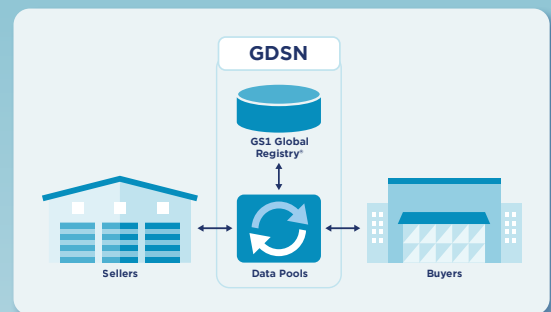# Want to Increase Data Accuracy and Authenticity by Leveraging Your Data Pool?

Are you a brand owner with a data pool subscription? Do you want to simplify product-data exchange in the supply chain? Using the GDSN Harvester, you can be sure you are sharing the most-current and complete product data, which saves you and your trading partners time and money.

What Is GDSN Harvester?

GDSN® Harvester is a tool that automates the relationship between your data pool and GS1 US Data Hub®. It is one of the most efficient ways for you to import data into GS1 US Data Hub, routinely harvesting product information where it already lives in the data pools.

GDSN

GS1 Global Registry®

Sellers   Data Pools   Buyers

Benefits of Using the GDSN Harvester

Free
GDSN Harvester access is free when you have a GS1 US Data Hub | Product subscription. After you license a GS1® identifier, you can access GDSN Harvester in just a few easy steps.

Automatic Synchronization
GDSN Harvester allows real-time item maintenance; increased speed to shelf for new products; and peace of mind, knowing the data that your retailers view is always up to date.

Data Validation and Quality Through Verified by GS1
Once in GS1 US Data Hub, product data is verified in the Global Registry of GTINs. Retailers can verify brand ownership, identify missing GTINs from their catalog, and access data quality and license reports.

Start Using GDSN Harvester Today!
Check out the step-by-step instructions on how to set up GDSN Harvester directly from GS1 US Data Hub.

Centralized Location
Centralize product data across all data pools, reducing time and costs for retailers to gather and verify data.

Accuracy of Data
Provide accurate, standards-based, synchronized data to retailers/marketplaces, reducing inefficiencies in the supply chain. Access data quality reports to identify and fix incorrect Global Trade Item Numbers (GTINs) and GTINs without valid prefixes.

Exposure
Provide global exposure to your brand. GDSN Harvester pulls from data pools around the world and shares data with retailers around the world, leading to better partnership and execution.

Increased Trust
Increase trust and satisfaction for consumers, as the product information is more reliable, leading to fewer returns.

Time-Saving
Key in your data once and publish it simultaneously to multiple retailers instead of individually entering the data into each retailer's system. Use your data pool for creating and modifying products—no need to double the work in GS1 US Data Hub!

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