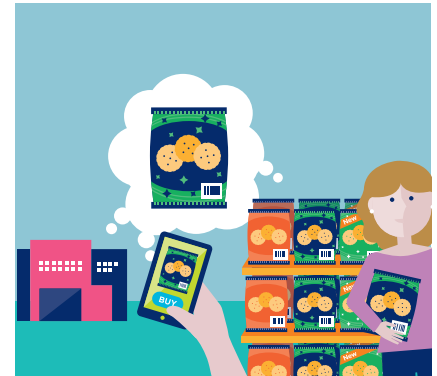Global Standards Management Process

Modernisation of GTIN management

Mission-specific working group
Call to Action

The future of retail is truly in the palm of every consumer's hand.

Online marketplaces and e-commerce sites have been disrupting the traditional retail business model and driving change for years. COVID-19, as well a growing consumer demand for simple, reliable and transparent product data, have greatly accelerated the pace of this transformation. As commerce becomes more complex, so does the need for consistent identification of products.

Industry is now driving an evolution of GS1 standards—striving to bring clarity to the rules around assignment and management of product identity. While this work has been initiated by the marketplace ecosystem, we expect that it will impact many sectors and stakeholders—both online and in traditional physical commerce channels—and encourage everyone to participate as we update and modernise GTIN management.

What business challenges are being addressed?

The explosive growth in online selling and product listings has led to an increased need for standardised data and clear definitions across channels. Marketplace ecosystem stakeholders have reported product identification challenges around product variations, online bundles, white label products and refurbished products. These challenges are faced not only by online sellers but are felt across all sectors that see the need for uniquely identifying products for sale.

Modernising GS1 standards for use in both physical and digital commerce will ensure that they will be understood, remain relevant—and are ultimately adopted broadly by industry.

The GSMP is a community-based forum for businesses facing similar problems to work together and develop standards-based solutions to address them. Active GSMP participants represent industries ranging from retail and consumer goods to fresh foods, healthcare, transport and logistics, government and more—a healthy mix of business and technical people from nearly 60 countries.

4-step consensus-driven process
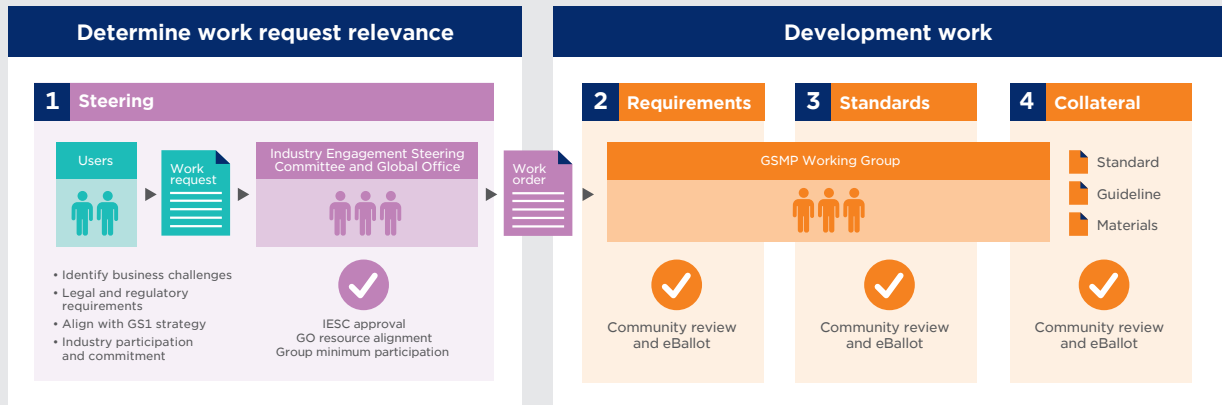
Working group objectives

The focus will be on making product identification simpler and more effective. The group will review, build, adapt and/or clarify standards to accommodate for situations that do not yet have consistent GS1 standards:

- Product variations
- Bundles
- White label
- Refurbished products

The GS1 General Specifications will be reviewed to incorporate nuances and roles that arise from new business practices. Clarification via a common definition of terms—and the application of standards in these areas—will have a positive impact on GTIN assignment and management.

The first standards publication is expected in June 2022.

Who should join the working group?

- **Marketplaces**
- **Online sellers**
- **Retailers and e-retailers**
- **Brand owners**
- **Marketplace integrators**
- **Other industries impacted by this work, e.g. solution providers, refurbishers, distributors 3PL, contract manufacturers, etc.—across multiple channels**

Required expertise:

- – Catalogue and product data
- – Data needs to support specific processes, e.g. verify, list/order, move/store and selling products digitally and physically
- – Product variations, online bundles, white label and refurbished products

What are the responsibilities?

- **Provide cross-functional expertise** into core business and data needs to support specific processes
- **Develop standards definitions** that are business-centric by bringing practical business acumen to the table
- **Provide insights** into customer and online seller behaviours
- **Work towards consensus** around a common approach
- **Drive adoption and use** of the new standard(s) within their own organisations

How will the working group operate?

This working group will follow the GS1 Global Standards Management Process:

- **Define business requirements**—collect input from the industry and GS1 Member Organisations (MOs)
- **Refine and develop rules**—experts draft relevant standards and present it to industry and MOs for approval
- **Develop and approve**—standards are approved by the standards development community, ratified by GS1 governance bodies and published

To learn more about how to participate in GSMP, visit: https://www.youtube.com/watch?v=JlAs3lu6Edg

Next Steps

- **Join the group by 19 Jan 2022!**
- **For more information and to join the group, visit:**
  https://www.gs1.org/standards/development-work-groups#ModernGTIN

Help or questions?

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