productDNA

productDNA user guide

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productDNA

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1.1 Who are GS1 UK? 3
1.2 The productDNA story 3
1.3 What is productDNA 4
1.4 productDNA solution overview 4
1.5 End-to-end service 6
1.6 The benefits 6

Product catalogue dashboard overview 8

How to create a product listing 11
1.7 Log into productDNA 11
1.8 Create product(s) 12
1.9 Select retailer(s) or channels 14
1.10 Complete product information 15
1.11 Create logistical hierarchies 16
1.12 Retailer specific information 18
1.13 Induction Verification (IV) check 19
1.14 Publish product listing to your retailer(s) 24
1.15 Send product(s) for physical check based on productDNA status 24
1.16 Amend any identified changes from retailers 25
1.17 Unsynchronising a product from a channel / retailer 25

2. How to upload product data via excel 28
2.1 How to generate the excel template 28
2.2 How to populate the excel file 32
2.3 How to upload the excel file 33
2.4 Dealing with Excel import errors 34

3 Expected actions by retailers 35

Retailer dashboard 35
3.1 Receiving a product 36
3.2 Query of a product listing 36

Stages gates in new product introduction 38

4 Verified by GS1 (VbG) channel 39
4.1 Background 39
4.2 Steps to share a product using the VbG channel in productDNA 41
4.3 Mandatory fields 43
4.4 Non mandatory fields 44

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4.5 Downloading VbG product data 45

Introduction

1.1 Who are GS1 UK?

GS1 UK are a member organisation representing over 42,000 businesses in the UK, primarily in the retail and healthcare sectors. Our mission is to make it easier for businesses to trade with one another – we support this through facilitating industry collaboration and using our globally recognised standards – the best known of which is the EAN barcode number (GTIN). We are a neutral, not for profit organisation governed by our members.

1.2 The productDNA story

In 2016, a group of grocery retailers and brands formed the GS1 UK Retail Grocery Advisory Board (RGAB), to discuss common industry challenges and opportunities. They identified product data management as a key concern – costing at least £200m a year in lost sales and unnecessary expenditure.

In July 2017, 12 leading grocery retailers and brands signed an industry charter, announcing their commitment to move to a single solution for managing and exchanging product data.

1.3 What is productDNA

productDNA provides a single catalogue of high quality, independently verified product data that allows retailers and brands to describe their products using a common language.

The service offers a flexible, common approach to sharing and managing product data to support the growth of instore and online shopping. The service currently focuses on simplifying and streamlining the new line form process, by enabling brands to upload product data into the system once and share it with multiple retailers. Product data is then independently verified to guarantee accuracy and quality.

1.4 productDNA solution overview

The service is founded on an industry designed data model which uses GS1 standards and allows retailers and brands to use a single common language to describe and process products.

There are three key components that form the productDNA solution:

- **Data model -** a standardised industry data structure to support UK grocery
- **Catalogue -** the platform for sharing and receiving product data
- and **Service -** how we validate the quality of data within the platform

The **data model**, based on GS1 global standards, forms the heart of the service bringing to life the harmonised industry language to describe products in a consistent way.

It is a harmonised data model which enables the UK grocery industry to share data effectively. The model contains market facing and retailer specific data for a product, covering new line form data as well as developing the capability for full business-to-consumer (B2C) data sharing. The model is based on consistent standards, guidelines and validation rules to improve data quality and make providing data easier for brands.

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The **catalogue** is the technical framework which users interact with the data model and the physical check process. The product catalogue is a single platform which facilitates the sharing of trusted product data to your customers.

This is where brands are able to upload and amend product data and retailers are able to extract the product data. This allows brands to be in control of their product data and the ability to provide one version of the truth, reducing potential inconsistencies and inaccuracies that occur when data is handled across multiple touch points.

The purpose of the physical check **service** process is for third party verification of product data against a physical sample of the product. The check covers a defined subset of attributes within the full data model which can be physically verified.

The check will be performed by specifically trained personnel, in a dedicated product checking facility and checks will be performed to GS1 package measurement rules.

The sampling process is simplified since brands only need to send one sample per new product to the productDNA verification centre for quality check, rather than sending multiple samples to different retailers.



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1.5 End-to-end service



Brands enter product data into catalogue.

Independent third party verifies quality and accuracy of data against physical product.

Retailers get easy access to accurate data however they want.

Shoppers see the same information across all channels.

1.6 The benefits

The end goal:

- For **productDNA** is: retailers and brands collaborate with GS1 UK to create a common industry approach for product data management for UK grocery.
- For **retailers**: One single source of data to improve efficiency and operational smoothness.
- For **brands**: A single way of sharing product information and keeping their brand consistent across all channels.
- For **shoppers/consumers**: Accurate product information that allows them to make more informed purchase decisions.

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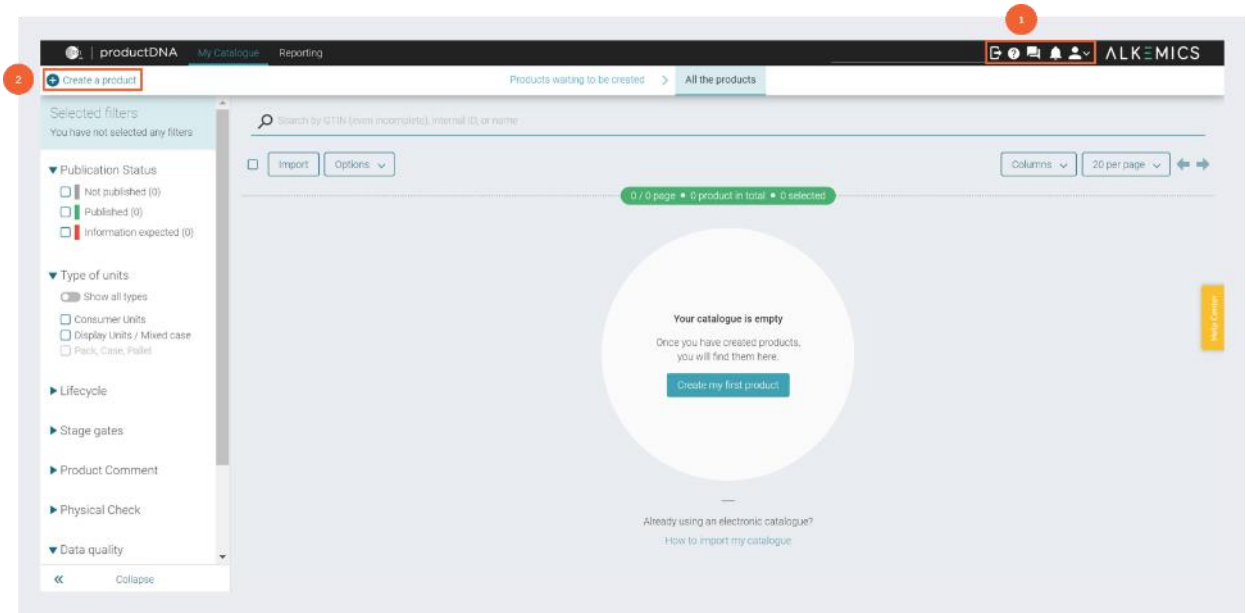
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productDNA system guides



Product catalogue dashboard overview

Once logged in you'll arrive at the home page, where you'll be able to navigate to the different functions of the platform.

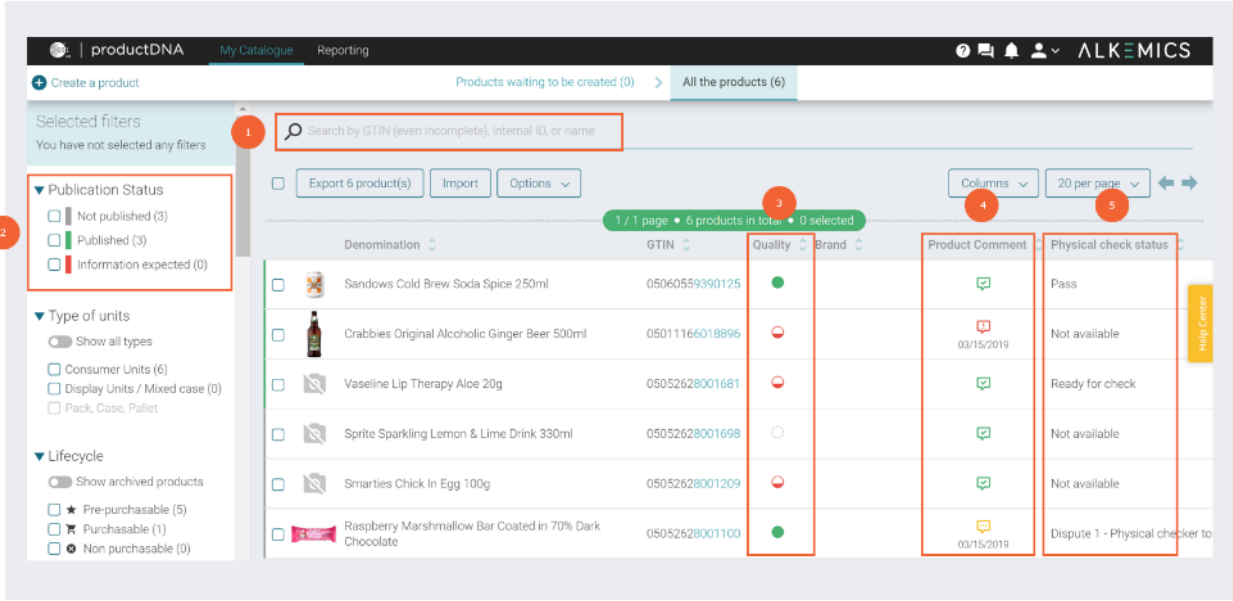


1. Profile & Admin is where you can update your settings, such as passwords and addresses. Under User Management you can view the list of current users and invite others to the platform

2. Start to create products within the catalogue

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Once you start creating products, they will be visible on the homepage:



1. Search by GTIN or product name

2. Filter by the products you're publishing with your retailers

3. Quickly see the data completeness your product listings

4. See what comments your retailers have left on your published products

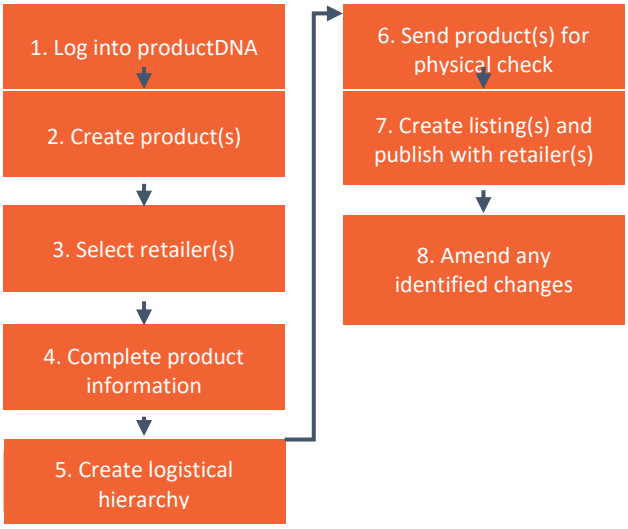
5. See whether your products have passed the physical check service. Please see the different physical check status' and their descriptions below:

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Status	Description	Status	Description
Check not required	The product is not selected for physical check (via the sampling or by direct cancellation by GS1 UK)	**Dispute 1** - Brand to review	The physical checker did the 2nd physical check, and at least one attribute has failed
Ready for check	The product has all the attributes necessary for the physical check input by the brand	**Dispute 1** - Changes approved	The brand agrees on the modifications submitted by the physical checker after 1st dispute
Received	The physical checker receives the product and validates the reception (via the catalogue UI)	**Dispute 2** - Physical checker to check	The brand rejects the 2nd fail and want the physical checker to do a 3rd check
Pass	The physical checker did the physical check and all the attributes are correct	**Dispute 2** - Brand to review	The physical checker did the 3rd physical check, and at least one attribute has failed
Fail	The physical checker did the 1st physical check, and at least one attribute has failed	**Dispute 2** - Changes approved	The brand agrees on the modifications submitted by the physical checker after 2nd dispute
Physical check - changes approved	The brand agrees on the modifications submitted by the physical checker after 1st fail	**Dispute 3** - GS1 UK to review	Brand and physical checker don't agree after 3rd check and they proceed to an escalation process with GS1 UK

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How to create a product listing



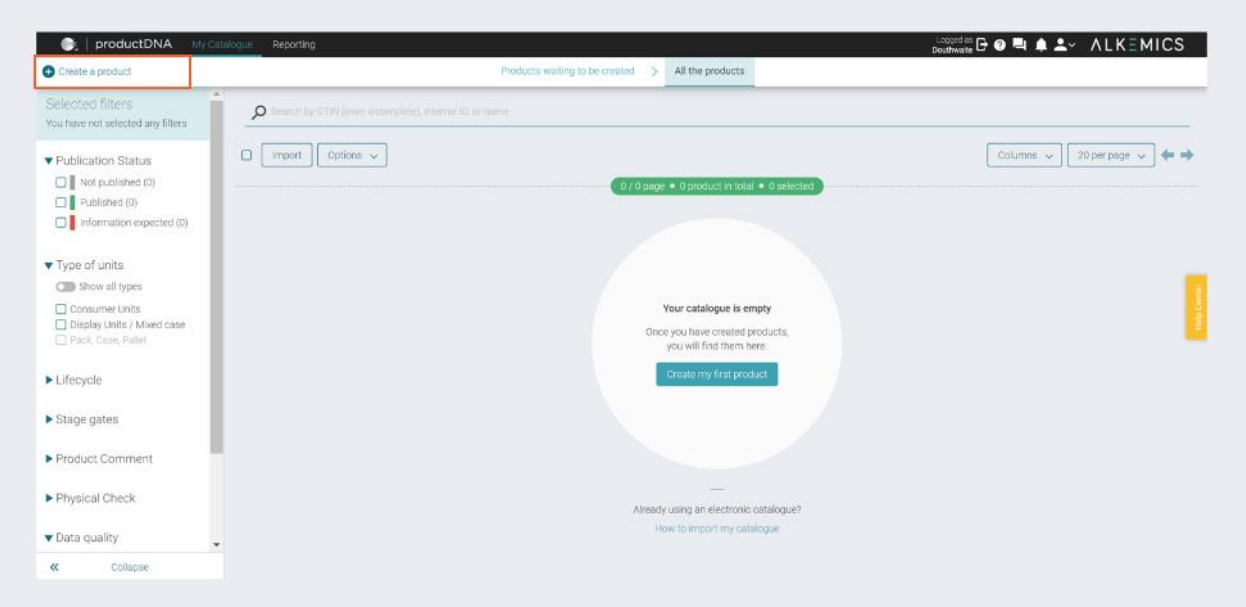
1.7 Log into productDNA

Once you've signed up to productDNA our GS1 UK implementation team will set up your account and will send over an activation link so you can set up your own credentials. Log into productDNA via this link *https://productdna.alkemics.com/*

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1.8 Create product(s)

To begin creating a new product, go to the catalogue page, then click on Create a product at the top left corner of the screen.



In this section, enter in key information that is essential for creating your product, beginning with the 1 GTIN (also known as the EAN code or barcode).

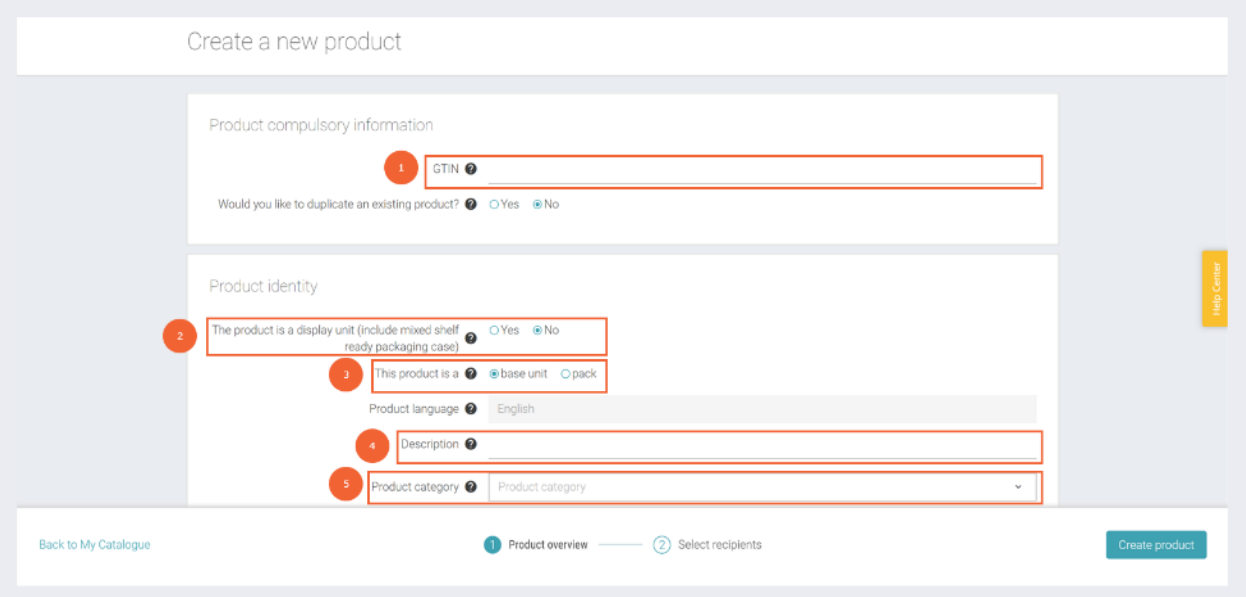
Select whether the product is a 2 display unit (a display unit is directly present in the aisle and includes mixed cases). If you select a mixed case, please see information from 2a onwards.

Select whether the product is a 3 base unit or pack (base unit is the lowest level you will supply; pack refers to a stand-alone unit at the point of sale).

You will need to give your product a 4 description this should consist of brand name, sub brand if appropriate, functional name, variant and case count or net content.

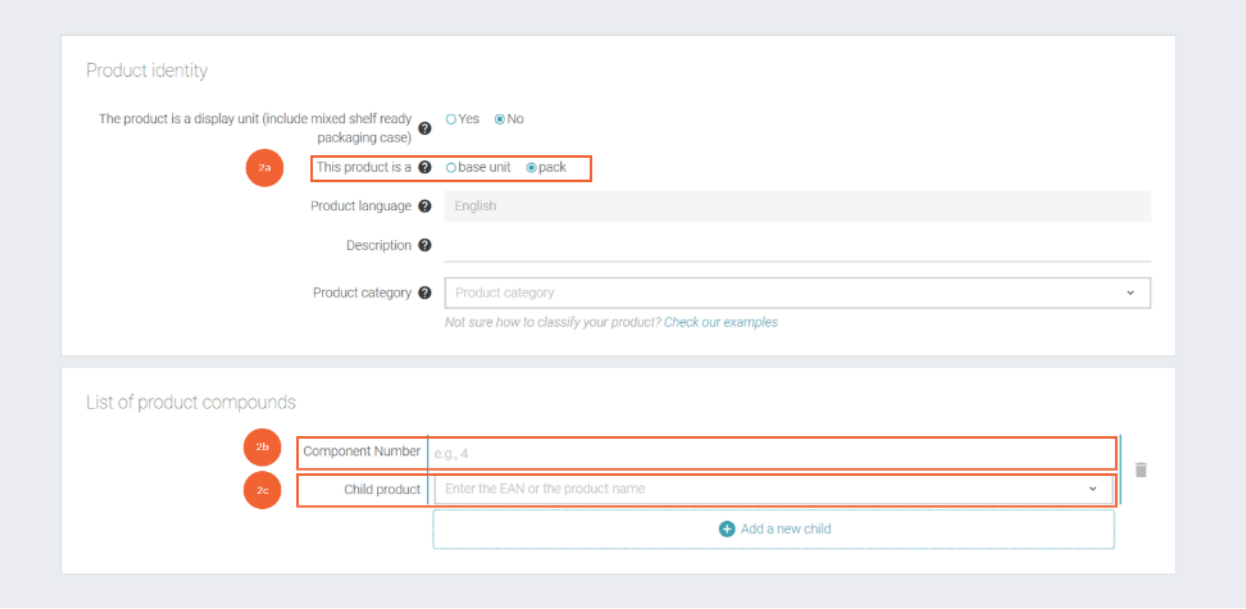
And finally choose the product classification through the 5 product category drop down. This will determine the relevant attributes in the product information page.

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2a If a product is chosen as a mixed case additional fields will appear underneath. Here, you can add the product's components (child product) 2c and the quantity of units 2b .

NB: the child products will need to be already set up in your catalogue before being selected.

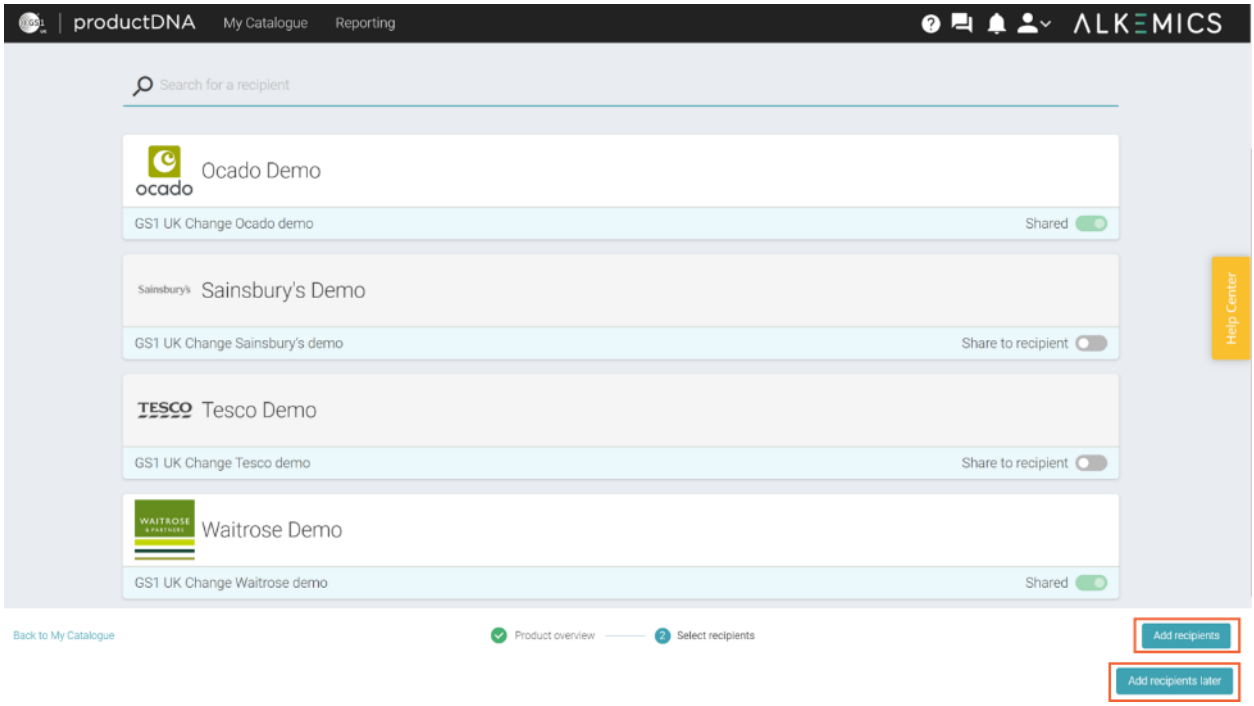


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1.9 Select retailer(s) or channels

Once you've completed the basic product information and created your product, you will be taken to the add a retailer / channel page. Here you can select the retailers or channels you wish to share your product listing with and then select add recipient. If you are unsure or want to add retailers / channels at a later stage click add recipients later.

Upon selecting your retailers / channels, they will appear highlighted and the toggle will be turned to green.



If you have added a recipient in error, you can simply un-toggle the recipient and the listing will not be shared with them when you proceed. Once you have selected the correct recipients, you can click 'Add Recipients'.

Once you've completed this step this will automatically save your product listing to the catalogue and you will be taken to the product information page where you can complete the rest of your listing.

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1.10 Complete product information

Complete the rest of the information within the product page.

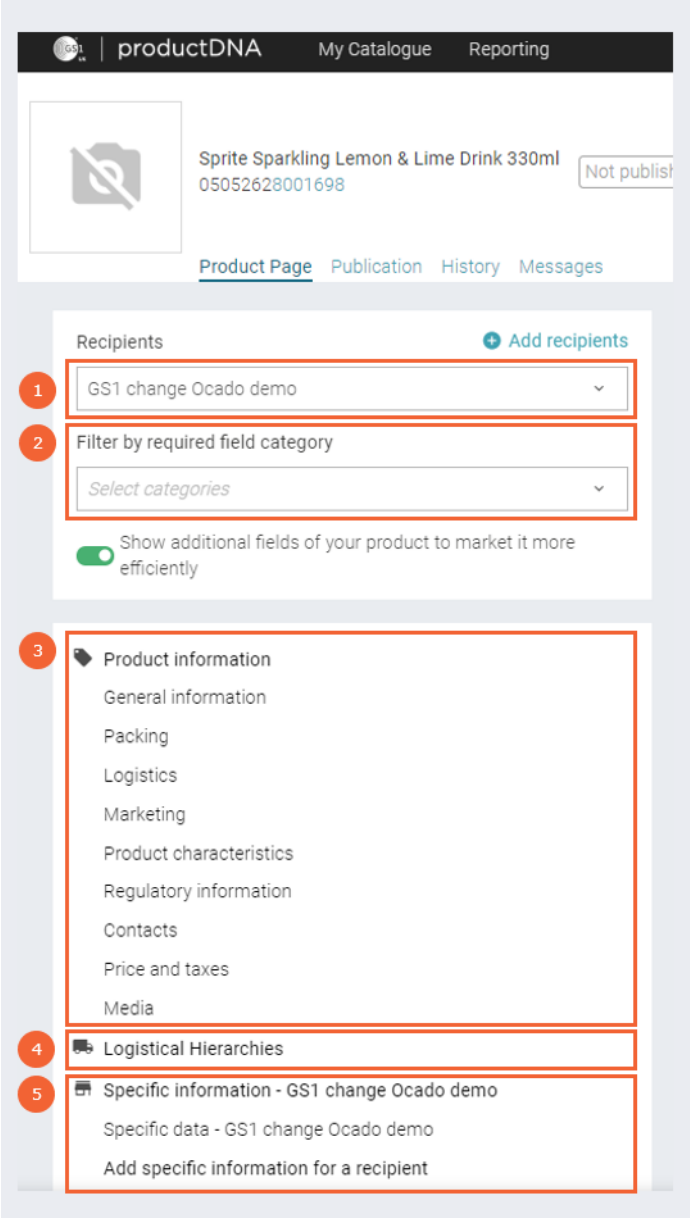
1. On the left-hand panel, you will be able to view the attributes required by any specific retailers.

2. Use the drop down to filter to select which attributes you will want to complete within your new line form. This could be the mandatory to list, or attributes that will trigger a physical a check.

   This is a useful tool as productDNA has been designed with new product development in mind and allows brands to share important product data early with their retailers.

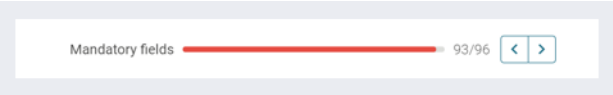
   For more information see section 6.

3. Next you will need to populate the rest of your product information, most of the sections are self-explanatory. If at any moment you get stuck, there are a couple of useful features which will help you out. You'll see examples of data which the system will want you to populate. Or you can click on the question mark symbol and some useful information about what is required will pop up.



The progress bar at the bottom of the page indicates how many attributes are mandatory to populate and you can use the arrows to quickly navigate to any outstanding fields.

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1.11 Create logistical hierarchies

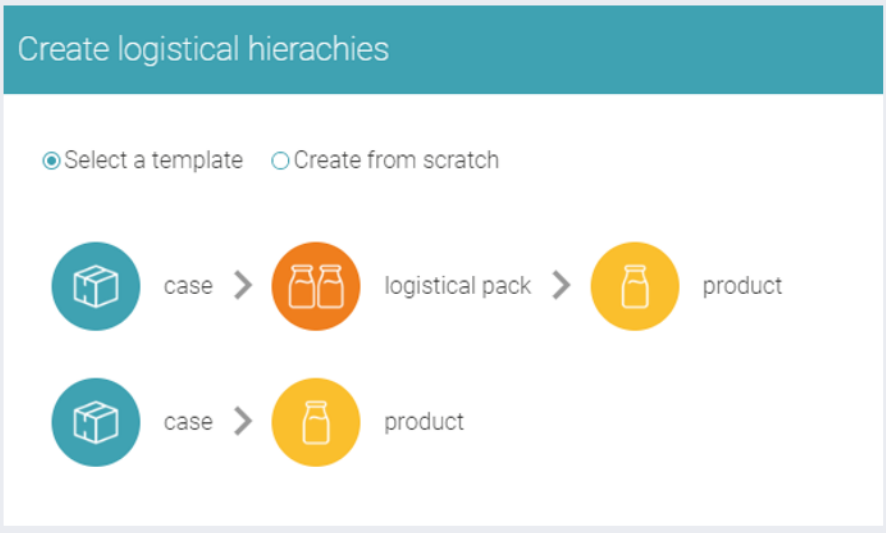
4 Logistical hierarchies, or otherwise known as packaging hierarchies is where you can link base items to case items.

As you start with the base unit, you add in more data as you add different case levels.

To create a logistical hierachy select the button below:

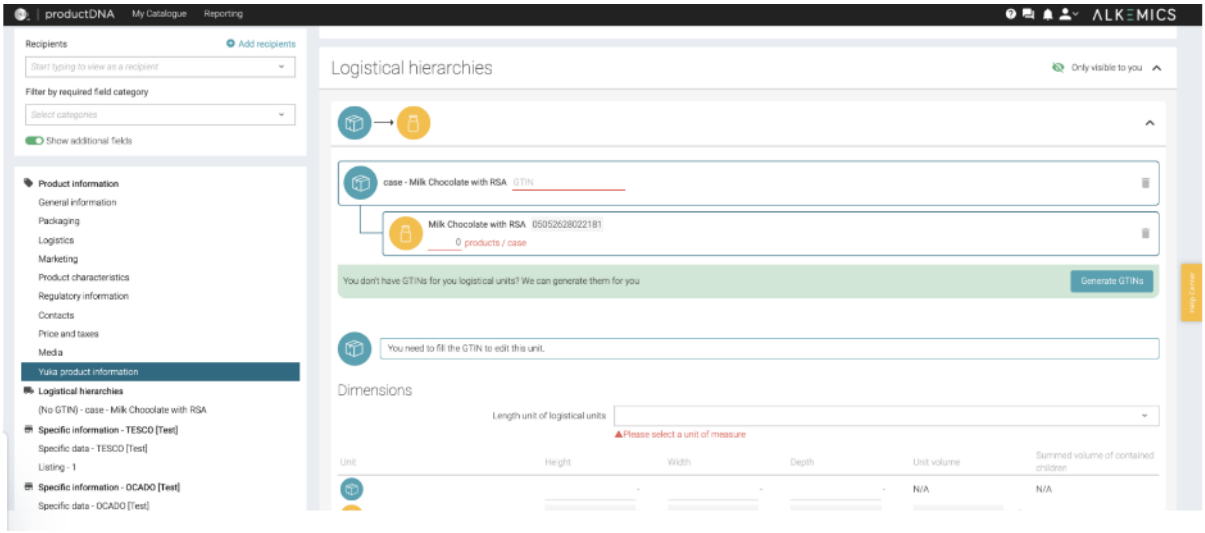


You will be able to select a template or create your own. If you would like to create a mixed case, please refer to our mixed case user guide.

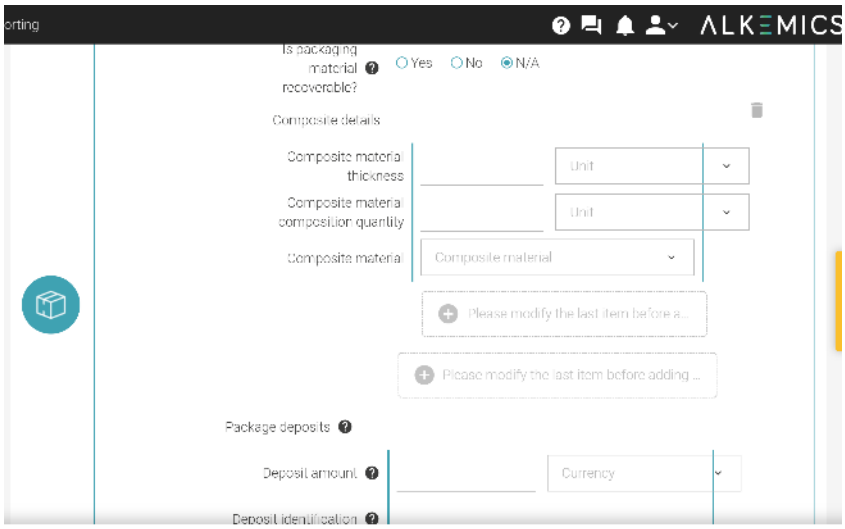


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Once you've created your logistical hierachies, you will need to populate data for each logistical level. You can complete this by clicking on the chosen hierarchy and entering the relevant GTIN.

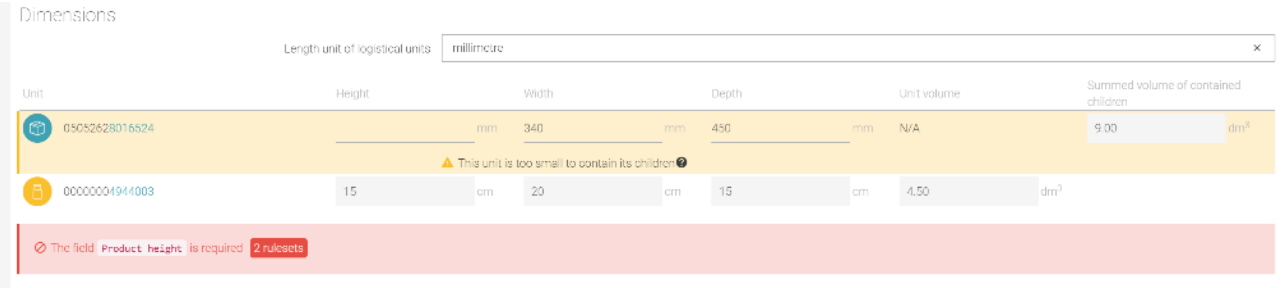


The required information for the chosen hierarchy will appear on the page. Each level of the hierarchy is denominated by the relevant symbol and corresponding colour box which will surround the fields to be completed:



You will also be required to enter any weights and measures information for each level of the hierarchy. Any information you have already populated for the base unit will be automatically pre-populated.

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These fields will automatically verify the consistency of the values entered to ensure that case and pallet combinations are possible.

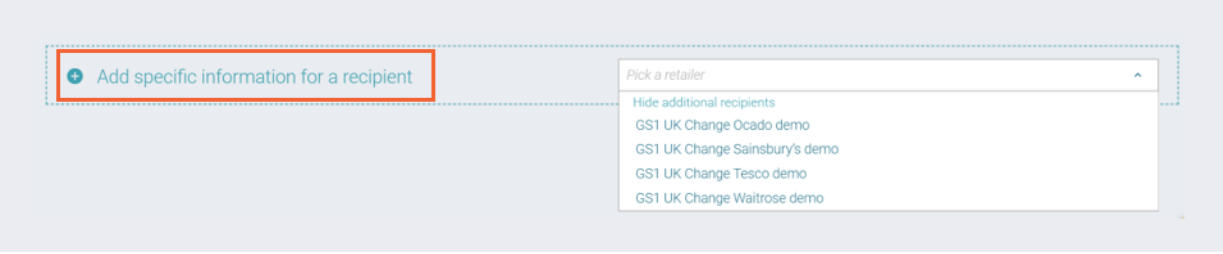
- When a unit of measure/weight is missing, the platform will highlight the field in red
- When a calculation is incorrect, the platform will highlight the filed in yellow

1.12 Retailer specific information

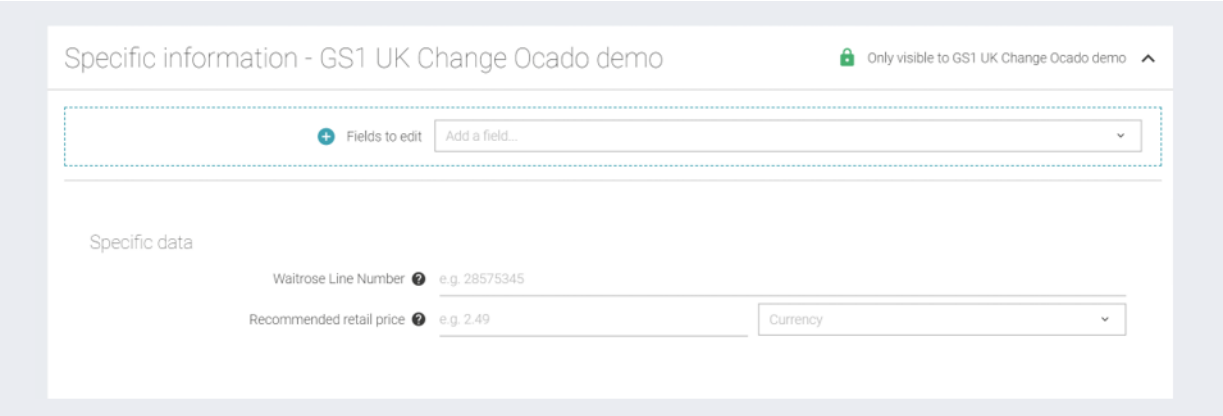
5 In the productDNA catalogue, most of the information you provide will be identical for each of your retailers, the GTIN, dimensions, weights and allergen information, will all be the same for a given item regardless of who receives it.

However there are occasions where one of your retailers will have specific arrangements with you on an item, and for that reason they will need different information compared to others.

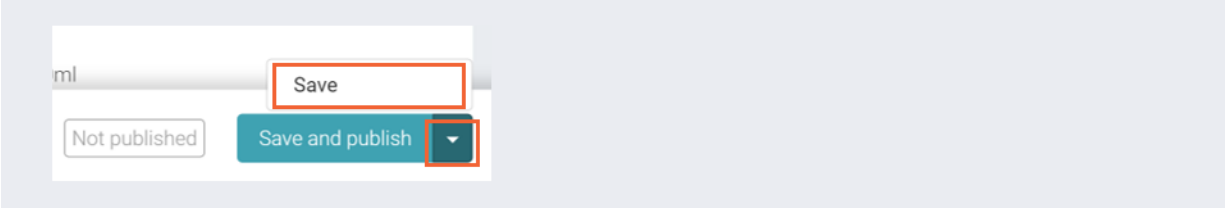
To create retailer specific information select the button below and select the retailer.



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As you complete the product listing, please remember to save at any time. You can save your listing by selecting the Save buttom from the drop down. This means you can create product listings for your catalogue at any time and enrich the data when needed.



1.13 Induction Verification (IV) check

Induction verification (IV) performs a set of checks across the data entered in the platform against a .pdf copy of the product artwork. It is driven by GS1 global standards and includes validation checks on the barcode readability.

Checks are performed at both the consumer unit level and logistical hierarchy level. As induction verification is a mandatory step, brands are unable to share listings to their retailer until it is completed.

Induction verification is made up of the

- Artwork verification (BASE level)
- Barcode verification (CASE level)

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Barcode Verification Checks:

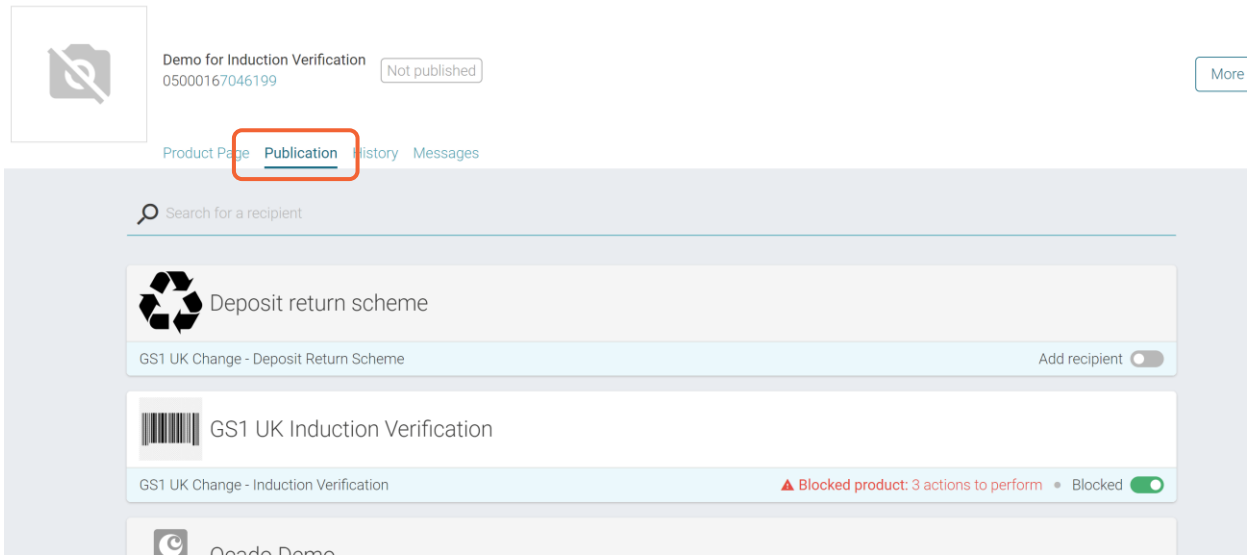
Check type	Checks
Overall Result	An average grade is calculated and used to determine if the barcode passes or fails. The average grade needed is determined by the barcode type.
7 parameters	These are checked automatically by an ISO validated scanner to ensure that the barcode is of suitable quality and can be used instore and during transportation.

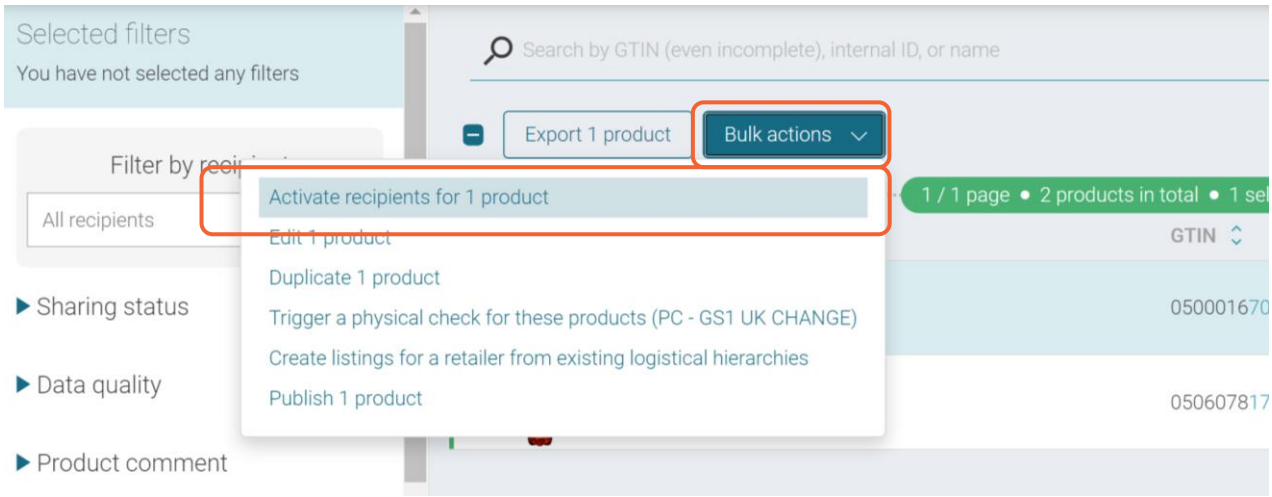
Artwork verification checks:

Check type	Checks
Base unit branding	Are the brand attributes clearly visible on the artwork PDF?
Ready for check	Is there a Net Content/Net Weight/Drained Weight entered in productDNA? Can the entered value be found on the artwork PDF?
Base unit induction description	Does the description match the branding from check #1 and net content from check #2? Are all parts of the description visible on the product artwork? Are there any abbreviations? Does the description structure algin to the GS1 global VbG standards? (Brand, Sub-Brand, product description, variant, net content & unit of measure)
Base unit barcode type	Does the artwork PDF barcode match the type of barcode selected in productDNA?
Case Unit Induction Description	Does the structure of the case description match the base description? This is the descriptions represented in the productDNA service
Case Unit Barcode Type	Does the artwork PDF barcode match the type of barcode selected in productDNA?

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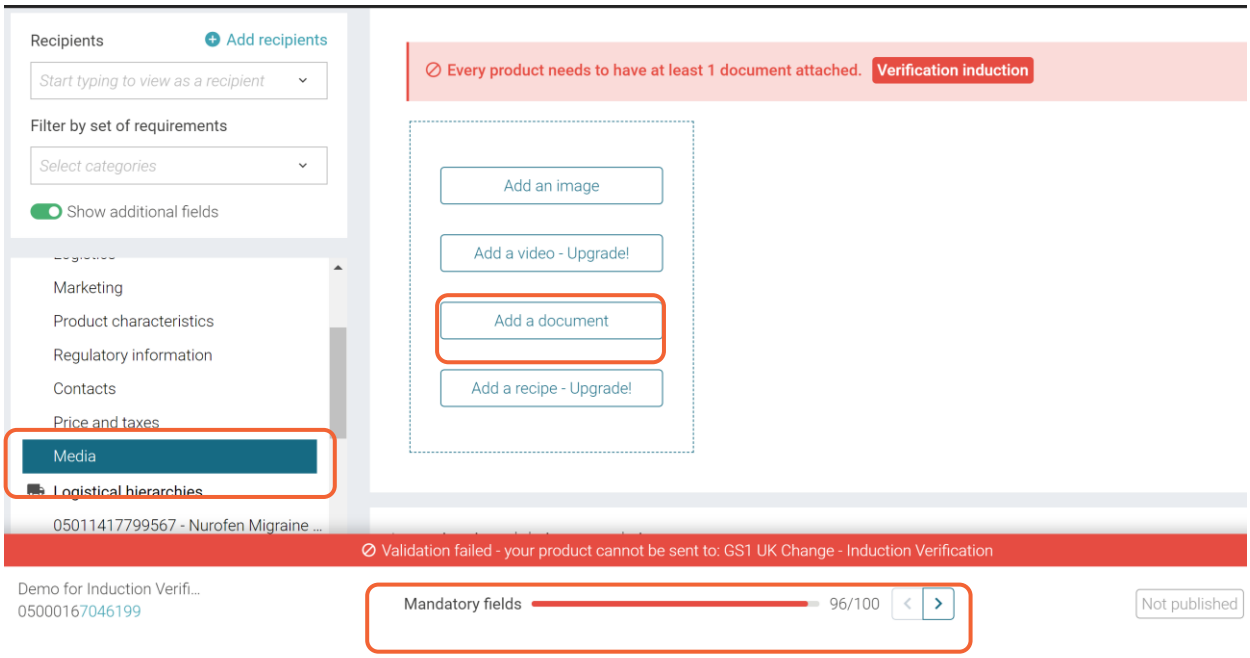
To submit a product to induction verification, the channel needs to be selected against the product listing. To do head to the Publication tab in the listing **or** Activate recipients as the Induction Verification channel from the catalogue page





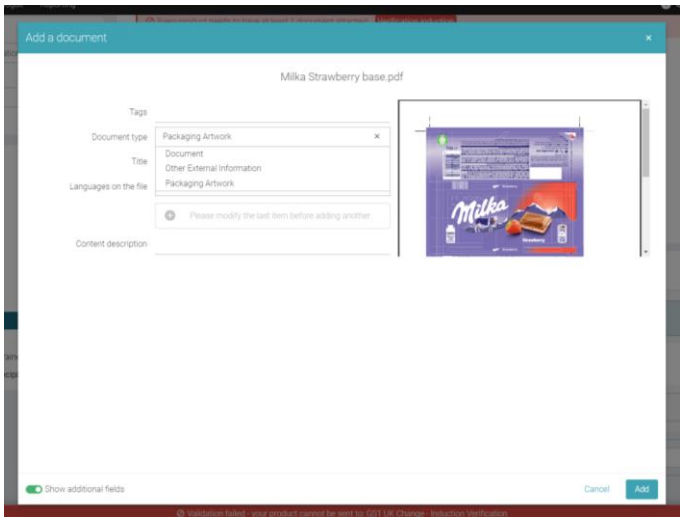
When you've selected induction verification as the recipient channel, it will highlight the mandatory fields in the product listing page.

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Use the arrow against the progress bar to navigate to the outstanding mandatory fields.

To upload the .pdf artwork of the base and case under the Media section and select Add a document



Upload the a .pdf copy of the artwork for both the BASE and CASE units

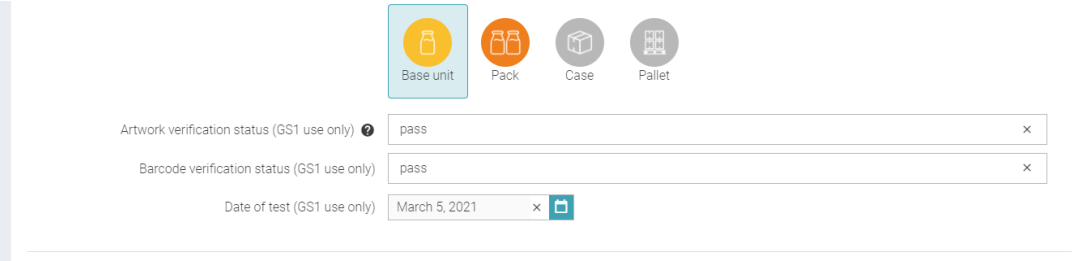
For the document type select

Packaging Artwork for the **BASE** and

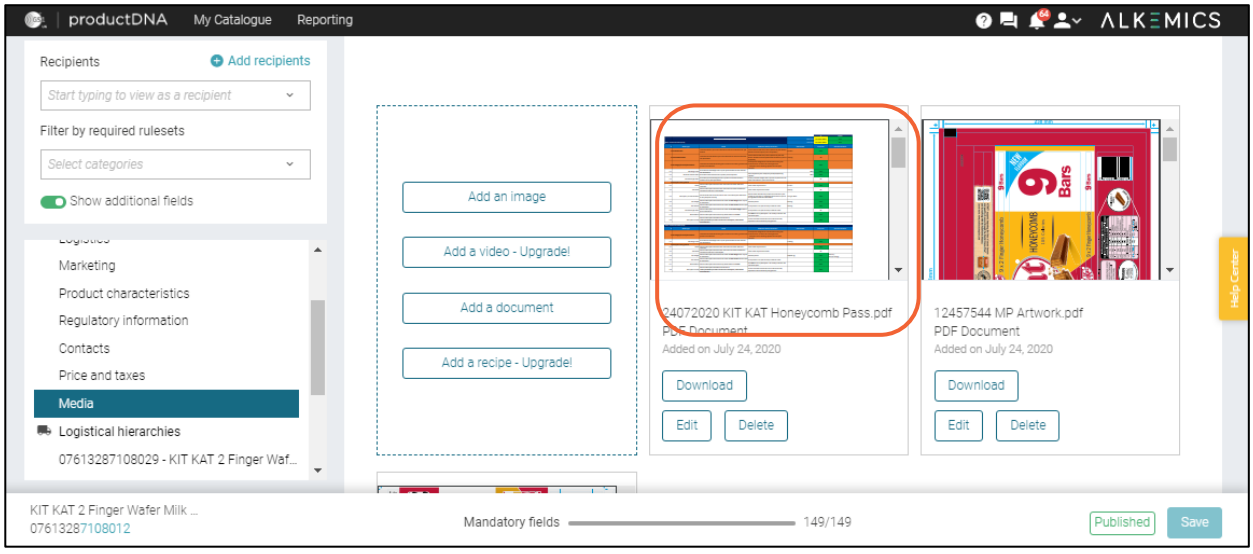
Other External Information for the **CASE**

Once you've uploaded this, Publish to the GS1 UK Induction Verification channel

The current verification status can be found by looking at the 3 attributes below, these will be edited by GS1 UK when Verification has been actioned.



Brands will also receive an email notification regarding the result of the IV check. There will also be a report issued in the media section which brands will have access to.



Please remember that if the product has not passed Induction Verification, the product will be blocked from listing with any retailer that is utilising the Induction Verification process.

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If your product has failed Induction Verification and product amendments have been made to rectify the failure issues, the product can then be resubmitted for a further Induction Verification check.

To do this, please do as follows:

- Open the product page of the product that failed.
- Scroll down to the bottom of the product page to the Listing section and find the section for GS1 UK Induction Verification.
- Click Add new listing and select the logistical hierarchy if it is not automatically selected.
- Save the product page.

This product will now appear in the Induction Verification queue.

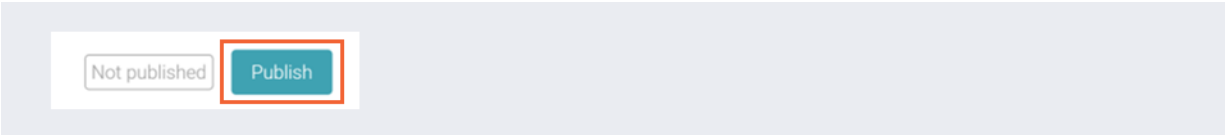
1.14 Publish product listing to your retailer(s)

Once you've completed all the neccessary information for your product and you are ready to publish to your chosen retailers, you can select the Publish button. This will send the listing straight to the chosen retailers where they will need to accept the product.

Products will only be shared with a retailer when all three actions are completed:

- mandatory attributes have been completed
- retailer has been selected
- the product has been published

The last action completed will be the trigger to send a product to a retailer.



1.15 Send product(s) for physical check based on productDNA status

Once the physical check attributes have been populated, this will trigger the physical check sampling process. When a product has been selected for physical check, you will see the label "ready for check" on the catalogue page.

To send the product for physical check, head to the booking board and schedule the product(s) for their physical check. The booking board is the only way to

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ensure your product data is physically checked at the productDNA verification centre to be compliant to GS1UK standards.

The platform allows you to:

- Book a slot for your product(s) to be delivered to or collected from the verification centre
- Track which products have been booked, received and collected
- View messages from our team at the verification centre

Booking board form: https://xpo.datadrivenlogistics.com/GS1

1.16 Amend any identified changes from retailers

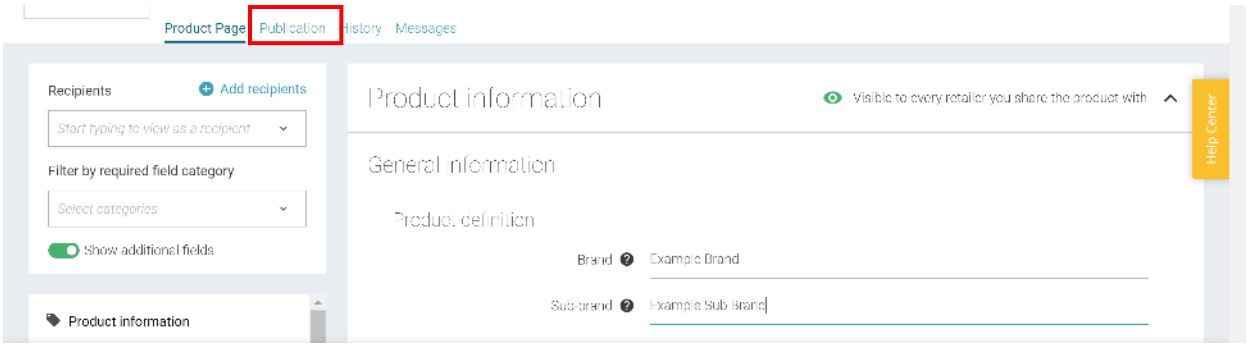
Once products are published to retailers, if required, they can validate the product information they receive and feedback any amendments through the platform.

Brands will receive notifications for any product amendments from their retailers and can action accordingly.

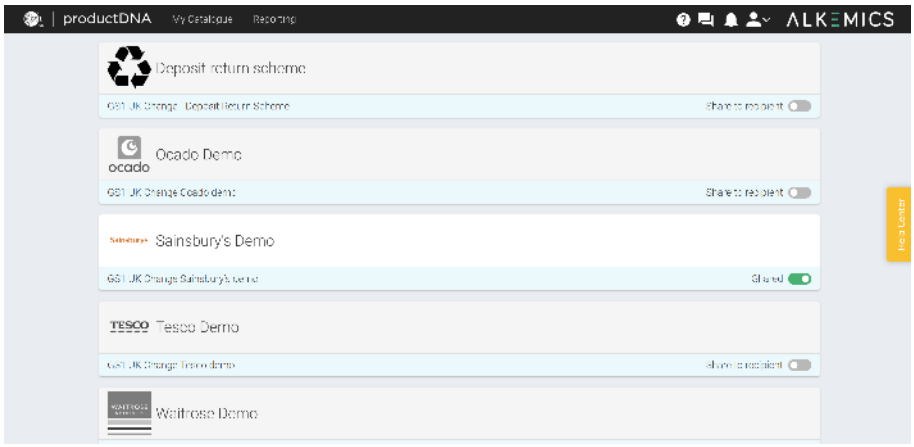


1.17 Unsynchronising a product from a channel / retailer

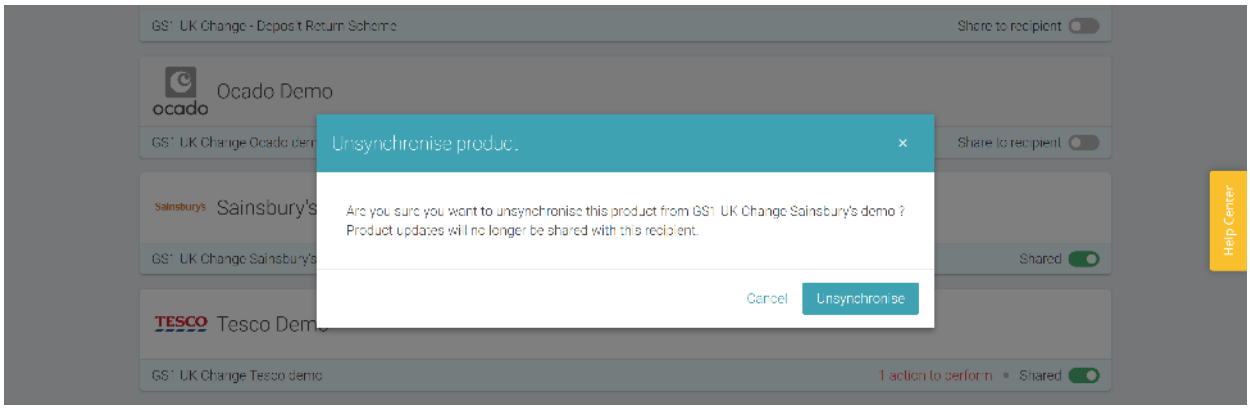
If you decide that you want to stop sharing updates for a product with a retailer, you can use the unsynchronise feature. Firstly, you should navigate to the publication page of the chosen product



The publication page will show a list of the available retailers

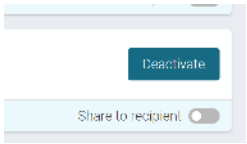


All active recipients will show a green toggle indicating that the product is currently being shared with them. To unsynchronise your product, click the green toggle and the following notification will display, allowing you to unsynchronise the product.



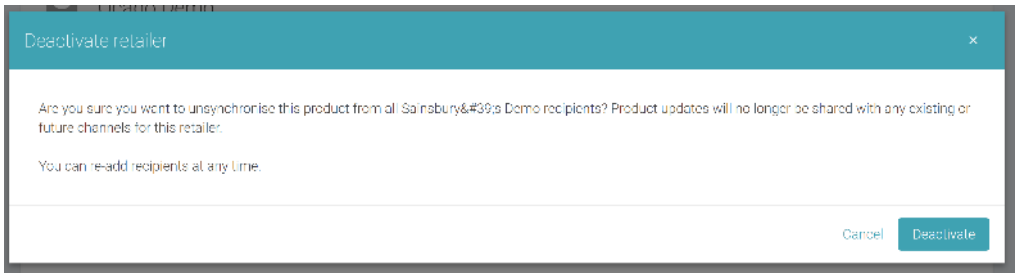
Any updates to this product will no longer be shared with this channel.

You will see that there is a further option to 'deactivate' the product which now appears



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This can be used if there are multiple channels for one recipient (i.e Retailer X has a 'product' channel and an 'online' channel) to remove the chosen product from all channels. Clicking 'Deactivate' will stop any further sharing of product information.



N.B – Unsynchronising or deactivating a product will not remove the existing product record from the retailer's product catalogue, it will only block any further updates to this product record.

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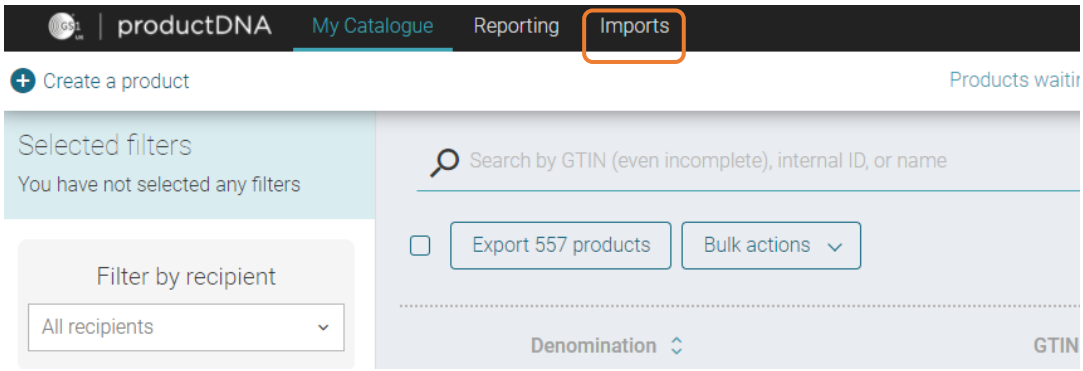
2. How to upload product data via excel

2.1 How to generate the excel template

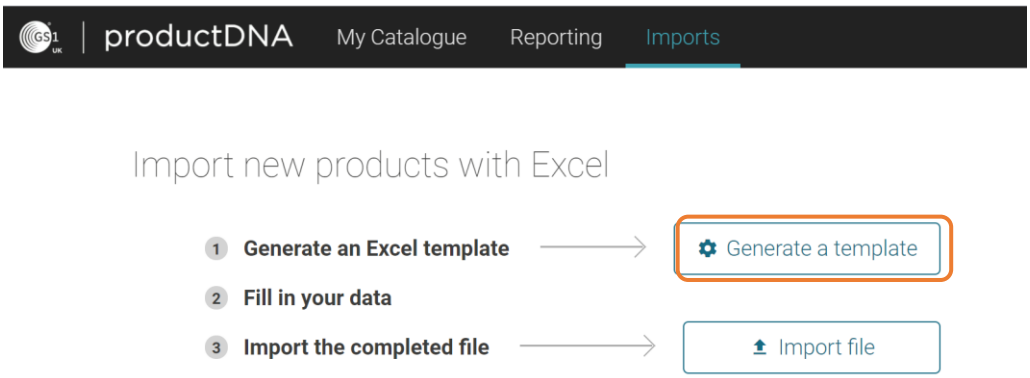
The excel import feature within productDNA allows brands to upload, add and edit product data through an excel file in bulk.

To upload product information via an excel file, brands will need to generate an excel template from the platform first:

After logging in, on the My Catalogue page and the very top is the Imports button, click this button.

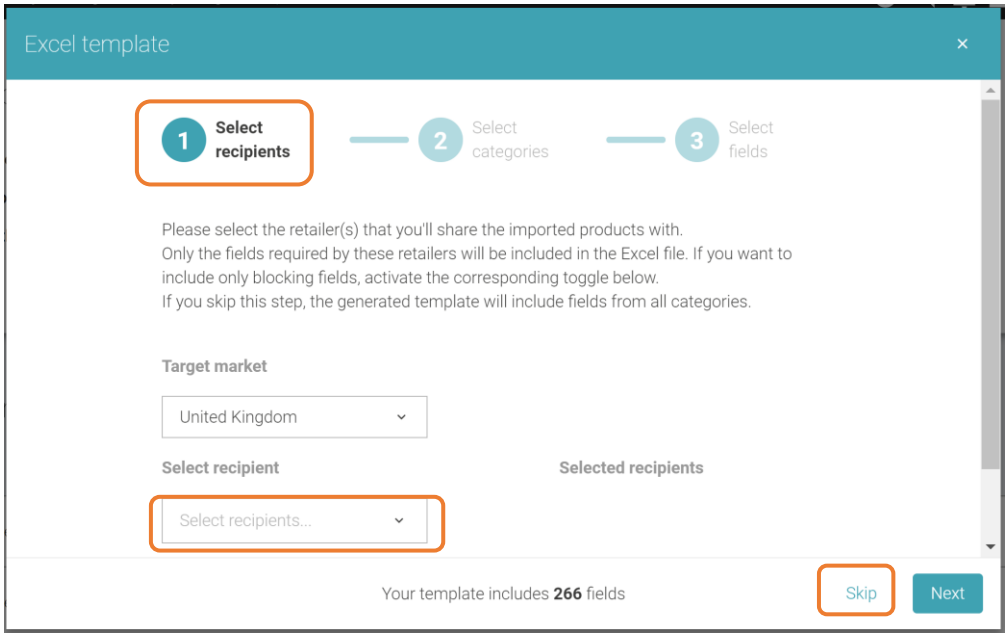


From the Imports page, the next step is to Generate a template. Click this button and a pop-up window will appear.



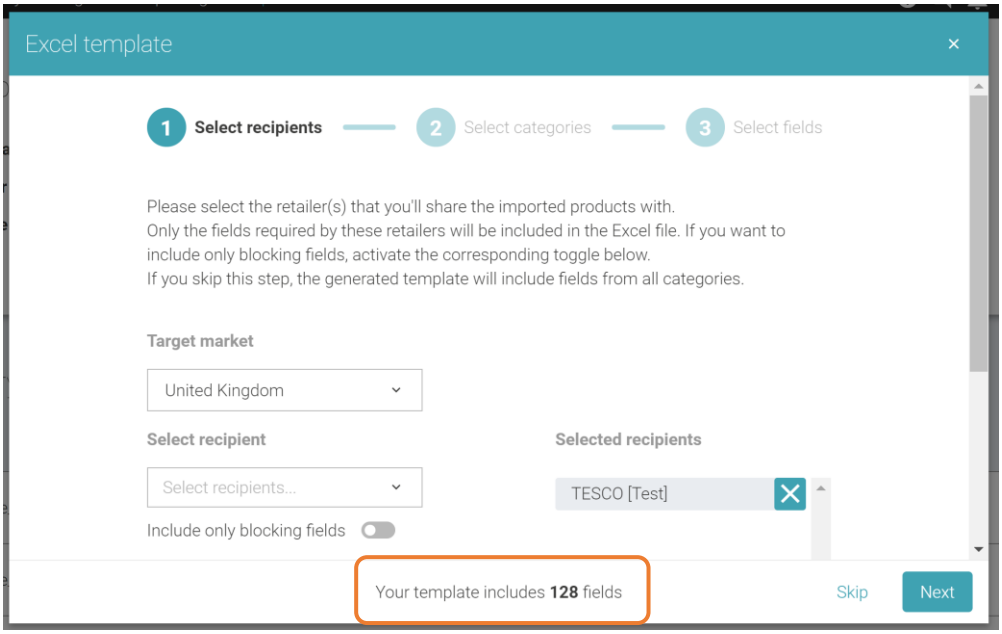
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From the drop down you can select the retailer(s) that you want to share your product data with, and the tool will include all the required attributes for those retailers in the generated excel template.



NB: If you do not wish to select your retailers or categories you can skip this step.

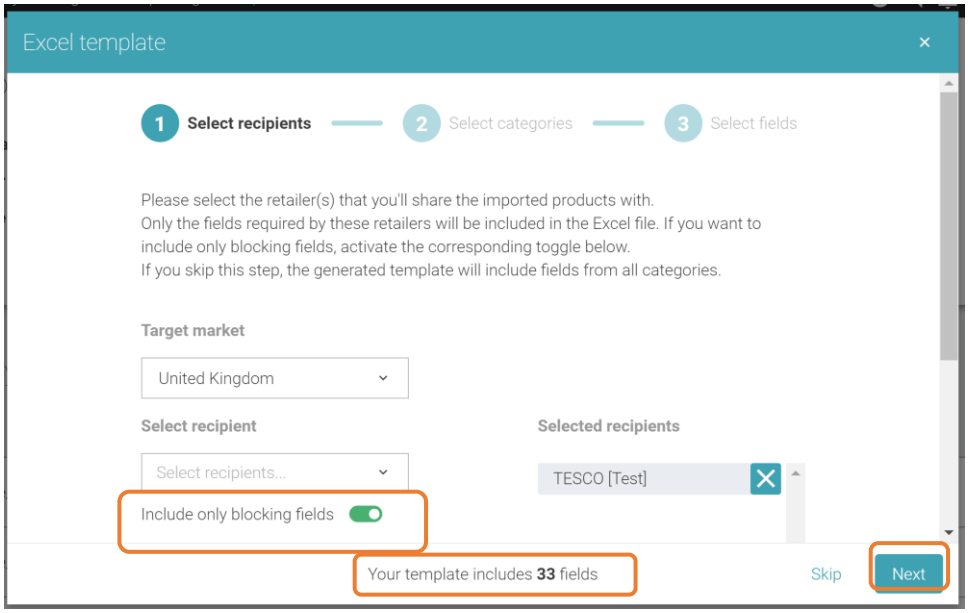
Once you've selected a retailer you may find that the number of attributes included in template will reduce.



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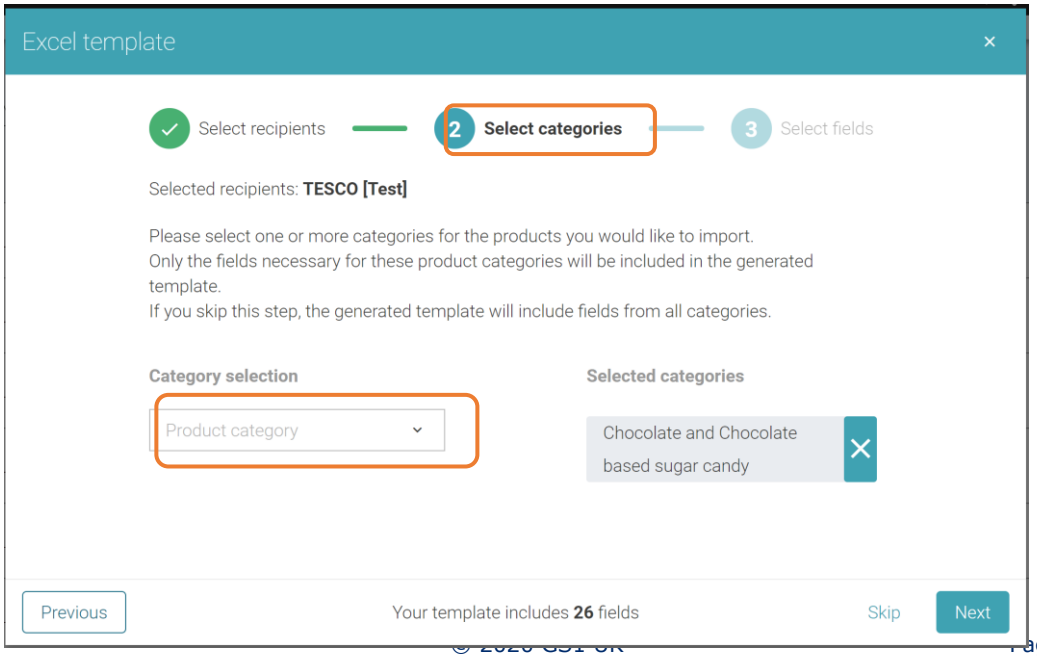
Brands also have the option to only include the mandatory to list attributes in the template. Please see section 4.3 for further information on Mandatory to List. Use the highlighted toggle if you only want the mandatory to list attributes.

When you've chosen your required retailers click Next.

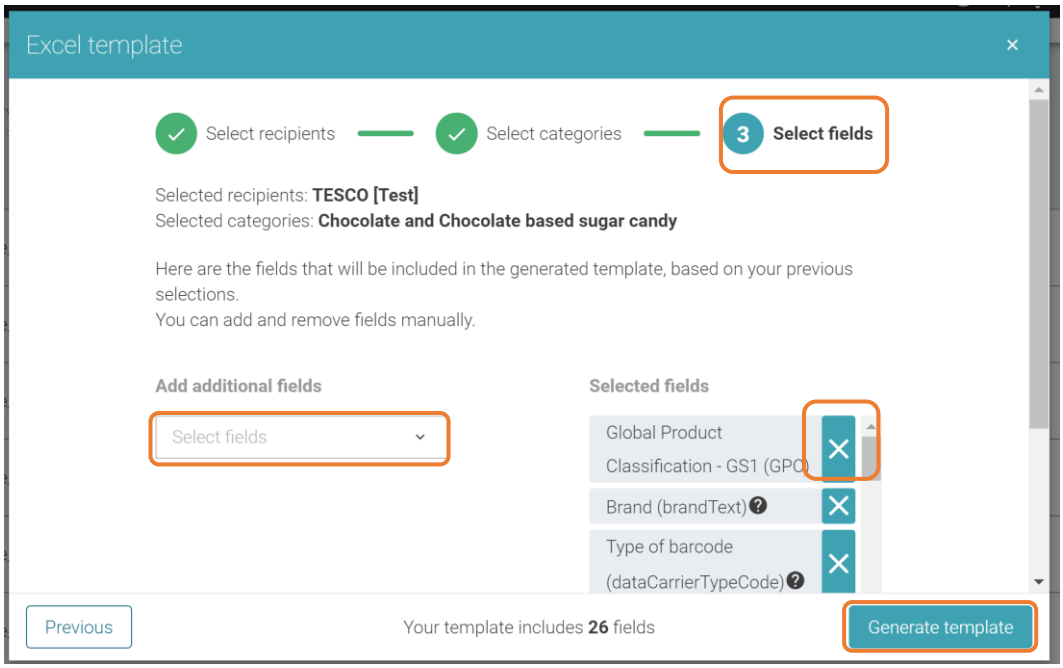


The next stage allows brands to select product categories which are relevant for their brands. By selecting a category the number of attributes in the template will reduce to the more relevant attributes only.

Use the drop-down menu to select the appropriate categories:

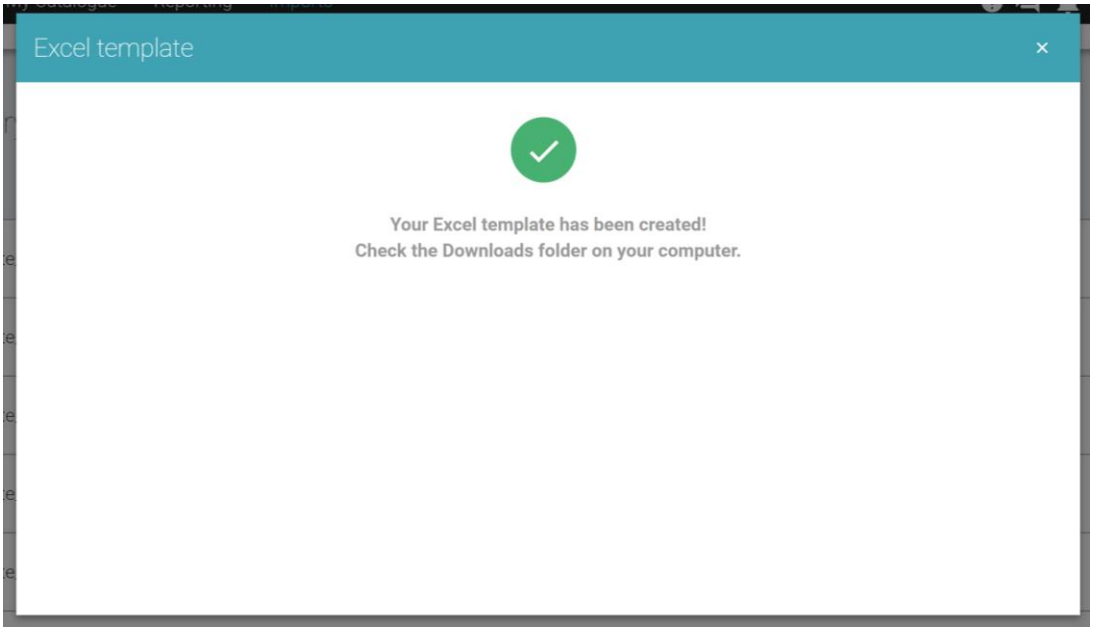


Once you've chosen your relevant product categories the final stage is to select fields for the template.



Here you can remove or add fields if you require.

Once you are satisfied with what the template includes, click Generate template and after a few moments, the template will be downloaded.



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2.2 How to populate the excel file

The next step is to populate the excel template with the product data. In the excel spreadsheet you will find the following tabs:

- Product
  - This is where you can enter the product data for base units that you would like to import.
  - The number of columns will be the same as the number of fields you selected when you created the template.
  - **You can add as many rows as you need, based on the number of GTINs** you wish to add or edit in productDNA.
- Logistical units
  - Works the same way as the Product tab but is where logistical unit product data is entered.
  - Make sure to include the relevant child units GTINs in the last column.
- Retailer specific sheets
  - If a retailer was selected when generating this excel import template and the retailer has RSA/RSV, there will be a sheet for where these attribute values can be entered.

Once you've populated the cells with product data, save the file and close the excel template.



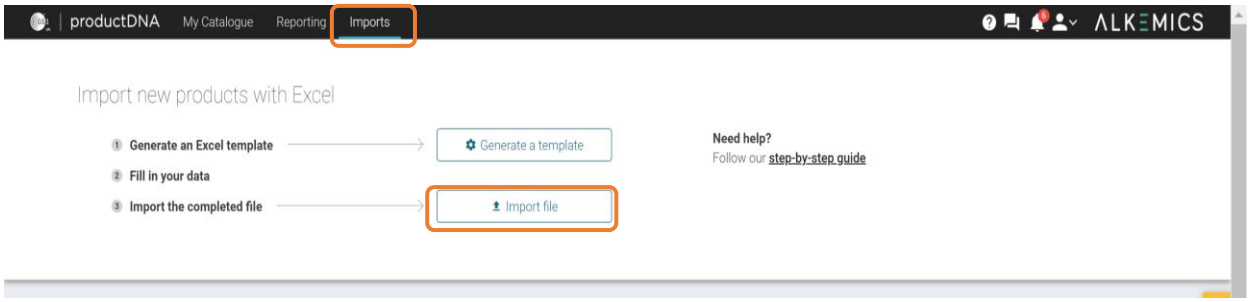
Name	GTIN	Unit type	Barcode scan	Type of barcode	Discontinued date	Display type	First delivery date	First order date
Description	Public GTIN of the Product	In case of a cc	The barcode scan	Select the type of barc	Enter the date from whic	If the product is di	Enter earliest date at which y	Enter the earliest date th
Type	string	cf. typepacka	string	cf. datacarriertypes in	date (YYYY-MM-DD)	cf. displaytypes in	date (YYYY-MM-DD)	date (YYYY-MM-DD)
Unit	-	-	-	-	-	-	-	-

NB: If you leave cells blank in the template, they will not update any corresponding product listings on the platform.

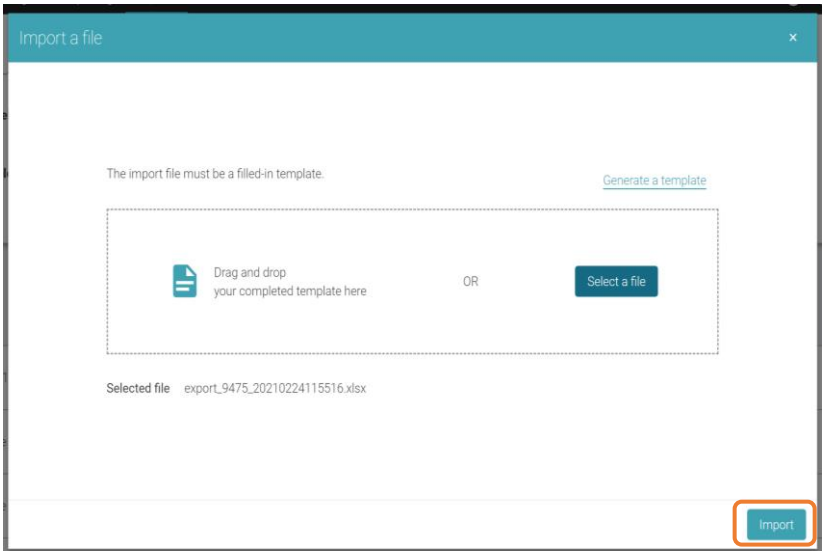
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2.3 How to upload the excel file

To import the excel file that has been completed, login to productDNA and go to the Imports tab. The same place where the excel file for generated in the first place and click the Import file button.



Either drag the excel file into the window that has appeared or click the Select a file button and navigate to the file through the window that has appeared. Click the Import button when the file has been selected.

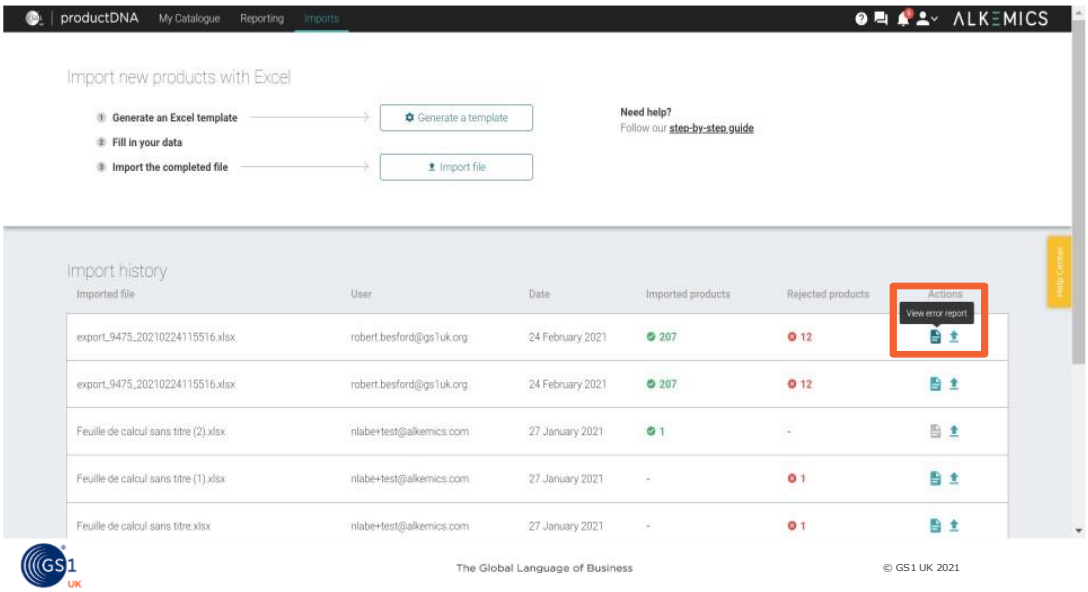


After a short while the excel file will have been uploaded to the productDNA catalogue. A record of this import can be found on the import history dashboard.

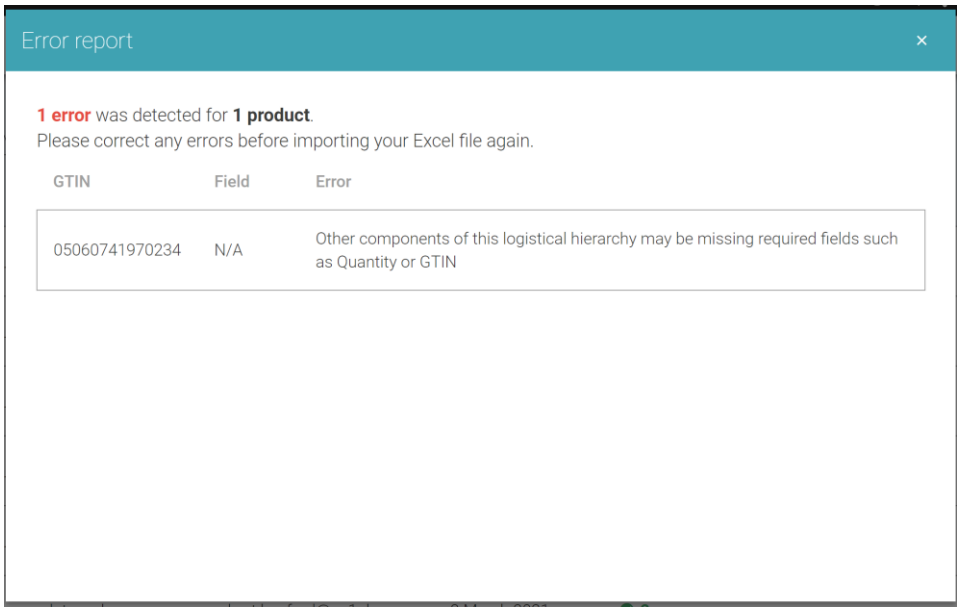
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2.4 Dealing with Excel import errors

If for any reason any of the products that you have tried to import have not correctly imported, there will be a number in the Rejected products column of the Imports page. You can then access a report which will detail the issues and what may be needed to correct them, this can found in the Actions column, then View error report.



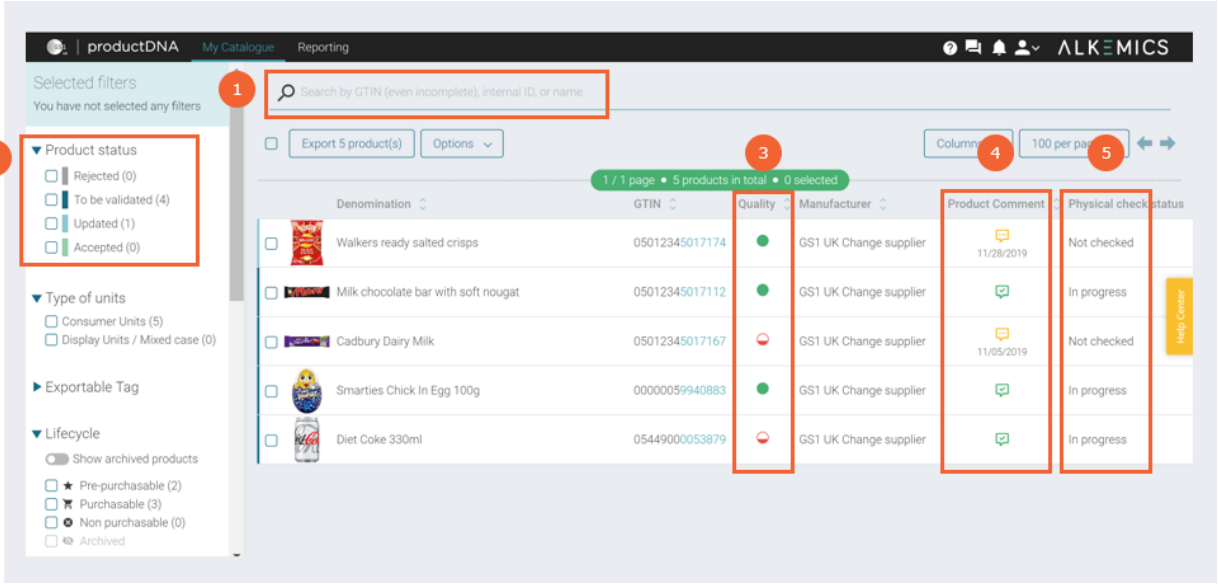
Below is an example of the report that will appear when clicking the View error report button. Simply correct the errors shown in the report in your excel template and reupload the excel file through the Import correct file button in the Actions column. Further errors will be shown in the same way.



NB only corrected SKU's will be imported not the existing SKU's which were successfully uploaded.

3 Expected actions by retailers

Retailer dashboard



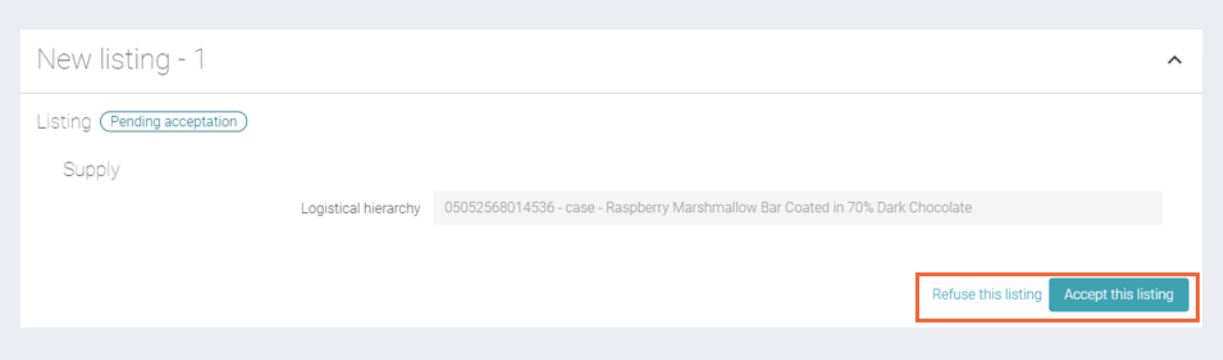
© 2020 GS1 UK

1. Search by GTIN or product name
2. Filter by the products status
3. Quickly see the data completeness of the product listings
4. See what comments your brands have left on the published products
5. See the physical check status of the products

3.1 Receiving a product

When a brand has shared a product with a retailer it will appear on the retailer's product dashboard under to be validated product status.

To acknowledge the product, go into the product page. Check whether the product information is correct and simply select refuse or accept this listing.



The brand will also receive a notification that the listing for this product has also been accepted / refused.

3.2 Query of a product listing

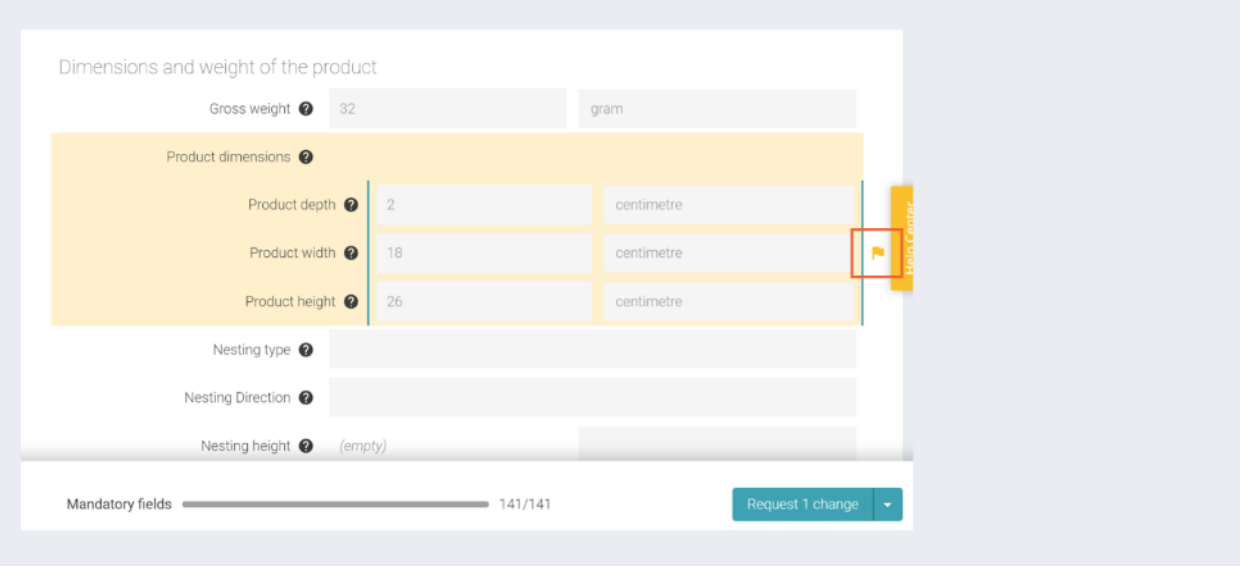
If at any point after accepting a listing, retailers can review data that has been shared with them.

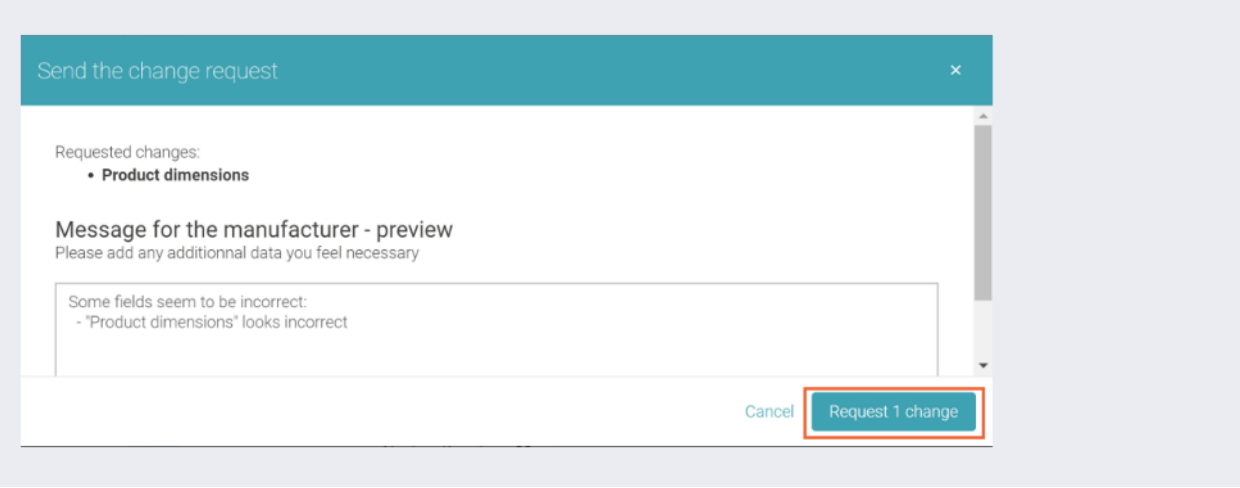
If there are any attributes which a retailer doesn't think are correct, they can flag them in the system and send a notification to the brand

1. Click on a product which you want to request any changes to

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2. Select the flag icon to identify the attributes which may look incorrect





3. Send a message to the brand and select request 1 change
4. The brand will receive a notification in their messaging centre to this effect

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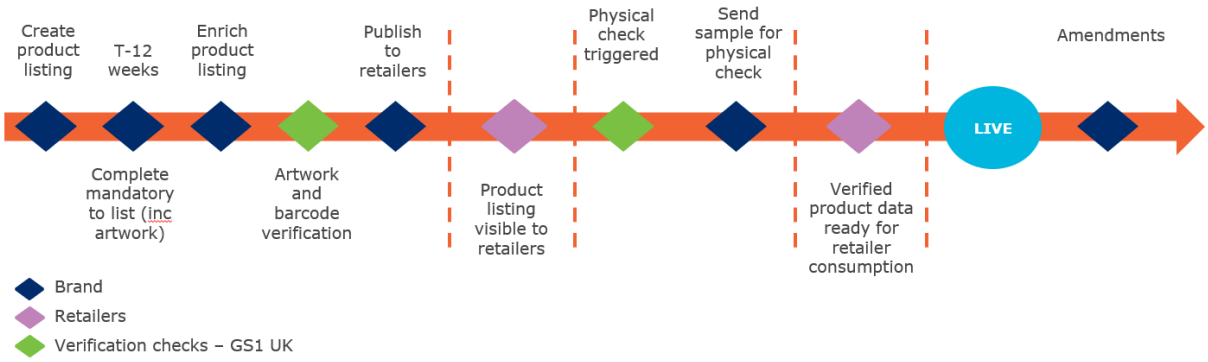
Stages gates in new product introduction

The following data sets are provided by the catalogue to ensure product listings are complete before they are shared with the retailer:

Mandatory to list: the set of attributes that are mandatory to complete the listing of the product of a specific product category. These attributes will meet the needs for pick face planning for retailers without physical stores, consumer data, supply chain, store design and shelf ready packaging for planogramming.

Physical check trigger attributes: a subset of the mandatory to list grouping that when completed automatically triggers a status change of the product to "ready to check" (note that physical check can only be triggered once the set of attributes for the stage have been entered, this does not prevent data being shared with the retailer once shared and publication accepted).

The diagram below represents how NPI works in practice in productDNA:



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4 Verified by GS1 (VbG) channel

4.1 Background

Verified by GS1 is can now be accessed using productDNA via a dedicated channel enabling all users to make their products visible to the Global Registry.

The following outlines how VbG works and how users can utilize productDNA to share their product data to VbG.

What is Verified by GS1?

Verified by GS1 is a global registry of Global Trade Item Numbers® (GTINs®) to verify whether 7 basic attributes are present for a product.



What is the purpose of Verified by GS1?

Verified by GS1 is designed to ensure every product has a unique GTIN assigned to it that has been allocated per GS1's rules and guidelines (as outlined in the GTIN Management Standard) and can be confirmed by trading partners. By registering legacy GTINs and new GTINs with a limited set of attributes that identify the products, Verified by GS1 enables brand owners to confirm the availability of the products' GTINs.

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Why was Verified by GS1 created?

A group of companies in the Consumer Goods Forum (CGF) and GS1 came together to challenge the ways they thought about creating and sharing product information to achieve higher data quality, more completeness and easier ways to share information. The participants worked on five pilot projects which ultimately underscored the need for validation of unique identifiers and key attributes – the basic tenets of Verified by GS1.

Who are the users of Verified by GS1?

The users of Verified by GS1 include retailers, marketplaces, brand owners, solution providers, agencies, app developers, industry consortia and others – basically any organisation that has a need to either register a product's GTIN, or to verify the brand owner or identity of a GTIN

What are the benefits of Verified by GS1?

By sharing GTINs and core attribute information through Verified by GS1, brand owners now have a single place for retailers, marketplaces and others to verify the presence of attributes for product listings. Verified by GS1 ensures that a GTIN has been properly constructed and is not duplicated in the system. Additionally, Verified by GS1 checks that the GTIN is licensed to the brand owner providing the information.

How does Verified by GS1 help overall data accuracy?

Verified by GS1 uses validation rules to check the quality and completeness of the GTIN. Additionally, Verified by GS1 applies a global set of validation rules on the attributes provided and conducts a check to make sure that all attributes are complete. The brand owners who provide the data are solely responsible for the quality of all data in the GS1 Registry Platform.

I'm a brand owner, what do I need to do to get started with Verified by GS1?

To submit your product data to Verified by GS1 then you need to join productDNA – for existing GS1 UK members, a Freemium membership can be obtained with the VbG channel enabled to allow the submission of data.

As a brand can I submit any of my GTINs via productDNA to VbG?

As a UK based organisation, we only allow GTINs issued by GS1 UK to be submitted via productDNA to the VbG Registry – for GTIN 13s these typically start with a GS1 UK member prefix of between 500-509 or 960-961 for GTIN 8s.

I'm a brand owner using GDSN, can I automate the submission of my VbG attributes via my source data pool?

Once you have a productDNA Freemium account, then you can publish directly to the VbG channel via your source data pool.

The Global Location Number (GLN) for VbG is: 5060781700051

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How do I find the product data I have shared with VbG? Also how do I find product data shared by other brands across the world using VbG?

GS1 has developed a simple search page allowing members and non-members alike to search for their products submitted to VbG. The same search page enables visibility of all products submitted to the VbG Registry from any brand using VbG in the world.

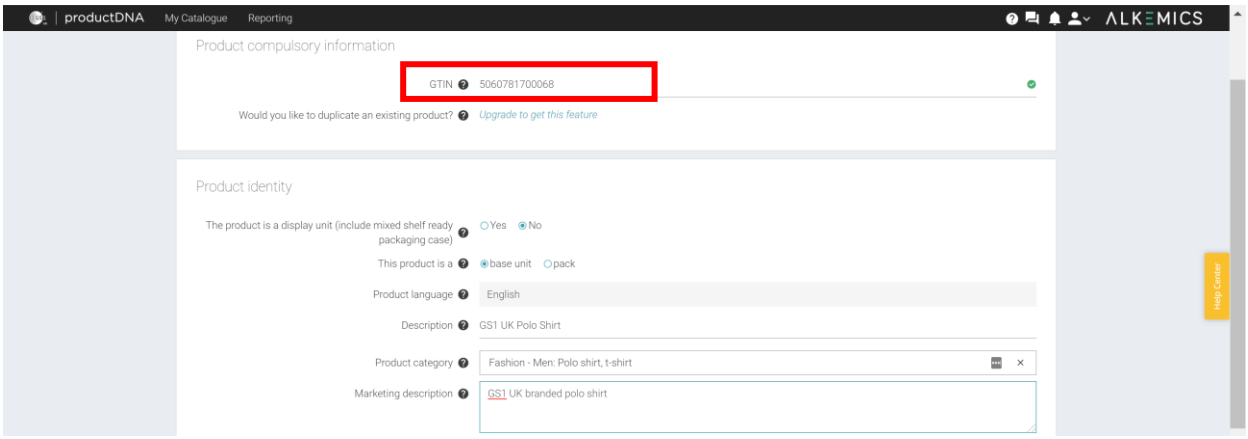
Simply visit https://www.gs1uk.org/our-services to access the VbG search page. Users can also access the search page with any mobile device with an enabled camera allowing the scanning of product barcodes, thus removing the need to type the number into the browser.

How do I use the VbG channel in productDNA?

To submit a product to VbG you can either use an existing product in your catalogue or create a new product from scratch. If your product is only for the VbG Global Registry then you only need to create an item at the base unit level i.e. the same as the consumer unit as this is the product level displayed in the VbG Registry.

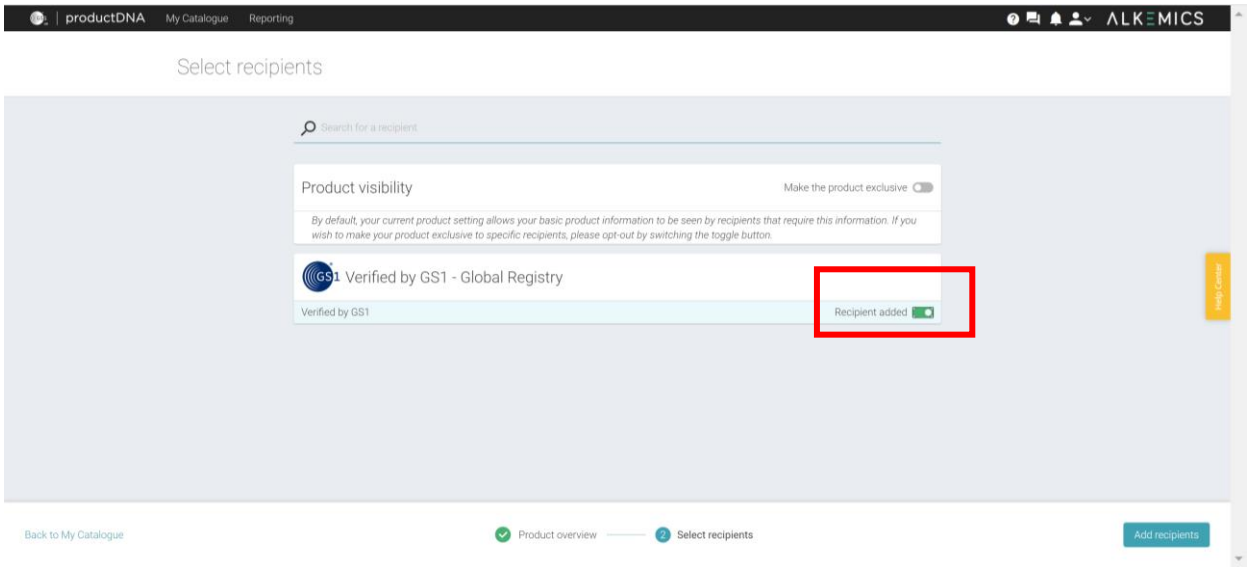
4.2 Steps to share a product using the VbG channel in productDNA

1. Create a product using only GS1 UK licensed GTINs such as UK licensed number i.e. between 500-509

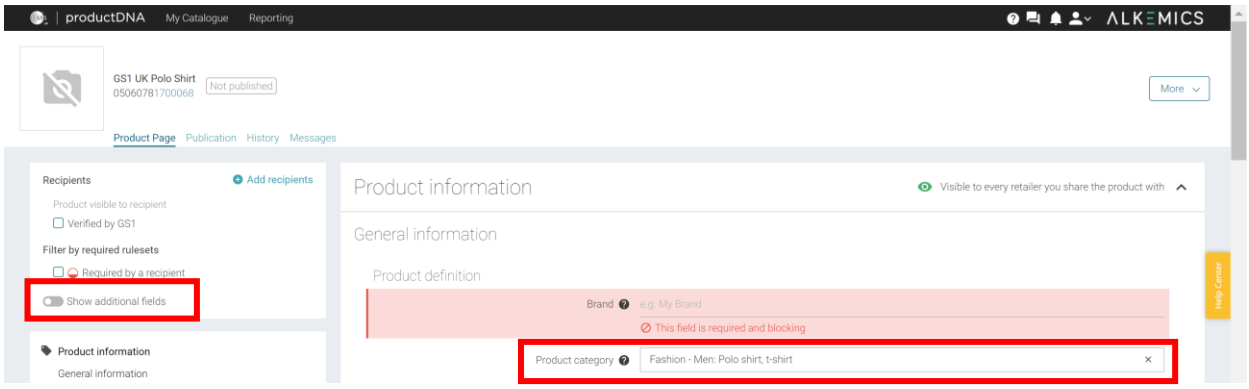


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2. If creating a product from scratch, then select VbG recipient, so that the toggle for the channel reads 'Recipient added'.



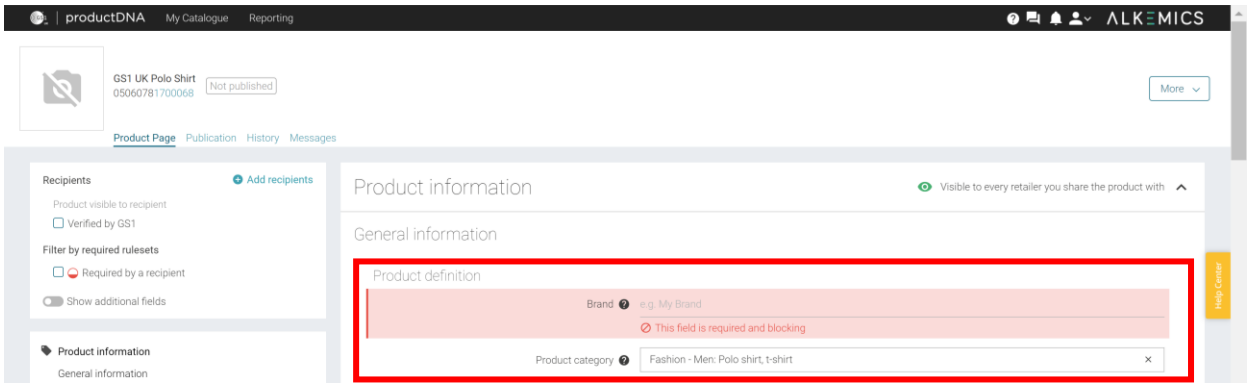
3. To successfully submit a product via the VbG channel then the mandatory attributes must be completed. To simplify and reduce the number of attributes visible in the user interface then toggle the 'Show additional fields' button to the 'off' position.
4. As with all productDNA items ensure the Alkemics Product category is entered.



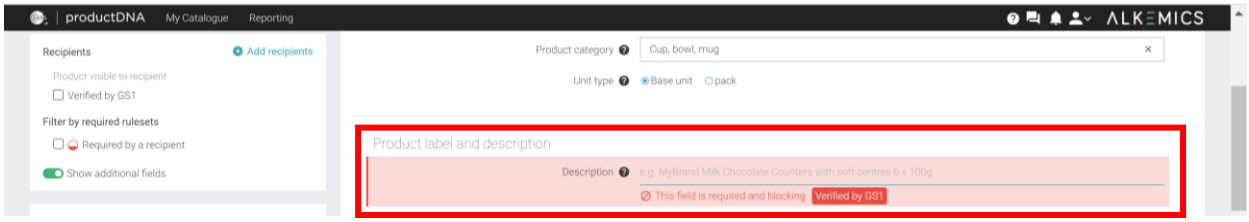
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4.3 Mandatory fields

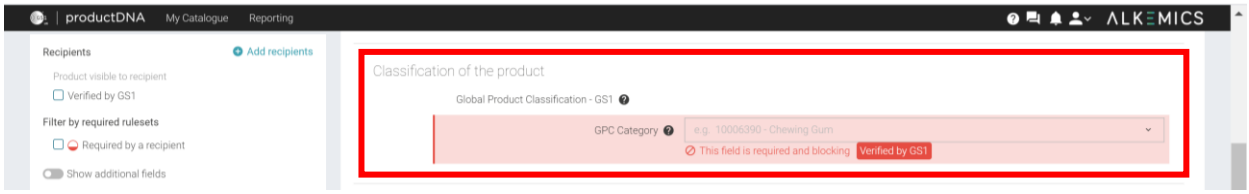
5. Ensure the VbG mandatory field of 'Brand' is chosen.



6. Ensure 'Product Description' field is completed.



7. Ensure the VbG mandatory field of 'GPC category' is completed.



8. Add your company Global Location Number (GLN) into the 'Party GLN' field – if you do not know your GLN then these can be found from your GS1 UK My Numberbank account.



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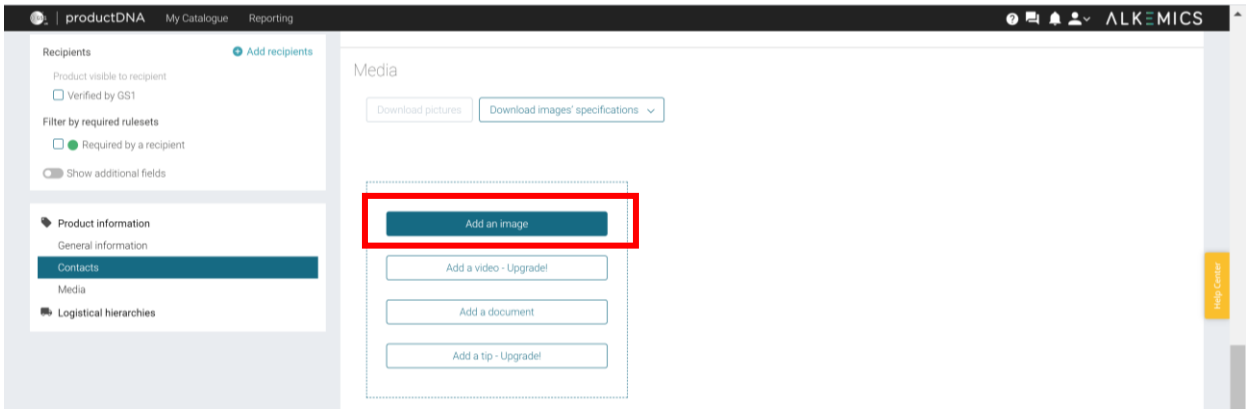
4.4 Non mandatory fields

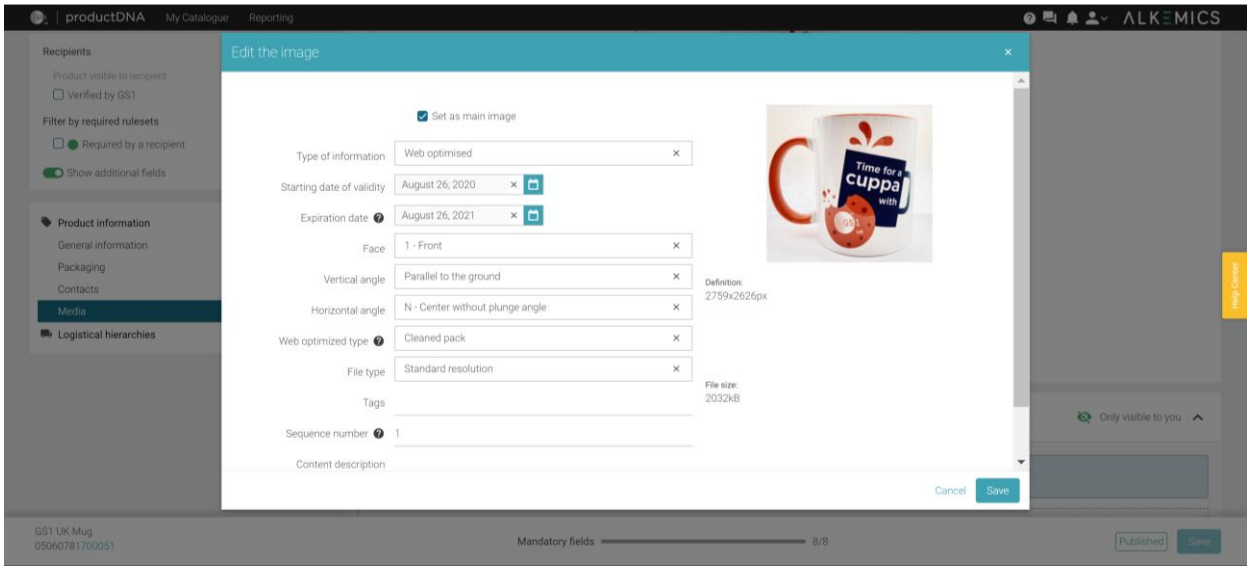
The following fields are not mandatory for publishing to VbG but are recommended to achieve 100% completeness and assisting users identifying the product when performing searches.

9. 'Net content' information can be shared with VbG, assisting users on the quantity contained or count of items.



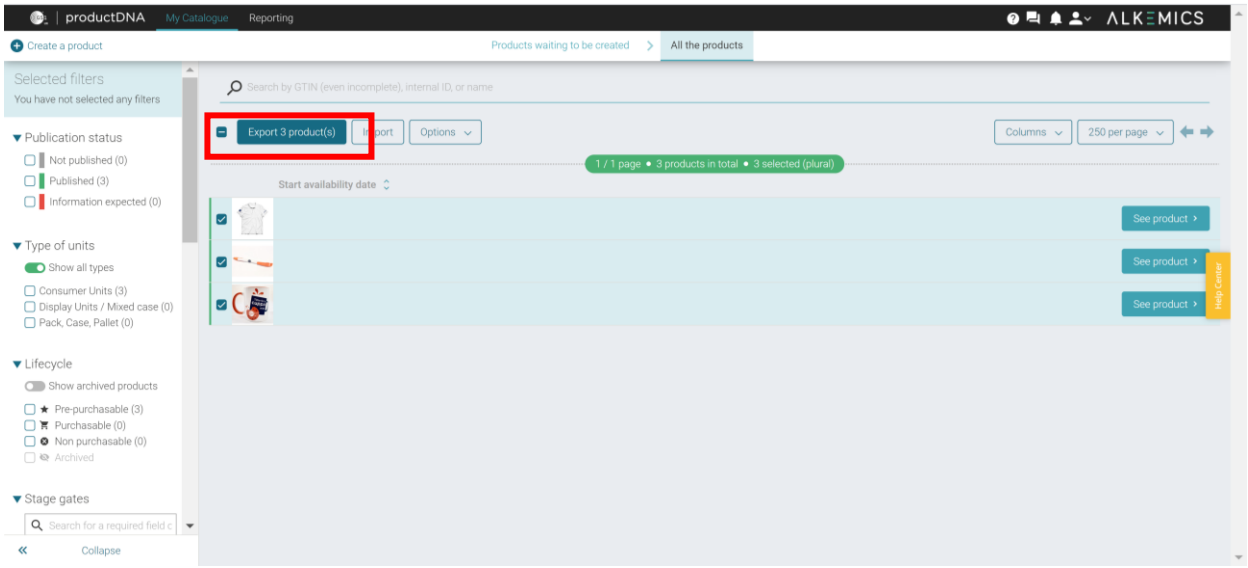
10. Adding a product image via the 'Add image' function is highly recommended



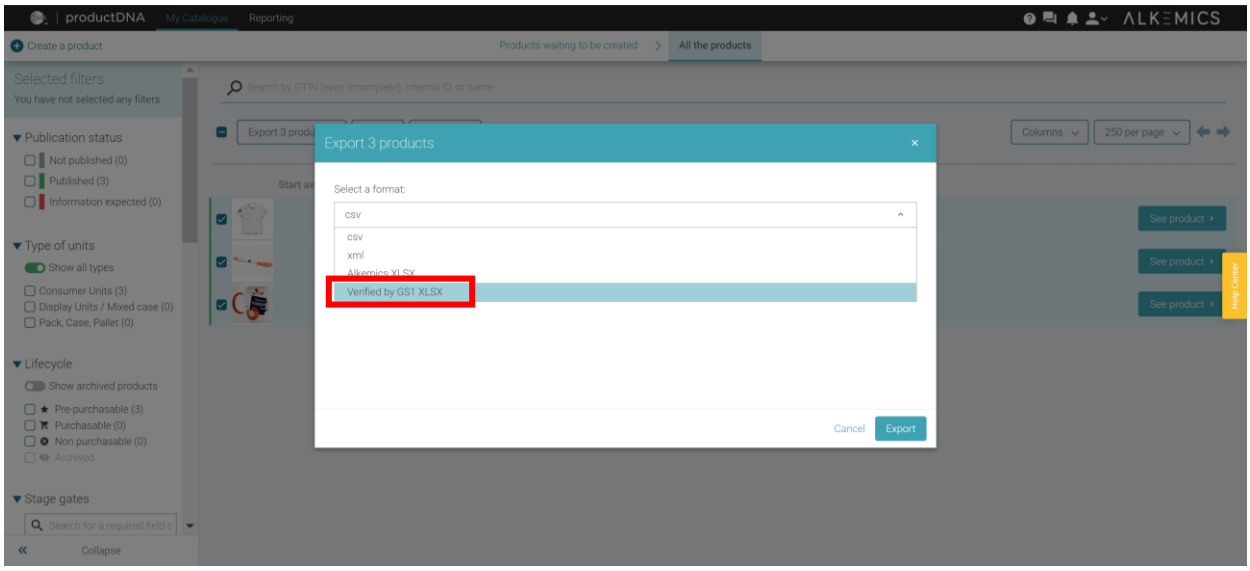


4.5 Downloading VbG product data

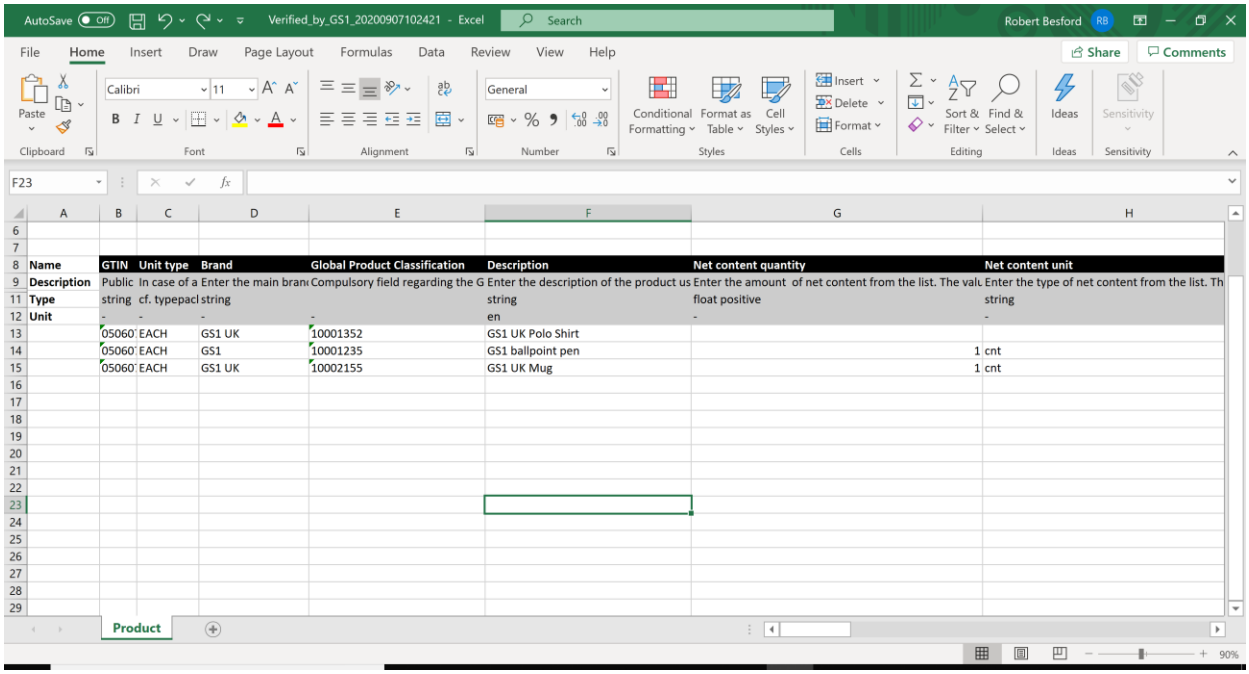
For VbG items a simplified XLSX template can be created so only the attributes required for VbG can be downloaded. Please note the template is for only downloading and does not allow uploading back into productDNA. For uploading, the full XLSX file template is required.



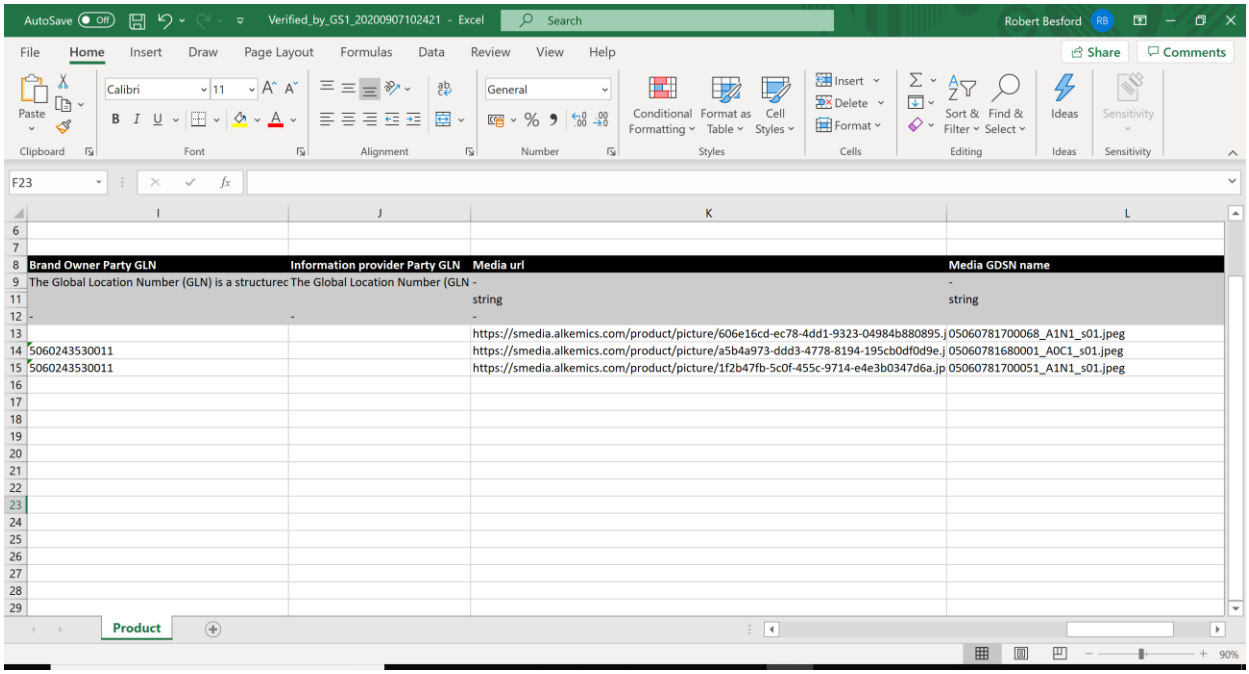
Choose the 'Verified by GS1 XLSX' template from the dropdown.



Example of VbG XLSX downloaded from productDNA.



	A	B	C	D	E	F	G	H
8	Name	GTIN	Unit type	Brand	Global Product Classification	Description	Net content quantity	Net content unit
9	Description	Public	In case of a	Enter the main bran	Compulsory field regarding the G	Enter the description of the product us	Enter the amount of net content from the list. The valu	Enter the type of net content from the list. Th
11	Type	string	cf. typepacl	string		string	float positive	string
12	Unit	-	-	-	-	en	-	-
13		05060	EACH	GS1 UK	10001352	GS1 UK Polo Shirt		
14		05060	EACH	GS1	10001235	GS1 ballpoint pen	1	cnt
15		05060	EACH	GS1 UK	10002155	GS1 UK Mug	1	cnt



	I	J	K	L
8	Brand Owner Party GLN	Information provider Party GLN	Media url	Media GDSN name
9	The Global Location Number (GLN) is a structurec	The Global Location Number (GLN	-	-
11			string	string
12	-	-	-	
13			https://smedia.alkemics.com/product/picture/606e16cd-ec78-4dd1-9323-04984b880895.j	05060781700068_A1N1_s01.jpeg
14	5060243530011		https://smedia.alkemics.com/product/picture/a5b4a973-ddd3-4778-8194-195cb0df0d9e.j	05060781680001_A0C1_s01.jpeg
15	5060243530011		https://smedia.alkemics.com/product/picture/1f2b47fb-5c0f-455c-9714-e4e3b0347d6a.jp	05060781700051_A1N1_s01.jpeg

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