

Global Product Master Data (GPMD) Standards Maintenance Group (SMG) (1 of 3)

Project Lead: Bernard Faibella

Report Date: July 2026

Business purpose

This SMG will process all applicable work requests to maintain the GS1 Product Master Data standards. The primary focus is the GS1 standards used for product master data including: • Product Master Data Standards • GS1 Attributes, definitions, code lists, and guidance • GDSN solutions • GDSN Validation Rules • Global Data Model Standard • Attribute Definitions for Business. Additionally, the GPMD SMG also acts as a pool of experts for maintenance work efforts impacting Global Product Master Data and coordinates with associated Mission Specific work groups.

Stakeholders

SDL	Bernard Faibella
CE/Sol Liaison	Markus Mueller
SME	Elsa Braz, Maryam Mirza, Nadja Minich, Tasha Wiehe, Marc Gale
AG Liaison	N/A
Chairs	Scott Brown, Syndigo; Cornelia Willutzki, GS1 CH; Gina Tomassi, PepsiCo

Last 6 months

- Publish GDSN release 3.1.33 November 2025
- Publish GDSN release 3.1.35 May 2026
- Support publication of the GS1 European Union Deforestation
- Approved final set of attributes for beauty sector
- Reviewed new attributes requested by travel retail sector for tobacco, toys, office, jewellery and watches

Risks

- None

Next 6 months

- Support GDSN modernisation
- Support GDSN publication process improvements
- Review new attributes requested by travel retail sector for alcohol and optical

Risks

- None

Global Data Model (GDM) Global Sub Team Standards Maintenance Group (SMG) (2 of 3)

Project Lead: Tasha Wiehe

Report Date: July 2026

Business purpose

This sub-team will process all applicable work requests to maintain the GS1 Global Data Model standards:

- Global Data Model
- GDM Attribute Implementation Guide
- GDM Market Stages Guideline

This group operates as a sub team of the GDM SMG. It also serves as the GDM Global Maintenance group, per the GDM Governance Manual, and operates collaboratively with GDM Regional and Local Maintenance Teams. All WR activity is reported in the Global Product Master Data SMG.

Stakeholders

SDL:	Tasha Wiehe
CE/Sol Liaison	Markus Mueller
SME:	Marc Gale; Mark Van Eeghem
AG Liaison:	N/A
Chairs:	Armand Schins, Ahold; Christian Zaeske, METRO Group; Laurent Seroux, P&G

Last 90 Days

- Continue solution development for all development and modifications of the following standards:
 - Global Data Model
 - GDM Attribute Implementation Guideline
 - GDM Market Stages Guideline
- Continue GSMP development of all work requests related to GDM Local Layers

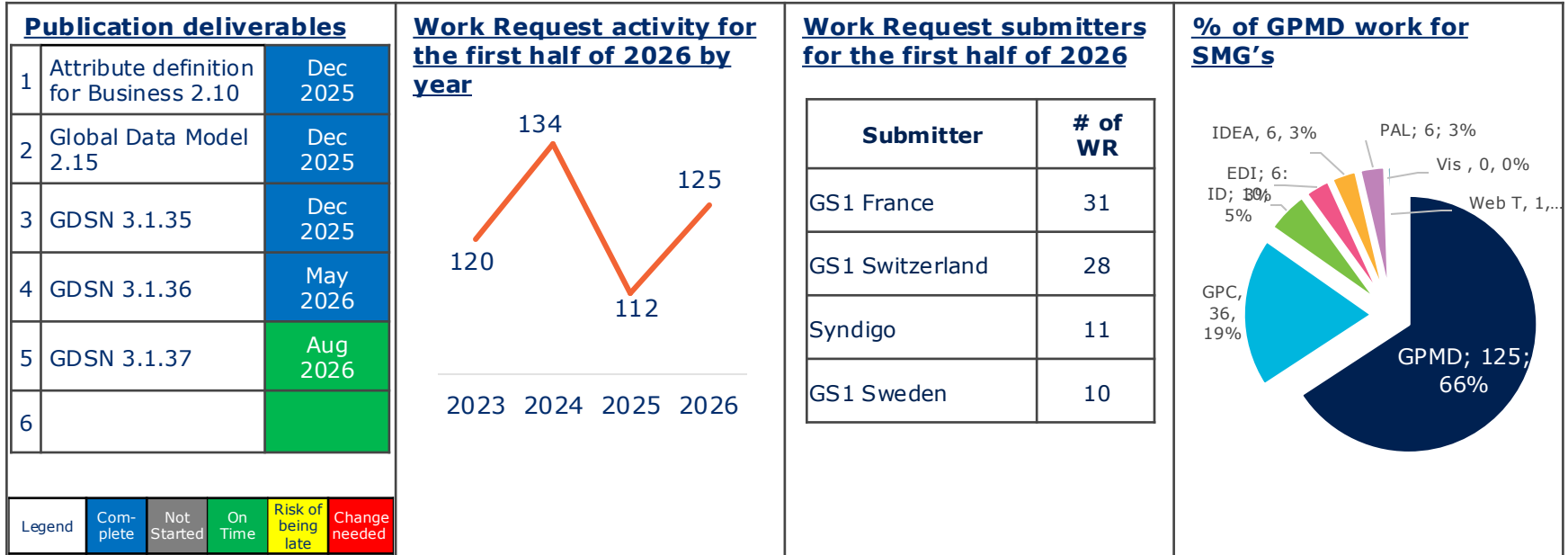
Next 90 days

- Modifications to global solutions as assessed and approved by GSM Global Data Model – Global Team

Risks

- None

Global Product Master Data (GPMD) Standards Maintenance Group (SMG) (3 of 3)



New risks (scope and resources) identified	No	Change request included	No
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