Global Product Classification (GPC) Overview

Mike Mowad, GS1 Global Office
What is GPC?

• A system that gives buyers and sellers a common language for grouping (or categorising) products in the same way, everywhere in the world

• Improves the GDSN data accuracy and integrity, speeds up the supply chain's ability to react to consumer needs, and contributes to breaking down language barriers.

• Since 2007, GPC adoption has grown in coverage and in implementation (in parallel with the use of GTINs) in GDS
GPC – Part of the GS1 System of Standards

**Identify**
GS1 Identification Numbers
Companies, Products, Locations, Logistics, Assets and Services

**Capture**
GS1 Data Carriers
Barcodes and EPC-enabled RFID

**Share**
GS1 Data Exchange
Classification, Master Data, Transactional Data and Physical Event Data

The Global Language of Business
How does GPC Work?

• GPC is a rules-based, four-tier classification system for grouping products

• The four tiers are Segment, Family, Class, and Brick (with attributes and attribute values)

• A Brick identifies a category incorporating products (Global Trade Item Numbers - GTINs) that serve a common purpose, are of a similar form and material, and share the same set of category attributes
GPC History /Milestones

- **1999**: Voluntary Inter-industry Commerce Solutions (VICS) Board authorises Product Classification Standards (spearheaded by GS1 Canada)
- **2000**: 1st Segment developed: Food & Beverage
- **2001**: EAN /UCC accepts governance role for GPC
- **2002**: AC Nielsen appointed to manage GPC
- **2007**: GS1 France appointed to manage GPC
- **2008**: Expansion of Meat & Poultry classification working with the United Nations Economic Commission for Europe (UNECE)
- **2009**: GS1 Healthcare approved the addition of two bricks, Medical Devices and Drugs, for GDSN
- **2010**: GS1 GO takes over management and retains GS1 France for support and publication
- **2013**: Expansion to the Horticultural sector
- **2016**: Expansion to Crops/Farming Products to support GS1’s sustainability efforts
- **2017**: GS1 GO takes over support and publication (**cost savings of $100,000**)
GPC Development and Maintenance

- GPC standards are developed by the community through the GPC SMG, consistent with the Global Standards Management Process (GSMP).
GPC Releases

• GPC uses a “Consolidated Release” strategy to publish twice per year, (every June and December)

• Approximately 5 months after a new GPC is published it is incorporated into the latest GDS release
GPC deployment into GDS

<table>
<thead>
<tr>
<th>Month</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>GPC Dec 2016 Deployed into GDSN</td>
<td>GPC Jun 2017 Deployed into GDSN</td>
<td>GPC Dec 2018 Deployed into GDSN</td>
<td>GPC Jun 2019 Deployed into GDSN</td>
</tr>
<tr>
<td>GPC Dec 2017 Deployed into GDSN</td>
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<td>GPC Dec 2018 Deployed into GDSN</td>
<td>GPC Jun 2019 Deployed into GDSN</td>
</tr>
</tbody>
</table>

GPC Dec 2016 Deployed into GDSN
GPC Jun 2017 Deployed into GDSN
GPC Dec 2017 Deployed into GDSN
GPC Jun 2018 Deployed into GDSN
GPC Dec 2018 Deployed into GDSN
GPC Jun 2019 Deployed into GDSN
The use of GPC is increasing, with our brick count now over 3,700 along with over 25 million GTIN alignments to GPC brick codes in GDSN.
GPC Brick Adoption by Target Market (Top 20)
GPC Brick Adoption By Segment (Top 10)
GPC Brick Adoption By Segment (Complete)
The temporary “99999999” brick code is used for products that have not yet been classified within GPC. As the GPC system has expanded and improved, the use of the temporary brick code has decreased.
Individual WR’s have varying levels of effort (total changes).

- Addition of a new Segment: Horticulture
- Complete reclassification of all Baby Care related bricks
- Addition of a new Segment: Crops
# GPC Updates/Maintenance

<table>
<thead>
<tr>
<th>Publication</th>
<th>Classification Changes/Additions</th>
<th>WRs Delivered</th>
<th>New Bricks</th>
<th>Total Changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jun-2015</td>
<td>DIY Products, Seedlings, Toy Balls, Avocados, Diet Supplements, Books &amp; Periodicals, Computer Games, Bouquets, Sauce Paste Products, ATVs &amp; UTVs</td>
<td>10</td>
<td>32</td>
<td>364</td>
</tr>
<tr>
<td>Jun-2016</td>
<td>Fruits/Vegetables, Meat, Alcoholic Beverages, Condiments, Agriculture Products, Clothing.</td>
<td>43</td>
<td>10</td>
<td>3,421</td>
</tr>
<tr>
<td>Dec-2016</td>
<td>Fruits/Vegetables, Travel Cases, Books, Textiles, and Cosmetics – New “Crops” Segment</td>
<td>47</td>
<td>51</td>
<td>5,988</td>
</tr>
<tr>
<td>Jun-2017</td>
<td>Cosmetics, Photography, Hormonal Contraception, DIY Products, Crops</td>
<td>26</td>
<td>46</td>
<td>3,023</td>
</tr>
</tbody>
</table>
GPC is Published in Two Formats

GPC Schema (XML/XLS Schemas)

GPC Browser (includes translations)
GPC Translations

GPC is officially published in Oxford English and is translated to **25** other languages

<table>
<thead>
<tr>
<th>Arabic</th>
<th>French</th>
<th>Macedonian</th>
<th>Serbian</th>
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</thead>
<tbody>
<tr>
<td>Bulgarian</td>
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<td>Japanese</td>
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<tr>
<td>Finnish</td>
<td>Latvian</td>
<td>Romanian</td>
<td></td>
</tr>
</tbody>
</table>

* Languages in Orange are coming soon
Organisation for Economic Co-operation and Development (OECD) integrates GPC into their GlobalRecalls portal:

- Online tool that contains regularly updated information on consumer product recalls issued by jurisdictions around the world.
- The search features and multi-lingual capability uses GTIN and GPC to gather information on recalled products from jurisdictions in real-time.
GPC Implementations (Outside of GDSN)

The Cadastro Nacional De Produtos (CNP) integrates GPC into their Brazilian National Product Registration system.

- Allows users manufacturers to register the technical information of their products.
- GPC is fully integrated into the platform to support the search for products by classification.
• Washington State’s Legislature passed the Children’s Safe Products Act to limit the use of lead, cadmium, five flame-retardants, and six phthalates in children's products sold.

• All CSPA reporting is processed through the Department of Ecology’s online database. Manufacturers must report four pieces of information, one of them being the GPC “Brick” classification.
# Core Attribute in the GS1 Cloud

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Check</th>
<th>View</th>
<th>Explore</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. GTIN</td>
<td>⭐</td>
<td>⭐</td>
<td>⭐⭐</td>
</tr>
<tr>
<td>2. Brand</td>
<td></td>
<td>⭐</td>
<td>⭐⭐</td>
</tr>
<tr>
<td>3. Label Description</td>
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<td>⭐⭐⭐</td>
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<tr>
<td>4. Medium Resolution Image</td>
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<td>⭐⭐⭐</td>
</tr>
<tr>
<td>5. Target Market</td>
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<td>⭐⭐</td>
<td>⭐⭐⭐</td>
</tr>
<tr>
<td>6. Company Name</td>
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<td>⭐⭐⭐</td>
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<tr>
<td>7. Product Classification</td>
<td></td>
<td>⭐⭐</td>
<td>⭐⭐⭐</td>
</tr>
</tbody>
</table>

- ⭐ Required for service
- ⭐⭐ Service enhanced as a result

GPC

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The Global Language of Business
Contact Information

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