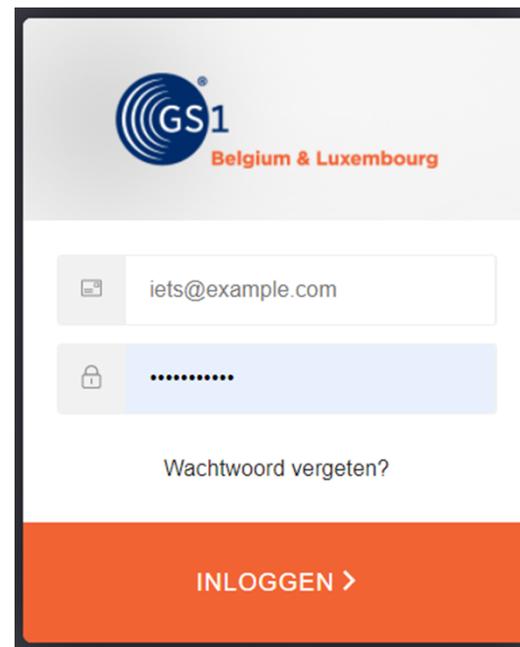| Belgium	Worldwide

Full list on
https://gdsnpartysearch.gs1.org/

Login

Login page

- Open Google Chrome

- Go to myproducts.gs1belu.org

- Enter the credentials that you use for MyGS1*
  *You can also access My Product Manager through MyGS1

Use the tool

Welcome page

Tabs

Enter all your brands here

More information will follow
after we checked your first product sheet
(FMCG)

Dashboard   My Products   My Brands   My Publications   My Reports

Tab to see all your products

Here you will see your data quality score
& an overview of the errors/warnings
per product

Create your first product sheets

In short

- Go to the tab 'My Products'
- 2 options are possible
  - There are no items, because you are a new user
  - You will find several items from before
- Product that you need to send exist?
  - No? Use the 'Create' button to make the productsheet

    Yes? Complete the productsheet
- Done? Send us a mail to verify the first hierarchy!

In the following slides we start from zero, so the product didn't exist before.

Create your base unit

Intro

Base unit = smallest sellable item

Examples:

- Bottle of soda
- Cheese that needs to be sliced by the retailer/foodservice
- Sweater
- Hamer
- Plant
- Pack of dog food
- ….

Step 1 - create

1. Go to the tab 'My Products'
2. Click on 'Create product'

Step 2 – enter basic information (1)

Step 2 – enter basic information (2)

| Packaging | Product data | Additional data | Release | Barcode |

Is it a consumer unit /Foodservice item?

☐ (Click to select) → Must be 'true'

Complete all fields, those are all mandatory

In which countries will the product be sold?

- Select some options - ▾

Product Names → Correct name = brand + name product + net content

+ Add new

Brand

- Select an option - ▾   + Create new brand

Product classification code

- Please select a GPC -   🔍 Select GPC

Net contents → Enter the net content like written on the packaging

+ Add new

Previous

Next

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Click on this to get the definition of the brick

⊗ Food/Beverage/Tobacco	50000000
⊗ Fruits – Unprepared/Unprocessed (Frozen)	50270000
⊗ Fruits – Unprepared/Unprocessed (Frozen)	50270100
○ Fruit – Unprepared/Unprocessed (Frozen) ⓘ	10000002

Includes any products that can be described/observed as any variety of frozen fruit or combination of fruits, which may be whole or stoned, pitted, chopped, cored and/or peeled, but has not gone through any further manufacturing processes, such as reformed or cooked, however these products can be coated, in sauce, stuffed or filled.These products must be frozen to extend their consumable life.Specifically excludes tomatoes.Excludes products such as Prepared and Processed Fruit and Fresh and Shelf Stable Unprepared and Unprocessed Fruits.

Step 3 – Enter productdata

It's important that all consumerrelevant information is entered.
Use the packaging to help you.

Some guidelines:
1. Complete the errors
2. Click on validate to see all other errors/warnings
3. Check if all information of your packaging has been entered
4. Use our manuals to get more information

Step 3 – Enter the data – correct errors

Packaging > Product data > **Additional data** > Release > Barcode

Search attribute by name [⌄]

Concerned tab ➡ **Product Descriptions** ⚠ 1 error

Description short

+ Add new

Identification code of variable product

Enter a value

Concerned field ➡ Functional name

+ Add new

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Step 3 – Enter the data – save & validate

1. Scroll down the page
2. Click on 'Save as draft'
3. Click on 'Validate & next'
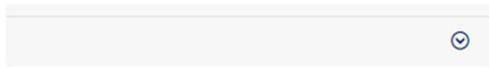
4. A sidebar will appear with extra validations

Attention!
There is no auto-save, so <u>save regularly</u>

Step 3 – Enter the data – resolve validations

Validation Result

Before you can validate the product the errors below need to be resolved.

Don't show this message again

Show only warnings/errors

Contact information

⚠ **VR_FMCGB2C_0052**
Contacts
Contact Type should be filled at least once and take the value 'CXC' (Customer Support)

Allergens

⚠ **VR_FMCGB2C_0066**
Is allergen relevant data provided
For food/beverage products that are indicated as consumer unit, it's mandatory to check if the relevant allergen information was provided.

Click on the validation to go to the concerned field

Contacts

+ Add new

Don't forget to save regularly!

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Step 3 – enter the data – tricky fields

Contactinformation

- = information as on the packaging
- Mandatory fields: Contact name + company adress
- Optional mandatory: contact channels => put those that are on your packaging

Tax information

- BTW information mandatory for all
- Mandatory fields: cfr. Next slide
- Supplementary taxes to enter like excises, recupel, etc...? Use our manual.

Step 3 – enter the data – tricky fields

Tax information

Step 3 – Enter the data – check your packaging

It's for us difficult to put all potential (label)information in a validation rule so…

take your product and check of all relevant consumer information, present on the packaging, has been added.

Possible other relevant information

- Certificates
- Usage/storage instructions
- …

Don't forget to save regularly!

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Step 3 – Enter the data – manuals to help

FMCG	DIY
PDF attached in mail Scenario based manual (ex. How to enter a variable weight item, a gadget, etc…) Taxes (ex. Recupel, excises, …) Codes for several packaging types with visuals	Overview of sector specifications Overview of FAQ's, guidelines & manuals

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Packshot

- Mandatory for consumer units of national brand products
  - 01/01/2021 (FMCG)
  - 01/04/2021 (DIY)
- Harmonized for
  - DIY & FMCG
  - Belgilux & Netherlands

- Is my picture ok?
  - Checklist
  - Full detailed manual
  - All details per sector: FMCG - DIY

Packshot – requirements (1)

GTIN based name

Name = GTIN + special codes of letters and numbers

- **1-14th position**: **GTIN** with 14 characters (if necessary, add 0 in front)
- **15th** position: **underscore**
- **16th** position: **type of file**
- **17th** position: indicates which **side of the product** is displayed
- **18th** position: indicates from which **angle** the **photo** was taken
- **19th** position: indicates whether the **product is in the package or not** (plus a few other elements)

First 19 characters are obligatory, the rest is optional.

GTIN_C1N1

Packshot – Requirements (2)

Properties

Image size:	Minimum 2,401 pixels, maximum 4,800 pixels for normal products 1,200 pixels for products smaller than 12 cm 900 pixels for products smaller than 6 cm
File resolution:	300 dpi
File format:	TIFF
File compression:	LZW
File colour space:	RGB color model with alpha channel (8 bit per channel, Adobe 1998 colour space)
Background:	Transparent, this means exactly one alpha channel
Aspect ratio:	1:1
Margin:	Are optional, with a recommended minimum of 1% or 10 pixels, and a maximum of 10% or 100 pixels
Border:	No white border
Clipping path:	Yes, with the name 'Path 1'
File naming:	GTIN based (see paragraph 3.1)

Create your packaging level(s)

Not mandatory for DIY

Intro

Packaging items = all levels above the base unit

Examples:
- Innerpack
- Crate
- Cardboard box
- Display
- Pallet with GTIN

- …

Create your product sheet

1. Go to the tab 'MyProducts'

2. Your next level is a consumer unit?
   => Yes! Copy your base unit
      or create a new sheet

   => No. Create a new sheet, because you will need to delete a lot of information that is not relevant for a logistic unit.

3. Complete or correct the productsheet like you did for the base unit.

4. In the tab 'Hierarchy' you will select your base unit to link them to eachother.

Packaging level – GTIN 14

Packaging item must not be scanned at a cash desk?
Use a GTIN 14 starting with 1 – 2 - ... - 8 (if fixed weight) or 9 (variable weight)

How?

1. Take the GTIN of the base unit => 08710624695750
2. Use the middle 12 numbers => ~~0~~8710624695750~~0~~
3. Add a 1 before if it's the first highest level => **1**871062469575
4. Put this into our control number calculator
5. This is the GTIN 14 to use for your packaging => **1**87106246957<u>5</u><u>7</u>

Pallets – GTIN or non-GTIN?

All pallets the same for all retailers?

⇒ GTIN not necessary for your pallet

⇒ You can add the pallet information on the highest packaging level

Different pallet logistic information per retailer?

You need to enter returnable assets information for your pallet?

⇒ GTIN 14 and separate product sheet is necessary for your pallet
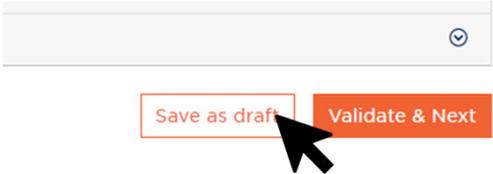
⇒ Every pallet gets an unique GTIN

Recap

Best practice

Don not only use the validation rules to create your product! Also use your real-life product!

Save regularly

Use our manuals

FMCG
https://www.gs1belu.org/nl/documentatie-productinformatie-de-fmcg-foodservice-sector

DIY
https://www.gs1belu.org/nl/specificaties-voor-doe-het-zelf-tuin-dier-datamodel

Let us check your first hierarchy (FMCG only)

Contact

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