



# What it is

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**The GS1 Global Data Synchronisation Network (GS1 GDSN®) is the world's largest product data network.**

GS1 GDSN makes it possible for any company, in any market, to share high-quality product information seamlessly. Because companies of all sizes need the same thing—timely and reliable product information—to ultimately benefit consumers and patients.

Facts & figures:

- **Launched in 2004**
- **31 million products listed in 2019**
- **55 thousand companies using GS1 GDSN currently**



# How it works: the stakeholders

Any company that needs to send or receive product information can take advantage of GS1 GDSN by **subscribing to a data pool**.

Your data pool will enable you to **set up your product content and synchronise it with all your trading partners**, so you can plug in reliable data for all markets at one time.

Data pools are certified by GS1 and data in **GS1 GDSN follows GS1 standards**.

GS1 is the global organisation for product identification and product data.



# How it works: The GS1 Global Data Model

**Your product content in the GS1 GDSN network will follow the GS1 Global Data Model standard, helping to create a seamless shopping experience across every channel.**

**The GS1 Global Data Model defines a globally consistent set of foundational product attributes needed to list, store, move and sell your products.**

By simplifying and harmonising the exchange of product data around the world, the GS1 Global Data Model increases operational efficiency for brand owners and retailers and improves data accuracy and completeness for consumers.



**GS1  
Global  
Data  
Model**



# How it works: the data pools

## 44 certified data pools, active in 245 countries and territories

- 1WorldSync, Inc.\*
- GS1 Mexico
- FSEner (Syndigo)
- atrfy GmbH
- Edgenet (Syndigo)
- GS1 Sweden
- GS1 Spain (AECOC)
- National Product Catalogue
- AGENA3000 (Parangon)
- GS1 DAS
- GS1 Denmark
- GS1 Portugal
- EWAY
- GS1 Finland
- Central Data Bank
- GS1 Belgium
- Commport
- EQUADIS SA
- GS1 IT datapool
- LOGYCA
- Alkemics
- Attribytes
- ITradeNetwork
- GS1 UK
- GS1 China (ANCCNET)
- EDI/COMData
- Global Product Exchange
- Brandbank
- GHX WS3 datapool
- GS1 Croatia (GlobeCat)
- GS1 Hong Kong
- GS1 Association Greece
- CONTENTIS AG
- Global Halal Data Pool
- BC Services - b-synced
- GS1 Hungary
- GS1 Iceland
- @Gp
- Lomarch
- GS1 Turkey
- Vragenie
- Carrefour Group

Distribution of 31 million GTINs in GS1 GDSN



# How it works: the trading partners


**GS1 GDSN works via a network of interoperable data pools and the GS1 Global Registry® to exchange data from trading partners.**


- 1** Suppliers prepare internal data and systems to match GS1 standards (GTIN, GLN, etc.)
- 2** Suppliers upload their data to a GS1 GDSN-certified source data pool of their choice (in-house or third party).
- 3** The data pool sends basic information about each item (or party) to the GS1 Global Registry.  
The GS1 Global Registry holds this information and the location of each item's (or party's) data pool.
- 4** Data recipients subscribe to the supplier item(s) or party information in the GS1 Global Registry via their chosen GS1 GDSN-certified data pool.  
The GS1 Global Registry identifies the source data pool of the requested item(s) or party.
- 5** Using a synchronisation engine, trading partners perform the publication/subscription process.  
Thereafter, item (or party) information can be automatically and continuously synchronised between their respective data pools.


# What it brings to the industry


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## GS1 GDSN realises powerful benefits for your business:

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1 Share real-time product content with all trading partners simultaneously
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2 Decrease data management time and costs
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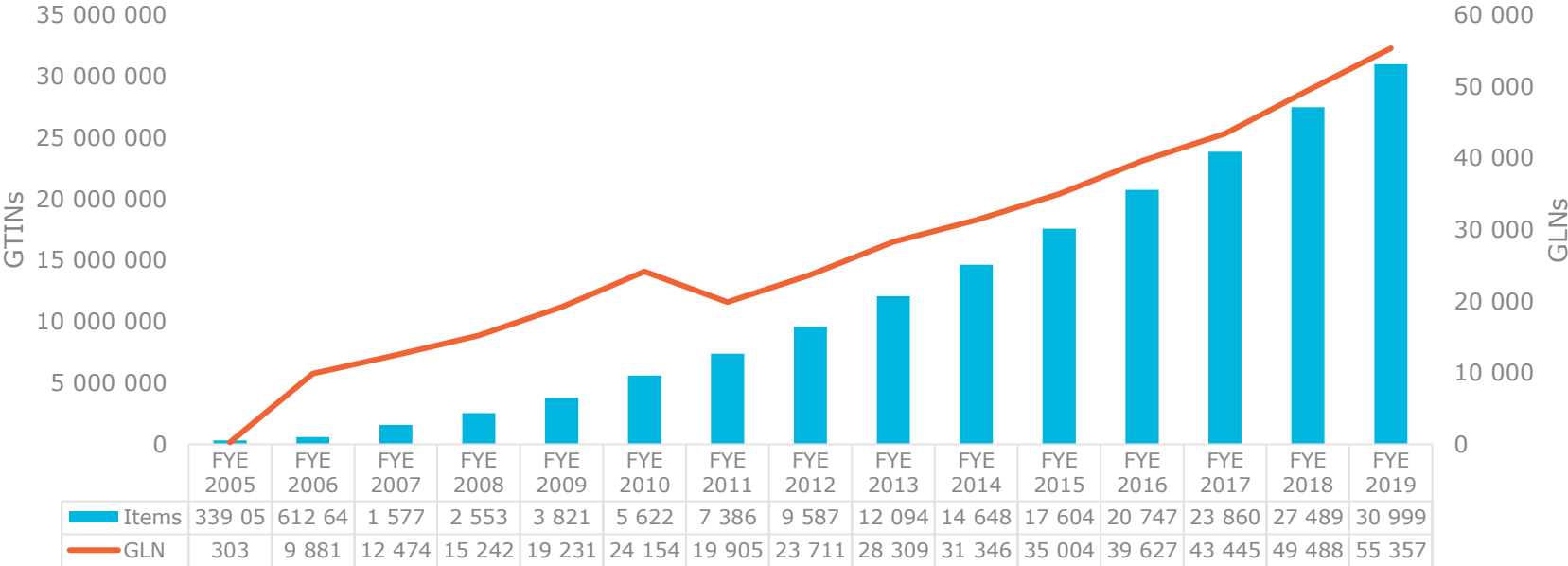
3 Eliminate manual processes and reduce errors, generating quality
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4 Bring new products to market quickly and easily
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5 Enable brand transparency to consumers and patients

# GS1 GDSN is in constant growth: +12% last year

GS1 GDSN Growth





# When product information is accessible and accurate, your business wins.

**The GS1 Global Data Synchronisation Network  
(GS1 GDSN)**



# Contact us about GS1 GDSN

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