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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.
Search for a GTIN in the GS1 Registry Platform

As a Product View/Use Subscriber, you can search for and view product data from global GS1 members in GS1 member organizations. The GS1 Registry Platform stores product data provided by local GS1 member organizations. The GS1 Registry Platform includes product data from GS1 members within many GS1 member organizations, with other member organizations representing other countries and regions expected to be added in 2020. Please note: only In Use products in which the box is checked for “Can this item be purchased by the consumer?” are being shared by GS1 US Data Hub with the GS1 Registry Platform.

1. Click Product then View/Use. Click the GS1 Registry Platform (this is the default selection).

2. Enter the GTIN you wish to view (for a GTIN-12, you can also enter the two leading zeroes that present the GTIN-12 in a 14-digit format) and click Search.

3. If the GTIN exists in the GS1 Registry Platform, the GTIN displays. Six other key attributes display. If you click the Image URL link, select “open in a new tab.” Country codes displayed in “Country of Sale (Target Market)” are listed in the Product Import User Guide, located in the Help Center. If the Global Classification Code (GPC) displayed is "99999999" then the actual GPC brick code has not been specified by the brand owner. Learn more at https://www.gs1us.org/verify.

If the GTIN is not found, the message “No product found” displays. Please note the GTIN you entered may still exist, but at this time, not all valid GTINs globally have been uploaded to the GS1 Registry Platform.
View/Use - Search for Shared Products

GS1 US Data Hub allows Product View/Use subscribers to View/Use product information that Product Create/Manage users have shared with them. Follow these steps to View product information that has been shared with you.

1. Click **Product > View/Use**

2. Select the **Search Shared Products** tab. You can narrow the number of records displayed, enter filter criteria in the appropriate field (e.g., Company Name, Brand Name, GTIN, etc.).

3. Click **Search**.

4. Select the desired product by clicking the **Description** hypertext link.
View/Use – Search for a Shared Products’ Hierarchy

If someone is sharing their product information with you, the View/Use Hierarchy Tab displays the different packaging configurations and their relationship. To view a shared product’s hierarchy, complete steps 1-4 on the previous page and then follow these steps:

1. **Click the Hierarchy tab.**

2. Hierarchy Tab displays the following:

   - **Immediate Parents** shows the highest packaging configurations for the selected product. In this example, it shows the **Eric’s Football Cleats Mixed Retail Case pallet**.
   
   - **Hierarchy** shows the selected product and its next level packaging. In this example, it shows **Eric’s Football Cleats Mixed Retail Case** and **Eric’s Football Cleats Original Each, Eric’s Football Cleats Teal Each**.
   
   - **Children / Descendants** shows all lower level packaging for the selected product. In this example, it shows **Eric’s Football Cleats Original Each, Eric’s Football Cleats Teal Each**.

3. **NOTE:** Information on this tab will be determined by what product data is being shared with you.
View Use - Product Detail Tab

If someone is sharing their product information with you, the Product Detail page displays basic information about the product. See below for field descriptions:

<table>
<thead>
<tr>
<th>Column Heading</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Description</td>
<td>Describes the product</td>
</tr>
<tr>
<td>Brand Name</td>
<td>Indicates the name of the product line used with consumers</td>
</tr>
<tr>
<td>SKU</td>
<td>Internal product identifier of the stock keeping unit</td>
</tr>
<tr>
<td>GTIN</td>
<td>The 14-digit representation of the Global Trade Item Number as it would be stored in a database. Also used for ITF-14 and GS1-128 barcodes on upper level packaging, such as case.</td>
</tr>
<tr>
<td>Product Industry</td>
<td>The primary industry where the product is sold</td>
</tr>
<tr>
<td>Packaging Levels</td>
<td>Packaging configuration assigned to the product</td>
</tr>
<tr>
<td>Is this item variable measure?</td>
<td>If checked, this is a non-consumer trade item that fluctuate by weight, volume or count</td>
</tr>
<tr>
<td>Can this item be purchased by the consumer?</td>
<td>If checked, this is a consumer trade item that can be bought at a store or online</td>
</tr>
<tr>
<td>GTIN-12 (U.P.C.)</td>
<td>This is the 12-digit Global Trade Item Number as it would be used with a UPC-A barcode</td>
</tr>
<tr>
<td>GS1 Company Prefix</td>
<td>The GS1 Company Prefix used to create the GTIN of an item</td>
</tr>
</tbody>
</table>
View Use - Additional Information Tab

If someone is sharing their product information with you, the Additional Information tab displays any optional details they entered about this product. See below for field descriptions:

<table>
<thead>
<tr>
<th>Column Heading</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dimensions</td>
<td>Height, Width, Depth, and product Unit of Measure (e.g., Ounces, Pound, Grams, Centimeters, etc.)</td>
</tr>
<tr>
<td>Weight</td>
<td><strong>Net</strong> is the 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. <strong>Gross</strong> is the weight of the product plus the weight of its container or packaging. For example, the weight of the soup contents plus the can.</td>
</tr>
</tbody>
</table>
### View Use - Additional Information Tab (continued)

<table>
<thead>
<tr>
<th>Column Heading</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comments</td>
<td>Any additional information needed for this product.</td>
</tr>
<tr>
<td>Photo</td>
<td>An optional low resolution (typically under 1 mb) supplied by the brand owner. The ✅ indicates the product has an approved image. <strong>Please note this field is scheduled to be removed in 2020. The Image URL field will contain images.</strong></td>
</tr>
<tr>
<td>Enhanced Product Information</td>
<td>The ✅ indicates that content in this record has approved under the GS1 US Certified Content Provider program.</td>
</tr>
<tr>
<td>Brand Name 2</td>
<td>This is the secondary brand name that may appear on the packaging for this product.</td>
</tr>
<tr>
<td>Product Description 2</td>
<td>This is the secondary product description that may appear on the packaging of this product.</td>
</tr>
<tr>
<td>Language</td>
<td>This is the language associated with the Brand Name 2 and Product Description 2. This language will be different than the language provided with the “main” Brand Name and Product Description, which are displayed on the Product Detail page.</td>
</tr>
<tr>
<td>Sub-brand Name</td>
<td>Second level of brand. Can be a trademark. It is the primary differentiating factor that a brand owner wants to communicate to the consumer or buyer.</td>
</tr>
<tr>
<td>Target Market</td>
<td>Target market for this product, as indicated by country. The content in this field is based on ISO-3166 country names and/or codes.</td>
</tr>
<tr>
<td>Product Description – Short</td>
<td>A free form short length description of the trade item that can be used to identify the trade item at point of sale. Allows for the representation of the same value in different languages but not for multiple values.</td>
</tr>
<tr>
<td>Label Description</td>
<td>A literal reproduction of the text featured on a product’s label in the same word-by-word order in which it appears on the front of the product’s packaging.</td>
</tr>
<tr>
<td>Net Content - Count</td>
<td>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.</td>
</tr>
<tr>
<td>Net Content – Unit of Measure</td>
<td>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 (oz, lb, ton, kw, etc.)</td>
</tr>
<tr>
<td>Image URL</td>
<td>Web location of product image library maintained outside of GS1 US Data Hub.</td>
</tr>
<tr>
<td>Global Product Classification</td>
<td>A grouping of products by categories based on a universal set of standards. Learn more at this website: <a href="https://www.gs1.org/gpc">https://www.gs1.org/gpc</a>.</td>
</tr>
</tbody>
</table>
Request Additional Information for a Product Shared with You

While you may have been granted access to view product information, you may not have access to its hierarchy. Complete the following to view product information shared with you and if needed, request additional access to it:

1. Click Product > View/Use, then the Search Shared Products tab.

2. The Search Shared Products screen opens. Narrow results by filtering on Company Name, Brand Name, Product Industry, Product Description, GTIN, etc.

3. Click Search. The matching products display under the Search button.
4. Scroll to the product you’re looking for and click the **Description** hyperlink to view detailed access for each product.

5. The **Hierarchy** tab is shown here, meaning this user has full access. But if it is not displayed, and you want more information on this product, continue to the next step.
To request the additional information, click the mail icon to send a message to the owner of the data.

The **Send Message** dialog box opens. Type your request message and click **Send** when ready. The message will be prepopulated with the GTIN and short product name of the GTIN you are referencing.
Find Products Not Shared

To request access to view unshared product information from a GS1 US Data Hub | Product Create/Manage Subscriber, complete the following:

1. Click Product > View/Use

2. Click the Search Products Not Shared tab.

3. Choose one of the fields to search for the product not shared with you.

4. Click Search.

5. Search results appear* showing the subscriber company that manages access to the product information. Click Request Access.

*If information about a subscribing company is returned in the search results, it means that you can request to see that data via a "Request Access" message.
The **Send Message** pop up window opens. Click the body of the message and enter your request to view the product here.

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.
**Use Your Export Add-On Subscription**

GS1 US Data Hub allows Product View/Use subscribers with an Export subscription add-on to export product information that Product Create/Manage users have shared with them. You can export all product information or apply filters to export only certain product information by completing the following:

1. Click **Product View/Use**.
2. **Optional** – Apply a filter (or multiple filters) to narrow the number of products displayed onscreen in the data table.
   
   You may enter at least 3 consecutive characters in the filter.
3. Click **Export All Products from Table**.
Confirm your export selections by clicking the **Continue** button.

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

Click the Export Center icon for file progress and results.

**Note:** Download experience will vary depending on your Web browser.