GS1 US Data Hub® | Product

View/Use

User Guide

December 8th, 2023

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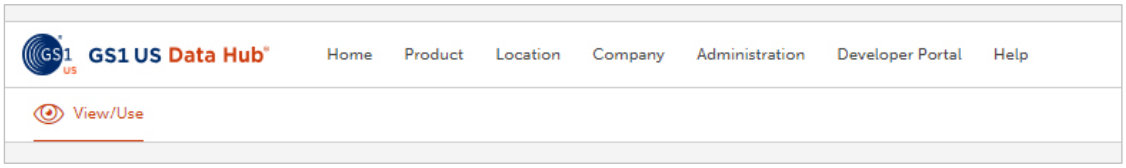
Product View/Use Overview

Subscribers of GS1 US Data Hub® | Product View/Use can view product data created and maintained by brand owners. Use View/Use to:

- Be confident that a product is associated with the right GTIN or U.P.C.
- Increase the accuracy of the product data you use
- Improve your customer's experience with quality product data



Benefits for retailers & online marketplaces
- Have more confidence that your suppliers' U.P.C.s and product data is accurate at time of set up
- Reduce the need to use manual look-ups or algorithms for finding the "most likely match" for product listings
- Provide a better customer experience by validating that products you offer match the description and image

Benefits for GDSN®-certified data pools
- Simplify data entry for your subscriptions – with a View/Use subscription, a data pool can pull GTIN® data from the GS1 US Data Hub | Product.
- Improve the quality of product data entering both your data pool and the Global Data Synchronization Network™ (GDSN)
- Create additional data quality and data cleanup services for your customers

Benefits for web and mobile application developers
- Spend more time refining your apps and less time sourcing accurate U.P.C. and related product data
- Give customers an optimal user experience by ensuring that basic brand owner and U.P.C.-related product data is accurate

Benefits for solution providers
- Provide validated U.P.C. and basic product data to your applications
- Enhance trading partner relationships

Choose options to customize to your workflow needs
- Search for products by GTIN, Company Name, or description
- Choose from single user, five users, 10 users, or unlimited users access options
- Do one-by-one queries, download mass queries, or use the API

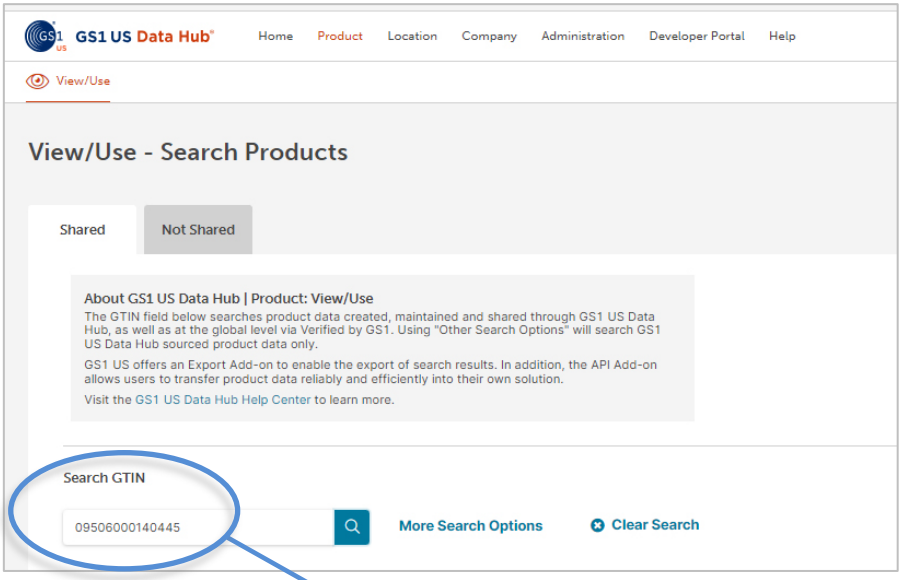
Add-ons Available
- API — Integrate data from GS1 US Data Hub with your systems.
- Export — Export third-party data from GS1 US Data Hub (for all GS1 US Data Hub View/Use subscriptions). When Export is enabled, an "Export" button displays under your search results.

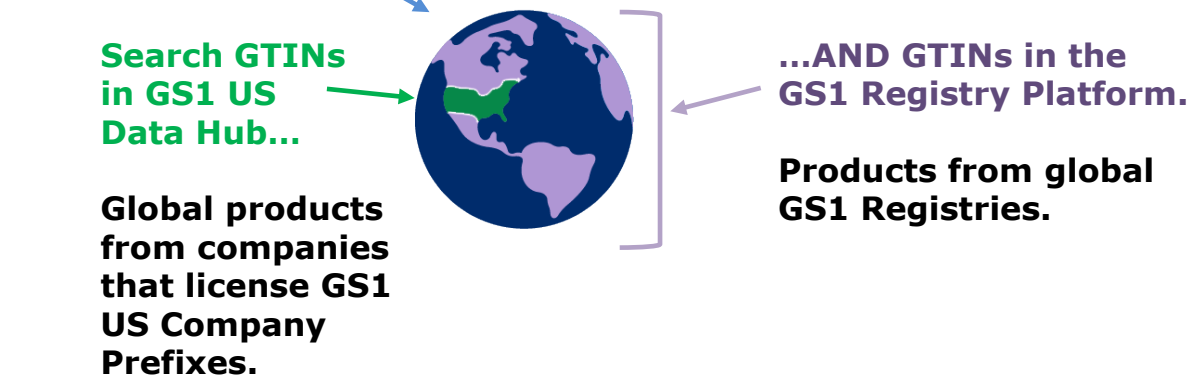
Learn more about these options on the GS1 US Website.

Search the GS1 Registry Platform

As a Product View/Use Subscriber, you can enter a GTIN to search for product data from both GS1 US Data Hub and from the registries of other GS1 offering companies.

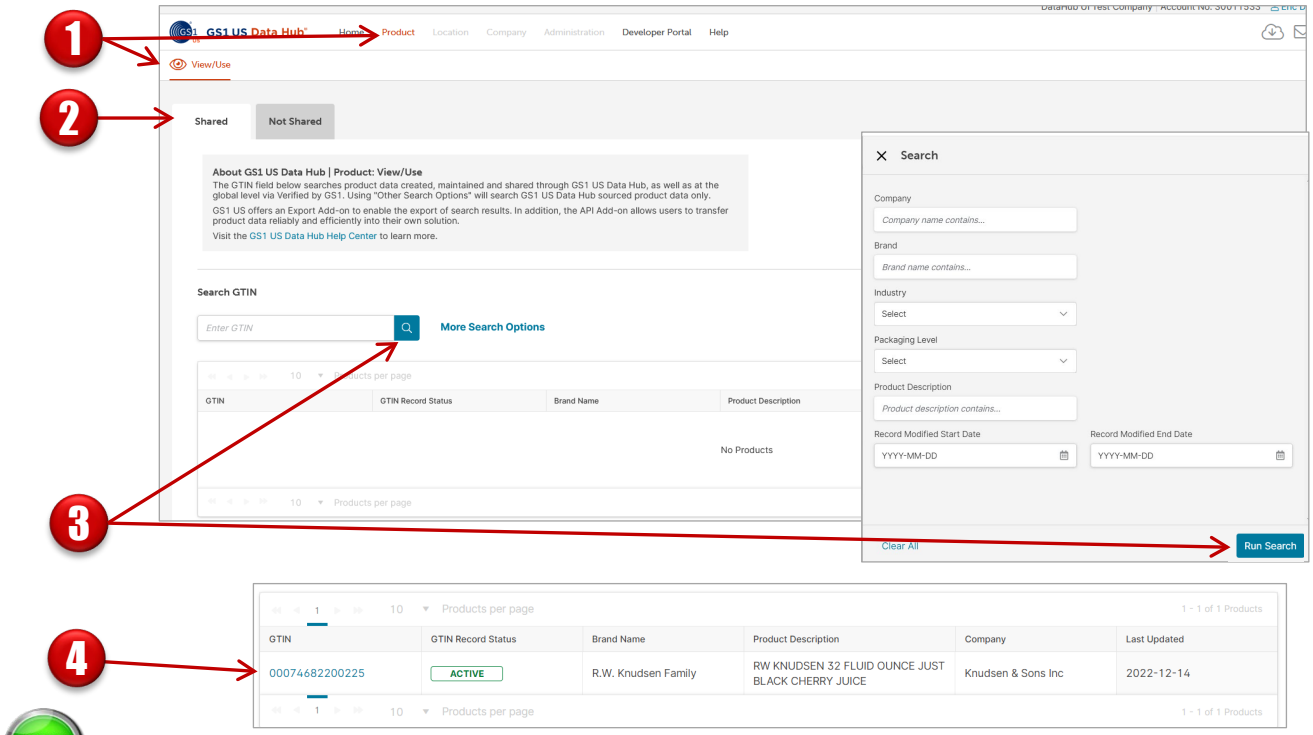
Note: Once a product with the Packaging Level of "Each" or "Case as Each" is set to **In Use,** and "Yes" is selected for "Purchasable by Consumer?" in GS1 US Data Hub, brand owners can share the product with the GS1 Registry Platform – even if the GTIN Status changes at a later date.





Search for Shared Products

GS1 US Data Hub allows Product View/Use subscribers to view product information that Product Create/Manage users have shared with them. When you enter a GTIN, you will search both the GS1 Registry Platform (GRP) and GS1 US Data Hub. If you use the **More Search Options**, you will only search data in GS1 US Data Hub. Follow these steps to view product information that has been shared with you.



1. Click **Product** then **View/Use** (this is the default for View/Use subscribers).

2. Select the **Shared** tab. To narrow the number of records displayed, enter filter criteria in the **More Search Options** (e.g., Company Name, Brand Name, GTIN, etc.). Enter at least three characters to begin filtering.

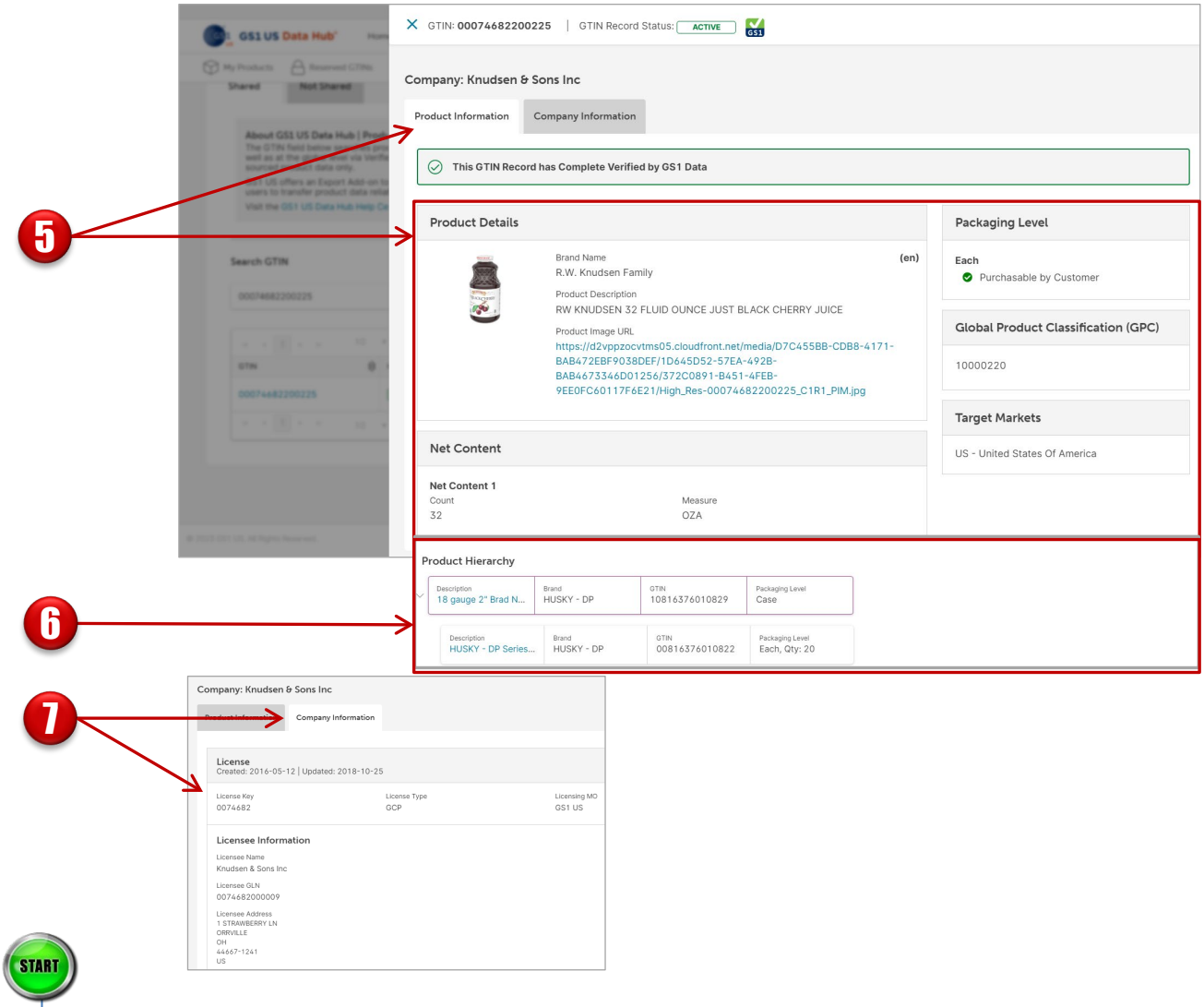
3. If using the **More Search Options**, click **Run Search**. If searching by GTIN only enter up to 14 digits), click the blue **Search** icon.

4. View the Product Detail Record by clicking the **GTIN** hypertext link.

Note: if the GTIN exists in the GS1 Registry Platform, the GTIN and related attributes displays in the results below. The **GTIN Record Status** displays:
Active: the GTIN is shared with trading partners and has a valid license;
Discontinued: the GTIN has been removed by the brand owner from the marketplace;
Inactive: the GS1 Company Prefix or GS1 US GTIN license for this GTIN is no longer valid.

CONTINUE

Search for Shared Products *(Continued)*



5 From the **Product Information** tab, view specific product details (if these attributes were completed by the brand owner).

6 To view higher level packaging associated with the product, scroll down to the **Product Hierarchy** section. Both the selected product and any higher-level packaging item displays, such as a shipping and receiving case.

7 From the **Company Information** tab, view specific company details including: License Key, License Type, Licensing MO, Licensee Address and more.

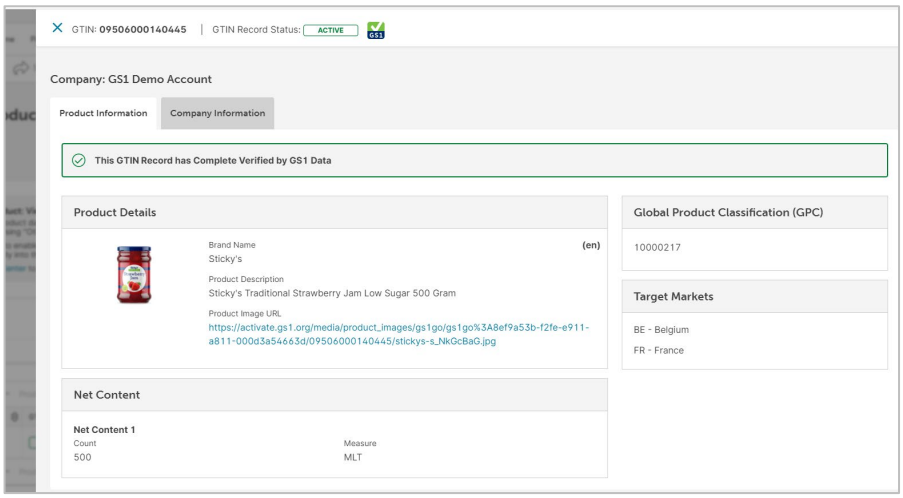
Note: If you search for a GTIN and "Not Found" displays for a GTIN that is associated with a GS1 Company Prefix from a GS1 Member Organization that is NOT GS1 US, this means that the license is **Active**, but GTIN data is not available.

STOP

Description of Product Attributes

For any product that is shared with you, click the Company Information tab to view license information.

Below are descriptions of all possible attributes provided in the Product Information tab.



Heading	Description
GTIN (Displayed at the top of screen)	This is the 14-digit representation of the Global Trade Item Number as it would be stored in a database.
Brand Name*	Indicates the name of the product line used with consumers
Product Description*	Describes the product
SKU	Internal product identifier of the stock keeping unit
Industry	The primary industry where the product is sold
Target Market(s)*	Target market(s) for this product, as indicated by country.
SKU	Internal stock keeping unit defined by the brand owner.
Global Product Classification (GPC)*	A grouping of products by categories based on a universal set of standards. Learn more at the GS1 website: https://gpc-browser.gs1.org/
Packaging Level	Packaging configuration assigned to the product To learn more, read the Packaging Levels article in the Help Center.
Variable Measure	This only displays if the brand owner has indicated that item is a non-consumer trade item that fluctuates by weight, volume or count, such as deli meat.
Purchasable by Consumer	This only displays if the brand owner has indicated that this item is a consumer trade item that can be bought at a store or online.
Shipping purposes only	This only displays if the brand owner has indicated that this item is for shipping purposes only, and is not purchasable by consumers at a store or online.

Description of Product Attributes *(Continued)*

Column Heading	Description
Image URL*	Web location of product image (maintained outside of GS1 US Data Hub).
Net Content – Count*	The amount of the trade item contained by a package, as claimed on the physical label of the package. With a multi-pack, indicates the net content of the total trade item (10, 4, 11.nnn). May be represented in whole numbers or up to four decimals.
Net Content – Unit of Measure*	May be text or code representing the unit of measure as claimed on the physical label of the packaging. Allows for the representation of the same value in different units of measure (onz for ounces, lb, ton, kw, etc.)
Dimensions	Height, Width, Depth, and product Unit of Measure (e.g., Ounces, Pound, Grams, Centimeters, etc.)
Net Weight	Weight of the product itself. This does not include the product's container packaging. For example, the weight of the soup you pour out of the can.
Gross Weight	Weight of the product plus the weight of its container or packaging. For example, the weight of the soup contents plus the can.
Product Hierarchy	Shows the lower-item products (i.e., the next lower packaging level) for the selected product.

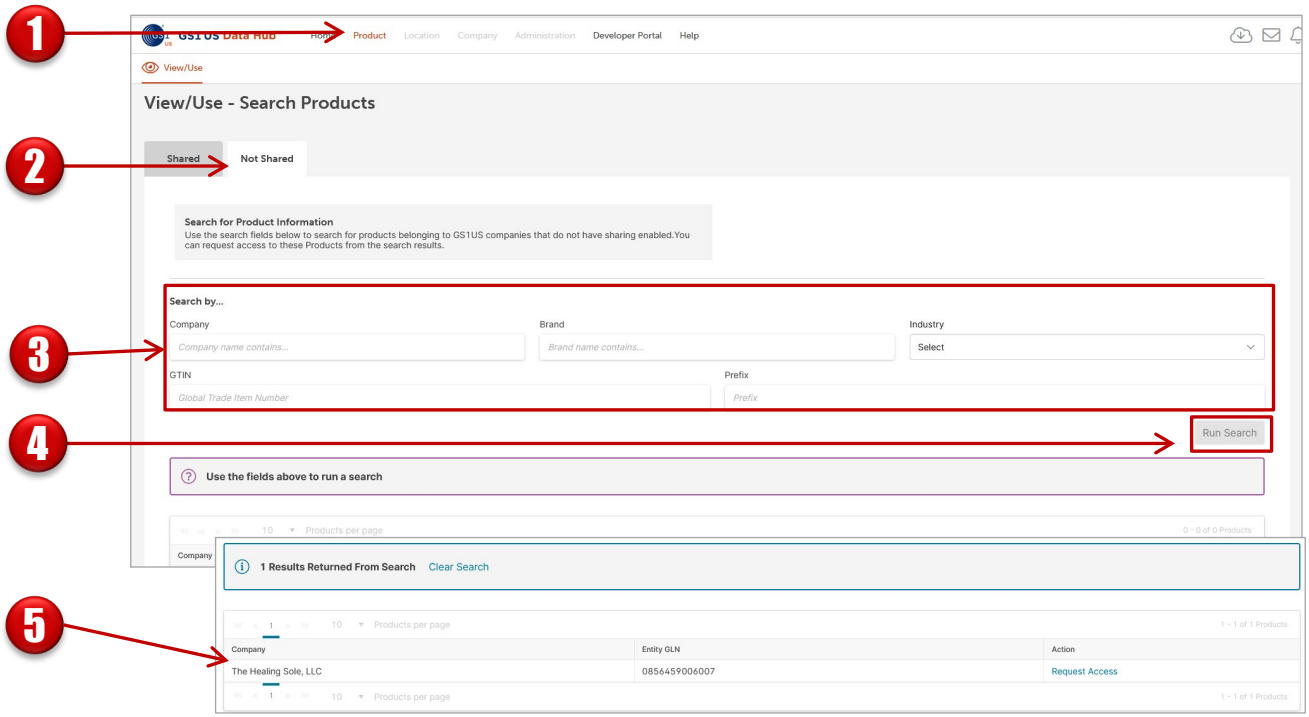
*If all of these fields are populated, the message "This GTIN Record has Complete Verified by GS1 Data" displays.

Description of Product Attributes *(Continued)*

Column Heading	Description
License Key	This is the license key assigned to the GS1 Member Organization in the GS1 license registry or GS1 alliance list. If the GTIN includes a GS1 Company Prefix, then the prefix is displayed. If the GTIN is a single GTIN, then the GTIN displays in 14 digits, with two leading zeroes.
License Type	If the GTIN includes a GS1 Company Prefix, GPC is displayed. If the GTIN is a single GTIN, then GTIN is displayed.
License MO	License GS1 Member Organization
License GLN	License GLN
Licensee Street Address 1	Street Address 1 of the Licensee
Licensee Street Address 2	Street Address 1 of the Licensee
Licensee Street Address 3	Street Address 1 of the Licensee
Licensee Street Address 4	Street Address 4 of the Licensee
Licensee City	City of the Licensee
Licensee State/Province	State of the Licensee
Licensee Postal Code	Postal Code of the Licensee
Licensee Country	Licensee Country

Find Products Not Shared

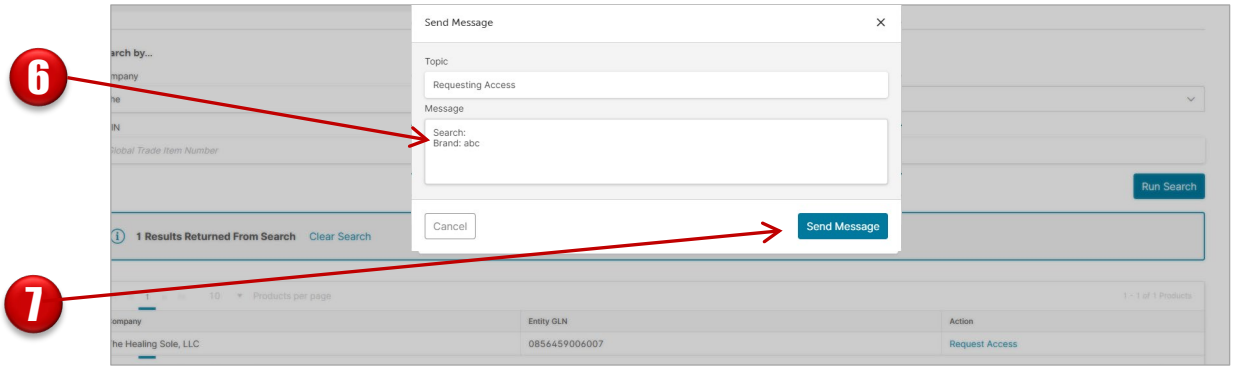
To request access to view products that are "Not Shared" by a GS1 US Data Hub | Product Create/Manage Subscriber, complete the following:



START

1. Click **Product** > **View/Use**
2. Click the Search Products **"Not Shared"** tab.
3. Enter search criteria in one or more fields for a product not shared with you.
4. Click **Run Search.**
5. If information about a subscriber company is returned in the search results, you can request to see product data via the "Request Access" message. Search results include the "Entity GLN" associated with the headquarters of the company. To request access to product data, click the **Request Access** link.

CONTINUE



START

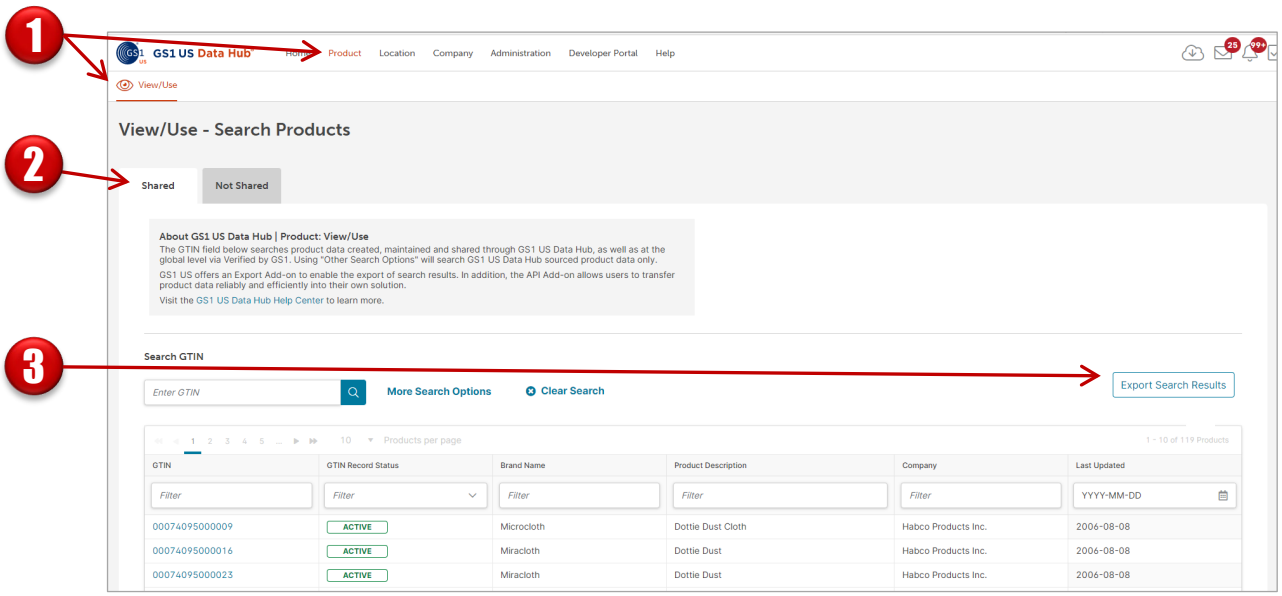
6 The **Send Message** window opens. Click in the body of the message and enter your request to view the product here.

7 After you type in the message, the **Send** button will activate. Click **Send** to finalize the request. From here, your request message can be tracked in the Message Center. Any action taken on your access request message is solely at the discretion of the subscriber company that created the data.

STOP

Use the Export Add-On Subscription

GS1 US Data Hub allows Product View/Use subscribers with an Export Add-On subscription to export product information that Product Create/Manage users have shared with them. You can export all product information (up to 100,000 products at one time) or apply filters to export only certain product information. Not a subscriber? Learn more about the Export Add-On subscription.



START

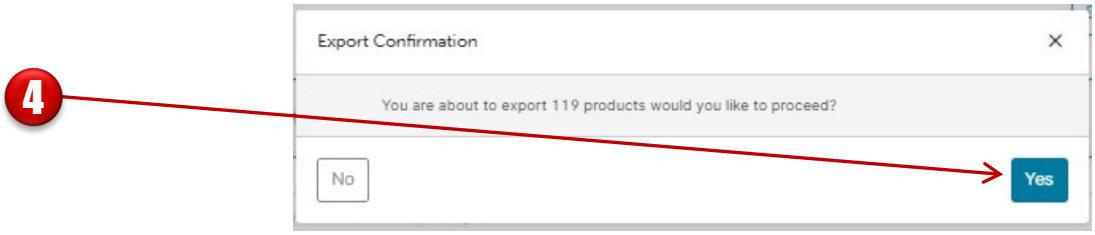
1. Click **Product** then **View/Use** (default selection for View/Use subscribers).

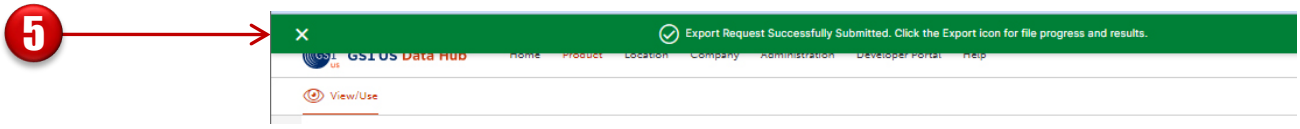
2. Click the **Shared** tab. Apply one or more filters to narrow the number of products displayed onscreen in the data table. Enter at least three consecutive characters to begin filtering (e.g., "GRA" in the Company filter).

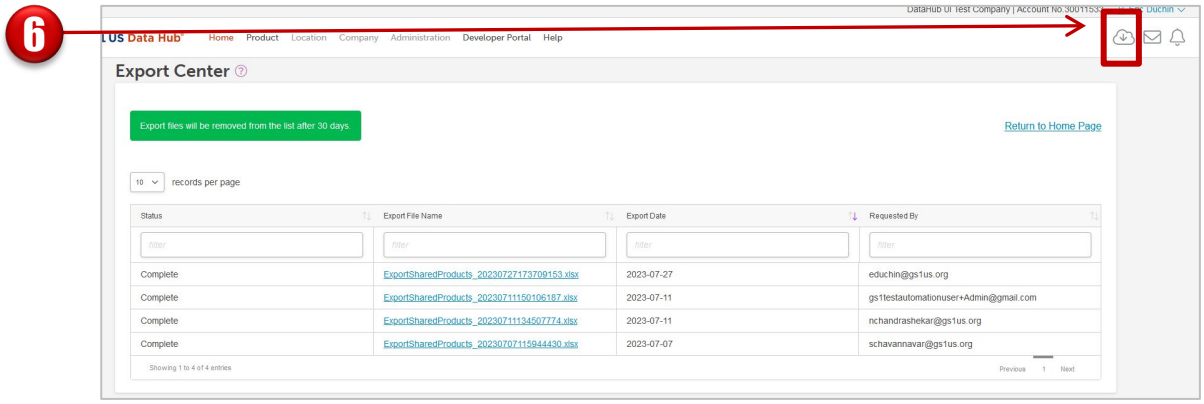
3. Click **Search** icon . When the results display, click **Export Search Results**. Note: you can export up to 100,000 products at one time.

CONTINUE

Use the Export Add-On Subscription *(Continued)*







START

4 The Export Confirmation window displays. Confirm your export selections by clicking the **Yes** button.

5 The onscreen message advises that the export request was successfully submitted and is accessible in the Export Center.

6 Click the Export Center icon to access your exports.

Note: Your download experience will vary depending on your Web browser.

STOP