



GS1 Trusted Data Services

Receive instant access to over 700,000 unique bar code records containing detailed product data for retail and healthcare products in Australia – *and keep it up to date through automatic updates!*



“Having access to such a vast amount of product data has saved us a significant effort and cost in trying to source and maintain the product data needed to power our application. It has increased our go to market velocity” Kate Cass - CEO of Scan2List

One of the key data sources for GS1 Trusted Data Services is GS1net, Australia and New Zealand’s data synchronisation service used by over 1,500 companies, and now operating for 14 years. Over 450,000 product records have been loaded onto GS1net by suppliers, and every time there are new products introduced, updated or deleted from the market place, suppliers will update this product information to ensure their trading partners have up-to-the-minute, accurate product master data.

Companies can now tap into this rich, aggregated database to meet their product data needs – and the benefits are instant! Companies can avoid the painful process of developing a data base from scratch whilst at the same time benefitting from dynamic updates that are very common in some sectors.

GS1 Trusted Data Services allows you to receive instant data files containing the product records you are interested in. You can choose...

- What product categories are included in your data files
- What product data attributes you want
- How often you receive updates
- The file format you receive (i.e. Excel, XML, etc).

A GS1 Bar code number, a standardised item description and a classification code are the building blocks for many B2B and B2C applications.

Some of the data attributes you can choose from include:

- Bar code Number (GTIN)
- Company Name
- Product Description
- Product Classification (GPC)
- Packaging Type
- Dimensions
- ARTG ID (for Health products)
- And many others

Many research organisations, government agencies, analytics companies, web and Smart Phone application developers and third party solution providers are already tapping into this great data source. Current users include the likes of AC Nielsen, Bas-X, VIP Retail, Worldsmart Technology, and Scan2List to mention only a few.



GS1 Australia is, on an ongoing basis, expanding the scope of GS1 Trusted Data Services to include additional sectors such as Hardware, Office Supplies, Consumer Electronics and many others. We are also increasing the breadth of data within existing sectors, for example additional nutritional, allergen declarations, and other compositional data within the food and beverage sector. As the data available increases so will the benefit to your company.

For more information and to set-up your custom data feed contact GS1 Australia on **1300 227 263** or email tds@gs1au.org



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JB_1169_0911

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