Implementation of the product image obligation in the German GDSN® target market

What you now need to know as a data pool provider

From 25 February 2023, the provision of images via the Global Data Synchronisation Network (GDSN®) will be mandatory in the German target market.

This affects all data suppliers who deliver new consumer units in the food and near-food product groups to retailers that are published after 1 February 2023. On the cut-off date, new validation rules will take effect to ensure this. A new data set without product image should therefore no longer be forwarded to the data recipients after that point. Since March 2021, data suppliers have already been informed of missing product images by a warning.

Objective of the validation rules: (FMCG + foodservice)
All **new GTINs** (1) of a GLN, regardless of whether for target-market publication or non-public and independent of the data pool, that do not contain a product image (2) but are within the scope of the image requirement (3) should no longer be forwarded as of the GDSN® February 2023 release. This means that recipient data pools are requested to no longer forward the Catalogue Item Notifications (CINs) to the recipients, but to send a Catalogue Item Confirmation (CIC REVIEW) to the data sender with a corresponding error message.

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1 How is a **new GTIN** defined?
A new GTIN refers to items that are published for the first time on 2 February 2023 or later and are therefore not part of the so called allowlist.
(See page 3 for explanation of the allowlist)

2 For **FMCG products**, the product image must be marked as PRODUCT_IMAGE in the GDSN®.
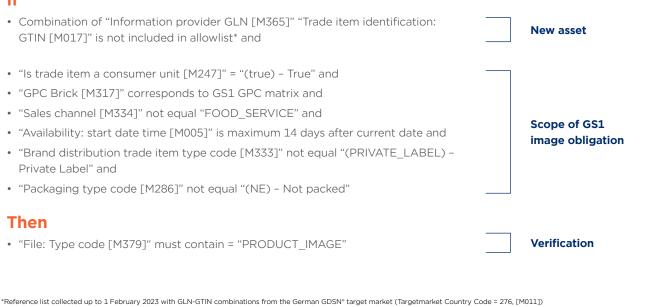
For **foodservice products**, the product image must be marked as PRODUCT_IMAGE or AMBIENCE_MOOD_IMAGE in the GDSN®.

3 How is the **scope of the image obligation** defined?
Scope:

- Consumer units
- Food/near-food items (corresponding to GS1 GPC Matrix)
- Availability start date 14 days after current date
- No own-brand mark/trademark
- Pre-packaged

GS1 FMCG image obligation rule (error)

If

- Combination of "Information provider GLN [M365]" "Trade item identification: GTIN [M017]" is not included in allowlist* and   **New asset**

- "Is trade item a consumer unit [M247]" = "(true) – True" and
- "GPC Brick [M317]" corresponds to GS1 GPC matrix and
- "Sales channel [M334]" not equal "FOOD_SERVICE" and
- "Availability: start date time [M005]" is maximum 14 days after current date and   **Scope of GS1 image obligation**
- "Brand distribution trade item type code [M333]" not equal "(PRIVATE_LABEL) – Private Label" and
- "Packaging type code [M286]" not equal "(NE) – Not packed"

Then

- "File: Type code [M379]" must contain = "PRODUCT_IMAGE"   **Verification**

*Reference list collected up to 1 February 2023 with GLN-GTIN combinations from the German GDSN® target market (Targetmarket Country Code = 276, [M011])

GS1 foodservice image obligation rule (error)

If

- Combination of "Information provider GLN [M365]" "Trade item identification: GTIN [M017]" is not included in allowlist* and   **New asset**

- "Is trade item a consumer unit [M247]" = "(true) – True" and
- "GPC Brick [M317]" corresponds to GS1 GPC Matrix and
- "Sales channel [M334]" equal "FOOD_SERVICE" and
- "Availability: start date time [M005]" is maximum 14 days after current date and   **Scope of GS1 image obligation**
- "Brand distribution trade item type code [M333]" not equal "(PRIVATE_LABEL) – Private Label" and
- "Packaging type code [M286]" not equal "(NE) – Not packed"

Then

- "File: Type code [M379]" must contain = "PRODUCT_IMAGE" or "AMBIENCE_MOOD_IMAGE"   **Verification**

*Reference list collected up to 1 February 2023 with GLN-GTIN combinations from the German GDSN® target market (Targetmarket Country Code = 276, [M011])

Allowlist

The term **allowlist** refers to a cut-off-date-related collection of all GLN/GTIN/(276) combinations available in the German GDSN® target market. The GTINs present in this allowlist – i.e. the already published or 'old' GTINs of consumer units – are exempt from the image obligation in combination with the respective GLNs.

Content:
GLN data supplier/GTIN all hierarchies/276/ GLN data pool

Format:
CSV file

Cut-off date:
all GTINS that have been published until 1 February 2023 (inclusive) for one or more recipients in the German target market (=276).

Provision of data pool to GS1:
by 5 February 2023 via email to gdsn@gs1.de (all GTINs published via the data pool for recipients in the German GDSN® target market)

Provision of GS1 master allowlist to data pools:
by 15 February 2023 via API

Retailers/industry have the option of requesting information as to whether one of their own GTINs is part of the allowlist or not via the responsible data pool.

Updates (in case of mergers & acquisitions):
data pool sends CSV file (old + new GLN/GTIN all hierarchies/276/GLN data pool) to gdsn@gs1.de on behalf of the supplier

What happens now?

1 Inform your customers about the changes immediately

2 Provide your input for the allowlist by 5 February 2023

3 Download the allowlist from 15 February 2023

4 Connect API (allowlist)

5 GS1 image obligation (error) with GDSN® release 25 February 2023

Would you like to know more about the background to the decision to make it mandatory to provide product images? We have put together all the relevant information for you *here*

Our team of experts is available to answer any ques-tions about the implementation of the validation rule Email: gdsn@gs1.de

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