GS1 US Data Hub® 4.7 | Release Summary & FAQs

GS1 US Data Hub 4.7 – Now Connected to the GS1 Registry Platform
In this release of GS1 US Data Hub, we want to improve the way our members share product data consistently with global target markets. To this end, product data in GS1 US Data Hub is now connected to, and available in, the GS1 Registry Platform.

What is the GS1 Registry Platform?
The purpose of the GS1 Registry Platform is to serve as a centralized global repository for basic product data allowing subscribers to search and view product data to ultimately increase both transparency and to improve accuracy of product information worldwide. The GS1 Registry Platform is the information backbone for the Verified by GS1 program.[1] Your GTINs can now be shared with the GS1 Registry Platform.

At this time, the GS1 Registry Platform includes product data from companies within eight GS1 Member Organizations: Belgium, Brazil, France, Germany, India, Mexico, Netherlands, and The United States. Additional Member Organizations representing other countries are expected to be added to the GS1 Registry Platform in 2020.

New Features in Data Hub 4.7:

- **View/Use Subscribers: Search Products that Meet "Verified by GS1" Requirements**
Through your GS1 US Data Hub | Product - View/Use subscription, you can now search for a specific GTIN to determine if it has been authenticated using the Verified by GS1 capability. To learn more about the Verified by GS1 program and availability, visit: **https://www.gs1us.org/verify**

- **Create/Manage Subscribers (Brand Owners): Apply Languages to the Product**
As you create your GTINs, you will see new "Language" fields for "Brand Name" and "Product Description." In addition, two new fields, "Brand Name 2" and "Product Description 2," can be assigned in a second language, if you are targeting this product to a global region.

1 – Verified by GS1 indicates that GS1 has performed a limited automated logical check to confirm that the product identifier (GTIN) is properly constructed, and the GTIN is associated with a licensed prefix as recorded in the GS1 Registry Platform, as well as a set of select brand attributes is present for each GTIN.

GS1 US has not verified the accuracy of the select brand attributes. "Verified by GS1" does not provide a guarantee by GS1 US that the product data is current, complete, or accurate.

You acknowledge that your use of this data is at your own risk and GS1 US will not be responsible for any liability arising from your use of the data, even if it has a "Verified by GS1" seal associated with it.

Frequently Asked Questions

GS1 US Data Hub | Product – Create/Manage Subscribers (Brand Owners)

Q. Is my product data being shared with the GS1 Registry Platform?
A. Yes, by default, "In Use" product data saved in GS1 US Data Hub is being shared with the GS1 Registry Platform. However, companies can also opt-out from sharing their product data. To do this, the General User Administrator and/or Product Administrator can visit the "Administrator/Product – General Settings" page and uncheck the box for "Share data with the GS1 Registry Platform." All of the company's product records will be removed from the GS1 Registry Platform. At this time, only consumer trade items ("Each") are being shared on the GS1 Registry Platform. Higher packaging levels (inner pack, case, pallet, etc.) are NOT currently being shared.

Q. Who will see my data on the GS1 Registry Platform?
A. As of October 28th 2019, product data may be visible to recipients, solution providers, and any GS1 Member by accessing their respective Member Organization's activate-grade solution/platform (like GS1 US Data Hub), specifically through a View/Use subscription offering.

Q. I am a small brand owner who sells products locally. Will these changes affect how I enter data in GS1 US Data Hub?
A. No, you can continue adding product data and generating barcode images just as you have before. These changes simply mean that your product data will be part of a global database, making brand owners' product information visible and searchable by potential customers and partners across global target markets. The good news is that by sharing your company data to the GS1 Registry Platform, your company is prepared when your business grows and you're ready to branch out to other retailers and global markets.

Q. Our Company publishes products to the GDSN via a data pool. Is the GS1 Global Registry (for GDSN) the same as the GS1 Registry Platform?
A. The **GS1 Global Registry** is a central directory that is used by the Global Data Synchronization Network™ (GDSN®), which supports the sharing of product data between brand owners and retailers or other data recipients. The GDSN is used by certified data pools around the world and enables data synchronization by ensuring all parties use the same standard set of messages, validation rules, and processes.
The **GS1 Registry Platform** supports this data-sharing by serving as the repository of products that have been verified to have a valid GTIN structure, Company Prefix, and check digit. What's more, the GS1 Registry Platform will ensure that a GTIN hasn't been duplicated. These actions are performed via the Verified by GS1 capability.
GS1 US Members enter or import their product data into GS1 US Data Hub, and "In Use" products are now shared by default from GS1 US Data Hub with the GS1 Registry Platform.

Q. Why would I want my product data to be shared to the GS1 Registry platform?
A. Members who share product data with the GS1 Registry Platform are getting global visibility for their products, and also providing assurances to multinational retailers, solution providers, and other GS1 Members that their product data includes GTINs that are properly constructed and associated with their GS1 Company Prefix.

Q. How can I have my company's data checked by Verified by GS1?
A. Any products that are "In Use" in Data Hub are automatically checked as part of the Verified by GS1 process.

Other GS1 US Members may wish to import their product data into GS1 US Data Hub as part of the Verified by GS1 program. At this time, GS1 US is implementing Verified by GS1 in a staged approach, due to the enormous number of product records being managed by GS1 US Data Hub. Major brand owners in the retail grocery industry are being invited to join the program through the end of 2019. An announcement will be made in 2020 when Verified by GS1 is made widely available to all GS1 US Members. In the meantime, here are some steps you can take to prepare for Verified by GS1:
- Upload your products with complete and accurate data (GTIN + 6 attributes listed below) into GS1 US Data Hub.
    - Brand Name
    - Product Description
    - Product Image URL
    - Global Product Classification (GPC)
    - Net Content & Unit of Measure (UoM)
    - Country of Sale Code (Target Market)
- Ensure updates are shared with your data pool and/or catalog partners
- Create and manage GTINs in GS1 US Data Hub with basic product attributes.

For more information on Verified by GS1, please visit: https://www.gs1us.org/verify

Q. I use GS1 US Data Hub to create my GTINs. Aren't my GTINs verified already?
A. Yes, brand owners who use GS1 US Data Hub already have gained the advantages of a tool to ensure a valid GTIN structure, Company Prefix, and check digit. The Verified by GS1 program expands these validations to include additional product attributes and establishing a global registry of verified products.

Q. Why were language fields added to Product/Create and Product/Import?
A. As of October 28th 2019, all item level, "Each" product records with an "In Use" status in GS1 US Data Hub can be shared with the GS1 Registry Platform, so retailers and marketplaces can confirm your GTINs. Language options have been added to 'Brand Name' and 'Product Description' so brand owners can create products for global target markets. The addition of the language fields also supports brands that import their GTINs into Data Hub from other sources, like the GDSN.

Q. Why am I participating in Verified by GS1 when our records are already publishing from GDSN to the Global Registry?
A. Verified by GS1 is hosted on the GS1 Registry Platform, which is fundamentally different then the GS1 Global Registry. The GS1 Registry Platform is the GTIN registry for the Verified by GS1 capability. It only contains 7 attributes as outlined in the Verified by GS1 program. Access to the GS1 Registry Platform is only through the GS1 Member Organizations (MOs). The GS1 Global Registry is a central directory, connected by certified data pools, to keep track of GDSN connections. It serves as the "white pages" for these data pool connections. There are only 3 attributes that are shared to and from the GS1 Global Registry for GDSN.

Q. How can I keep my customer specific records from publishing?
A. You, the brand owner, have control over what GTINs to publish to Verified by GS1. Utilizing GS1 US Data Hub as your recipient of data, brand owners have the capability to publish their entire product catalogue or publish a finite set of GTINs. As always, please ensure you are reviewing the trading partner agreements when it comes to publishing which data sets to Verified by GS1.

Q: My retailer says they aren't seeing my GTINs in the GS1 Registry Platform. I thought the connection between the GRP and Data Hub was live – What's going on?

A: The connection between the GS1 Registry Platform (GRP) and Data Hub is live, and we have begun the process of uploading InUse GTINs to the GRP (with your permission, of course). As there are over 20 million GTINs in Data Hub that are eligible to be uploaded, the initial process may take several days to complete. Rest assured that any changes you've made to your GTINs (new InUse GTINs, changes to your GTIN data, or changes you've made in your sharing permissions) during this initial upload period WILL be shared with the GRP as soon as the initial process is complete. Once we get past the initial upload, your changes will flow up to the GRP automatically, just as they've always done in the Data Hub platform. We will post a notice on the Data Hub homepage to let you know that the initial upload is complete.

GS1 Data Hub | Product - View/Use Subscribers (Retailers)

Q. Why am I seeing a "Search GS1 Registry Platform" tab on my Data Hub | Product Search Screen?

A. GS1 US Data Hub | Product - View/Use Subscribers can now search for GTINs that have been shared with the GS1 Registry Platform. This is represented by a new tab: "Search GS1 Registry Platform". When you click on this tab, you can enter a GTIN to search for that product on the GS1 Registry Platform. As of October 28th, 2019, the GS1 Registry Platform includes products from eight countries: Belgium, Brazil, France, Germany, India, Mexico, Netherlands, and The United States. More countries are expected to be added in 2020.

Q. I'm a retailer looking to verify a certain brand's product information. Can I use the "Search GS1 Registry Platform" tab?

A. Yes, if you have a valid GS1 US Data Hub | Product - View/Use subscription, you will have access to this tab. You will need the product's GTIN to search for the product data. You can also use the "Search Shared Products" tab to search for more detailed product data that is housed locally in Data Hub | Product.

Q. I'm a retailer looking for a product with specific attributes to be able to sell on my eCommerce site effectively. Can I use the "Search GS1 Registry Platform" tab?

A. No. At this time, the "Search GS1 Registry Platform" tab enables you to search by the GTIN only. Over time, we will work with the GS1 Global Office to continue to enhance the search capabilities of the GS1 Registry Platform.