



The Global Language of Business

# Consumer Product Variant in GDSN Implementation Guide

*Release 1.0, Ratified, Jun 2018*

---

## Document Summary

Document Item	Current Value
Document Name	Consumer Product Variant in GDSN Implementation Guide
Document Date	Jun 2018
Document Version	1.0
Document Issue	
Document Status	Ratified
Document Description	

## Contributors

Function	First Name	Last Name	Company / organisation
<b>WG chair</b>	Gina	Tomassi	PepsiCo, Inc.
<b>WG chair</b>	Jeffrey	Cree	Ahold (USA)
<b>WG chair</b>	Steven	Robba	1WorldSync Holdings, Inc.
<b>WG member</b>	Mirva	Alatypö	GS1 Finland
<b>WG member</b>	Peter	Alvarez	GS1 Global Office
<b>WG member</b>	Dipan	Anarkat	GS1 Global Office
<b>WG member</b>	Mike	Anderson	Edgenet
<b>WG member</b>	Andrea	Ausili	GS1 Italy
<b>WG member</b>	Henri	Barthel	GS1 Global Office
<b>WG member</b>	Jennifer	Bauman	Campbell Soup Company
<b>WG member</b>	Vanessa	Benshoof	Best Buy Co., Inc.
<b>WG member</b>	Shreenidhi	Bharadwaj	Gladson Interactive
<b>WG member</b>	Chuck	Biss	GS1 Global Office
<b>WG member</b>	Marc	Blanchet	Viagenie
<b>WG member</b>	David	Buckley	GS1 Global Office
<b>WG member</b>	Greg	Buckley	PepsiCo, Inc.
<b>WG member</b>	Matthias	Bug	GS1 Germany
<b>WG member</b>	Randy	Burd	MultiAd Kwikiee
<b>WG member</b>	Biagio	Campisi	FSEnet
<b>WG member</b>	Emanuela	Casalini	GS1 Italy
<b>WG member</b>	Madalina	Cernat	GS1 Romania
<b>WG member</b>	Anthony	Chan	GS1 Hong Kong
<b>WG member</b>	Richard	Chresta	GS1 Switzerland
<b>WG member</b>	James	Chronowski	GS1 US
<b>WG member</b>	Daniel	Clark	GS1 Canada
<b>WG member</b>	Nicolas	Collignon	GS1 Belgium & Luxembourg

Function	First Name	Last Name	Company / organisation
WG member	Luiz	Costa	GS1 Brasil
WG member	Jay	Crowley	USDM
WG member	Kyle	Dalton	Unilever UK
WG member	Tim	Daly	GS1 Ireland
WG member	Owen	Dance	GS1 New Zealand
WG member	Dilip	Daswani	Qliktag Software (formally Zeebric LLC)
WG member	Kevin	Dean	GS1 Canada
WG member	Donna	Debenham	Mondelez International
WG member	Yolande	Diaz	Carrefour
WG member	Ferran	Domenech Fuste	GS1 Spain
WG member	Mike	Durning	Wakefern Food Corporation
WG member	Nordine	Eddaoudi	GS1 France
WG member	Bernard	Faibella	Nestlé
WG member	Katrina	Gao	GS1 China
WG member	Vanessa	Giulieri	GS1 Italy
WG member	Gorkem	Gokmenoglu	GS1 Turkey
WG member	David	Gonzalez	GS1 Mexico
WG member	Neil	Gray	GS1 UK
WG member	János	Gyuris	GS1 Hungary
WG member	David	Hackbarth	Procter & Gamble Co.
WG member	Gary	Hartley	GS1 New Zealand
WG member	Maik	Hoffmann	GS1 Germany
WG member	Jessica	Horst	The J.M. Smucker Company
WG member	Alan	Hylar	GS1 Global Office
WG member	Hideki	Ichihara	GS1 Japan
WG member	Maria Francesca	Imbrogno	GS1 Italy
WG member	Ewa	Iwicka	GS1 Global Office
WG member	Zsolt	Jacsó	Trade Connectors A/S
WG member	Peter	Johnson	Procter & Gamble Co.
WG member	Kathryn	Jones	Campbell Soup Company
WG member	Kenneth	Jørgensen	GS1 Denmark
WG member	Eric	Kauz	GS1 Global Office
WG member	Carolin	Kleffner	REWE Group
WG member	Werner	Kolb	Unilever N.V.
WG member	Cihan	Korucu	GS1 Turkey
WG member	Seán	Lightholder	Wal-Mart Stores, Inc.
WG member	Sean	Lockhead	GDSN Kato connector

Function	First Name	Last Name	Company / organisation
WG member	Frederic	Loriaux	Nestlé
WG member	Stan	Malinowski	Covidien
WG member	Roberto	Matsubayashi	GS1 Brasil
WG member	Sally	McKinley	GS1 US
WG member	Jeanette	McVeigh	GS1 Global Office
WG member	Riad	Mechtari	GS1 Algeria
WG member	Gena	Morgan	GS1 Global Office
WG member	Marcus	Moritz	GS1 Germany
WG member	Daniel	Mueller-Sauter	GS1 Switzerland
WG member	Krzysztof	Muszynski	GS1 Poland
WG member	Maju	Nair	GS1 New Zealand
WG member	Jorge Andrés	Nava Alanís	GS1 Mexico
WG member	Rebecca	Nichols	The J.M. Smucker Company
WG member	Joel	Oberdieck	Kwikee, A Division of MultiAd
WG member	Staffan	Olsson	GS1 Sweden
WG member	Victor	Ortiz	GS1 Mexico
WG member	Michel	Ottiker	GS1 Switzerland
WG member	Zeynep	Parlak	GS1 Turkey
WG member	Sanja	Penić	GS1 Croatia
WG member	Christian	Przybilla	GS1 Germany
WG member	Rich	Richardson	GS1 US
WG member	Patrice	Rigolle	GS1 France
WG member	Greg	Rowe	GS1 Global Office
WG member	Sue	Schmid	GS1 Australia
WG member	Lori	Schrop	The J.M. Smucker Company
WG member	Eugen	Sehorz	GS1 Austria
WG member	Elizabeth	Sertl	Coca-Cola Company (The)
WG member	Vanessa	Siqueira	GS1 Brasil
WG member	Bastien	Soutjis	GS1 France
WG member	Stacy	Stucker	Target Corporation
WG member	Yigitcan	Tayfun	GS1 Turkey
WG member	John	Terwilliger	Abbott Laboratories Inc.
WG member	Garry	Thaniel	GS1 Global Office
WG member	Xin	Tian	GS1 China
WG member	Tomas	Tluchor	GS1 Czech Republic
WG member	Elena	Tomanovich	GS1 Global Office
WG member	Ron	Trauthwein	Coca-Cola Company (The)
WG member	Mark	Van Eeghem	GS1 Global Office

Function	First Name	Last Name	Company / organisation
WG member	Krisztina	Vatai	GS1 Hungary
WG member	Olivier	Veys	Bonduelle
WG member	Ari	Vuorio	GS1 Finland
WG member	Matthias	Wiesmann	Google Switzerland GmbH
WG member	Stephan	Wijnker	GS1 Australia
WG member	Carrie	Wilkie	GS1 US
WG member	Jane	Wulff	GS1 Denmark
WG member	MJ	Wylie	Johnson & Johnson
WG member	Xiaoou	Xie	GS1 China
WG member	Shi	Yu	Beijing REN JU ZHI HUI Technology Co. Ltd.
WG member	Victor	Zhang	GS1 China
WG member	Tony	Zhang	FSEnet
WG member	Greg	Zwanziger	SUPERVALU

## Log of Changes

Release	Date of Change	Changed By	Summary of Change
1.0	Jun 2018	Greg Rowe / Eric Kauz	Initial publication based upon WR 17-000226

## Disclaimer

GS1<sup>®</sup>, under its IP Policy, seeks to avoid uncertainty regarding intellectual property claims by requiring the participants in the Work Group that developed this **GS1 Document Name GS1 Document Type** to agree to grant to GS1 members a royalty-free licence or a RAND licence to Necessary Claims, as that term is defined in the GS1 IP Policy. Furthermore, attention is drawn to the possibility that an implementation of one or more features of this Specification may be the subject of a patent or other intellectual property right that does not involve a Necessary Claim. Any such patent or other intellectual property right is not subject to the licencing obligations of GS1. Moreover, the agreement to grant licences provided under the GS1 IP Policy does not include IP rights and any claims of third parties who were not participants in the Work Group.

Accordingly, GS1 recommends that any organization developing an implementation designed to be in conformance with this Specification should determine whether there are any patents that may encompass a specific implementation that the organisation is developing in compliance with the Specification and whether a licence under a patent or other intellectual property right is needed. Such a determination of a need for licencing should be made in view of the details of the specific system designed by the organisation in consultation with their own patent counsel.

THIS DOCUMENT IS PROVIDED "AS IS" WITH NO WARRANTIES WHATSOEVER, INCLUDING ANY WARRANTY OF MERCHANTABILITY, NONINFRINGEMENT, FITNESS FOR PARTICULAR PURPOSE, OR ANY WARRANTY OTHERWISE ARISING OUT OF THIS SPECIFICATION. GS1 disclaims all liability for any damages arising from use or misuse of this Standard, whether special, indirect, consequential, or compensatory damages, and including liability for infringement of any intellectual property rights, relating to use of information in or reliance upon this document.

GS1 retains the right to make changes to this document at any time, without notice. GS1 makes no warranty for the use of this document and assumes no responsibility for any errors which may appear in the document, nor does it make a commitment to update the information contained herein.

GS1 and the GS1 logo are registered trademarks of GS1 AISBL.

# Table of Contents

- 1 Executive Summary ..... 7**
- 2 Introduction ..... 7**
  - 2.1 Purpose of this Document ..... 7
    - 2.1.1 Purpose ..... 7
- 3 Implementation Guidance for Transitional Consumer Product Variants Business Process Change ..... 7**
  - 3.1 CPV Related Attributes ..... 8
    - 3.1.1 Reason Codes & Definitions ..... 8
  - 3.2 Transitional CPV Use Case ..... 10
  - 3.3 Sample Data Per Reason Code ..... 12
    - 3.3.1 Transitional CPV for Minor Formulation Change ..... 12
    - 3.3.2 Transitional CPV for Reconfiguration of Consumer Pack ..... 13
    - 3.3.3 Transitional CPV for Additional Declared Net Content ..... 14
    - 3.3.4 Transitional CPV for Add Additional Language ..... 14
    - 3.3.5 Transitional CPV for Time Critical Promotion ..... 15
    - 3.3.6 Transitional CPV for Production in Different Location ..... 16
    - 3.3.7 Transitional CPV for Marketing Declaration Change ..... 17
    - 3.3.8 Transitional CPV for Vintage ..... 18
    - 3.3.9 Return to Primary ..... 19
- 4 Concurrent (To be delivered) ..... 21**
- 5 Glossary ..... 22**

## 1 Executive Summary

Today's Omni-channel consumers want a consistent experience, no matter how or where they shop. They also expect accurate and more detailed information about the things they buy online. What was a simple visit to a local store—searching and comparing products on the shelf in the “real” world—now typically includes a trip to a digital shelf, which often lacks the accurate product information needed for consumers to make informed purchasing decisions. At the same time, regulators are demanding that industry make product information transparent, robust and available.

## 2 Introduction

### 2.1 Purpose of this Document

#### 2.1.1 Purpose

Today's consumer wants a consistent experience, no matter how or where they shop. For industry, this means harmonizing product information on the physical and digital shelves.

To help meet the need for improved consumer-facing information industry came together to align around the facilitation of data exchange for Consumer Product Variant information through the Global Data Synchronisation Network (GDSN).

Consumer Product Variant identifies product variations that are considered insignificant to supply chain business processes, but that may be important to consumers. While these product changes and variations do not require a new GTIN, they are critical to harmonisation of the physical and digital shelf and full transparency.

Industry came together in a phased approach and defined Consumer Product Variant and associated attributes of Consumer Product Variant. The Consumer Product Variant is defined in the GS1 General Specification and associated attributes are defined in the Global Data Dictionary.

This Implementation Guide is aimed at providing guidance data exchange for Consumer Product Variant information through the Global Data Synchronisation Network (GDSN). While sharing Consumer Product Variant information is not specific to any one data exchange mechanism, GDSN is critical to a majority of GS1 constituents. Support of Consumer Product Variant in the Global Data Synchronisation Network is essential for those constituents.

"Examples of minor changes not requiring a GTIN change in this document are only for representation of the solution. When determining if a product change requires a GTIN change, brand owners should consult the GTIN Management Rules first."

## 3 Implementation Guidance for Transitional Consumer Product Variants Business Process Change

Consumer Product Variant identifies product variations that are considered insignificant to supply chain business processes, but that may be important to consumers. While these product changes and variations do not require a new GTIN, they are critical to harmonisation of the physical and digital shelf and full transparency.

Transitional Consumer Product Variants are CPVs that may exist simultaneously within the supply chain for a limited period and represent the transition of certain properties of the item to another, for example minor artwork changes that replace the artwork on the older item. It is assumed that Transitional Consumer Product Variants are serial in nature which is to say that in the network, there will only be a single instance of data sent for the item and the new variant will over-write the existing (although the recipient can keep multiple records).



**Note:** The [GTIN Management Rules](#) provide all guidance regarding when consumer product variants of a trade item can be created.

### 3.1 CPV Related Attributes

The following attributes are used to describe and manage a consumer product variant for a trade item.

- *consumerProductVariantDescription (productionVariantDescription)* – Best practice to populate.
- *consumerProductVariantStartEffectiveDateTime (productionVariantEffectiveDateTime)* – required to populate for all CPVs but not on the Primary version.
- *consumerProductVariantReasonCode* – Required when there is a CPV being sent.
- *consumerProductVariantIdentification* – Required when there is a CPV being sent.
- *consumerProductVariantEndEffectiveDateTime* – Optional, If you have a time bound promotion, you could use this on the current variant record , not the Primary Version

The following CPV attributes are not applicable to transitional CPVs and thus should not be sent:

- *consumerProductVariantDiscontinuedDateTime (productionVariantDiscontinuedDateTime)* - Not applicable to Transitional CPVs
- *consumerProductVariantCancelledDateTime (productionVariantCancelledDateTime)* - Not applicable to Transitional CPVs

#### 3.1.1 Reason Codes & Definitions

The following are reason codes for the creation of a consumer product variant. These codes are passed in the *consumerProductVariantReasonCode* attribute.

Scenario	Definition and Example
ADD_ADDITIONAL_LANGUAGE	Used to identify the addition of one or more languages to the product's primary language.
REMOVE_ADDITIONAL_LANGUAGE	Used to identify the removal of one or more languages from the product's primary language.
ADDITIONAL_DECLARED_NET_CONTENT_UOM	Used to identify an additional net content to provide an additional expression of the same net content.
MARKETING_DECLARATIONS	Used to identify a marketing declaration such as "Improved Scent" and "Lasts 2x longer"... which are designed to impact consumer decisions.
MINOR_ARTWORK_CHANGES	Used to identify an artwork change to the package artwork to promote or market the product.
MINOR_FORMULATION_CHANGE	Used to identify a small change of formulation (example: a change to a type of oil that does not impact allergen claims...but may impact consumer decisions or online information).
PACKAGING_WITH_MINOR_IMPACT	Used to identify a change to the dimensions (H W D) of a product that is less than 20%. Changing packaging dimensions less than 20% may still have an impact on consumer decision in certain product categories.
PRIMARY_VERSION	Status on a CPV to notify recipient that a CPV is no longer active and that a





	previous CPV should now be used to provide information on a product.
PRODUCED_IN_DIFFERENT_LOCATIONS	Used to identify when a country of origin must be distinguished and declared, but a new GTIN is not required (apparel), CPV allows for that sharing. Likely to impact consumer decisions in many product categories.
PRODUCT_NAME_AND_DESCRIPTION	Used to identify a change in name or description of a product (example: from "Spicy" potato chips to "Bold and Spicy"). Such a change may impact consumer decisions or online information.
RECONFIGURATION_OF_CONSUMER_PACK	Used to identify a change in the configuration of a package, for example from a "sports top" to a twist off cap. This could impact consumer decisions or online information.
REMOVAL_OF_ADDITIONAL_DECLARED_CONTENT_UOM	Used to identify the removal of an additional net content expression.
TIME_CRITICAL_PROMOTION	Used to identify a seasonal/time critical artwork/marketing declaration.
VINTAGE	Particularly used for high-volume/sell through wine who's quality/price is not distinguishable by vintage but that contains a year on the bottle (as this year may impact a consumer decision).

### 3.2 Transitional CPV Use Case

Use Case Name	Transitional CPV for Time Critical Promotion		
Use Case Description	The process of sending a Transitional Consumer Product Variant for any reason code.		
Actors (Goal)	Supplier, data pools, recipient (which could but not always the recipient ) & consumer		
Performance Goals	<p>Supplier - Give recipient differentiated information so they can get it front of the consumer. Keeping pace with the physical product flow.</p> <p>Recipient – display the most timely and most accurate attributes (image &amp; content)</p> <p>Consumer – consumer satisfaction of their purchase</p>		
Preconditions	Supplier has made decision to change the product		
Scenario	Step #	Actor	Activity Step
	1	Supplier	<p>Decide when to make changes to their master data</p> <p>Gather data elements that need to change based on CPV Reason Code. <b>Note: Link to Excel spreadsheet will be uploaded once we conclude this work and have a location to post the spreadsheet)</b></p> <p>Create CPV attribute(s) i.e. CPV identification, reason code, start date, consumer product variant description</p>
	2	Supplier	Decides when to send information, then send information in Catalogue Item Notification Message.
	3	Data Pool	Based on current publications, data pools distribute data (Source DP and Recipient DP)
	4	Recipient	<ul style="list-style-type: none"> <li>Receives trade item and realizes that the item is consumer product variant of previously received trade item.</li> <li>Identifies reason code(s) and attributes that were changed</li> <li>Initiates different work flows based on new information (i.e. webpage and EDI)</li> <li>Reviews current CPV before replacement</li> <li>May decide to store multiple versions</li> </ul>
	5	Consumer	Gains visibility to updated data.
Guidance	1	Both the recipient & supplier may want to show a transitional disclaimer about the product on the webpage.	

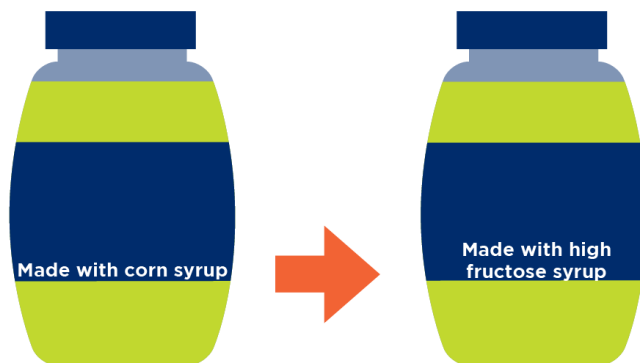
	2	A recipient may store multiple versions at same time.
	3	<p>For suppliers the best practice is to batch &amp; control their product variant information (it is then up to the recipient on when and if they want to update online info for the consumer once they receive the batched update).</p> <p>The supplier needs to decide when to convey a change that would be important to the consumer and when they want the recipient to pay attention to the change.</p>
	4	If the end effective date for a CPV is reached there should be a new CPV to replace it or the current CPV will be considered the current.
	5	There is no need to create a CPV when the physical item has not changed and you are changing data about an image.

### 3.3 Sample Data Per Reason Code

**Note:** It is assumed for transitional consumer product variants that the data related to the new CPV will replace the data in the previous version of the item. The only suggested additional data for sending the transitional CPV will be *productionVariantDescription*, *productionVariantEffectiveDateTime*, *consumerProductVariantReasonCode*, *consumerProductVariantIdentification*.

Please note, in the examples below we included data that was pertinent to the example. The expectation is that the supplier will be re-publishing the item with all attributes previously sent to the recipient that are still relevant to the trade item as well as any additional ones that are relevant to the specific CPV.

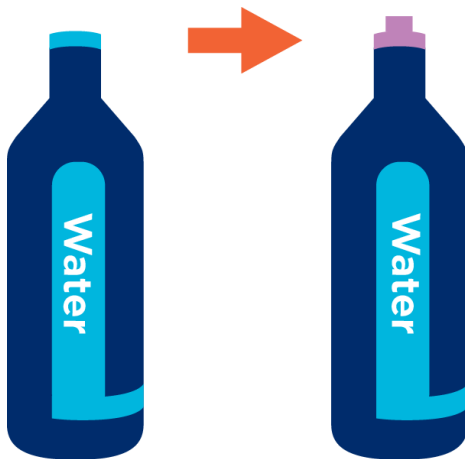
#### 3.3.1 Transitional CPV for Minor Formulation Change



A supplier is changing a baby food product's ingredients to replace corn syrup with high fructose syrup. Updated product to replace the earlier version with corn syrup.

Attribute	Trade Item v0	Trade Item V1
GTIN	12345678767172	12345678767172
isTradeItemAConsumerUnit	TRUE	TRUE
informationProvider	1234567890128	1234567890128
brandOwner	1234567890128	1234567890128
lastChangeDateTime	01/01/2014	30/01/2018
effectiveDateTime	01/01/2014	30/01/2018
publicationDateTime	01/01/2014	01/01/2014
manufacturerOfTradeItem	1234567890135	1234567890135
isTradeItemABaseUnit	TRUE	TRUE
gpcCategoryCode	10000575	10000575
tradeItemUnitDescriptor	BASE_UNIT_OR_EACH	BASE_UNIT_OR_EACH
referencedFileTypeCode	PRODUCT_LABEL_IMAGE	PRODUCT_LABEL_IMAGE
uniformResourceIdentifier	<a href="http://www.abc1.com/baby%20food/12345678767172">www.abc1.com/baby food /12345678767172</a>	<a href="http://www.abc1.com/baby%20food/12345678767172_123">www.abc1.com/baby food/12345678767172_123</a>
ingredientSequence	1	1
ingredientName	Wheat	Wheat
ingredientSequence	2	2
ingredientName	Palm Oil	Olive Oil
ingredientSequence	3	3
ingredientName	Water	Water
ingredientStatement	Squash, corn syrup, water	Squash, high fructose syrup, water
productionVariantDescription		Changed from corn syrup to high fructose syrup.
productionVariantEffectiveDateTime		22/02/2018
consumerProductVariantReasonCode		MINOR_FORMULATION_CHANGE
consumerProductVariantIdentification		123

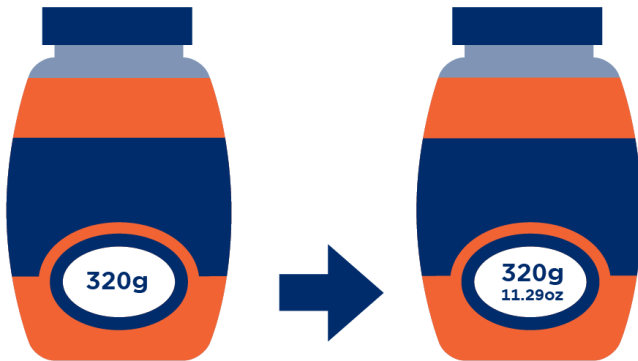
### 3.3.2 Transitional CPV for Reconfiguration of Consumer Pack



A supplier is changing a water product to replace the regular plastic cap with a sport cap. Minimal changes to the size of the packaging within the GTIN Management Rules. Updated product to replace the earlier version.

Attribute	Trade Item v0	Trade Item V1
GTIN	12345678767172	12345678767172
isTradeItemAConsumerUnit	TRUE	TRUE
informationProvider	1234567890128	1234567890128
brandOwner	1234567890128	1234567890128
lastChangeDateTime	01/01/2014	30/01/2018
effectiveDateTime	01/01/2014	30/01/2018
publicationDateTime	01/01/2014	01/01/2014
manufacturerOfTradeItem	1234567890135	1234567890135
isTradeItemABaseUnit	TRUE	TRUE
gpcCategoryCode	10000232	10000232
tradeItemUnitDescriptor	BASE_UNIT_OR_EACH	BASE_UNIT_OR_EACH
referencedFileTypeCode	PRODUCT_LABEL_IMAGE	PRODUCT_LABEL_IMAGE
uniformResourceIdentifier	www.abc1.com/drinkos/12345678767172	www.abc1.com/drinkos/12345678767172_126
depth	10 CMT	10 CMT
width	5 CMT	5 CMT
height	15 CMT	15.5 CMT
labelDescription	Water	Water with New Easy to Drink Sports Cap.
packagingDepth	10 CMT	10 CMT
packagingWidth	5 CMT	5 CMT
packagingHeight	15 CMT	15.5 CMT
tradeItemFeatureBenefit		Sport Cap
productionVariantDescription		Added New Sport Cap. Updated product image.
productionVariantEffectiveDate		21/02/2018
consumerProductVariantReasonCode		RECONFIGURATION_OF_CONSUMER_PACK
consumerProductVariantIdentification		126

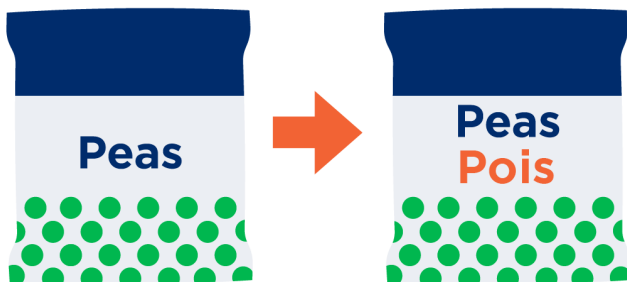
### 3.3.3 Transitional CPV for Additional Declared Net Content



A supplier is changing a beverage product to add an additional net content representing portions. Updated product to replace the earlier version.

Attribute	Trade Item v0	Trade Item V1
GTIN	12345678767172	12345678767172
isTradeItemAConsumerUnit	TRUE	TRUE
informationProvider	1234567890128	1234567890128
brandOwner	1234567890128	1234567890128
lastChangeDateTime	01/01/2014	30/01/2018
effectiveDateTime	01/01/2014	30/01/2018
publicationDateTime	01/01/2014	01/01/2014
manufacturerOfTradeItem	1234567890135	1234567890135
isTradeItemABaseUnit	TRUE	TRUE
gpcCategoryCode	10000264	10000264
tradeItemUnitDescriptor	BASE_UNIT_OR_EACH	BASE_UNIT_OR_EACH
referencedFileTypeCode	PRODUCT_LABEL_IMAGE	PRODUCT_LABEL_IMAGE
uniformResourceIdentifier	www.abc1.com/drinkos/12345678767172	www.abc1.com/drinkos/12345678767172_127
netContent	320 GRM	320 GRM
netContent (iteration 2)		11.29 ONZ
netContentStatement	Contains 320 grams	Contains 320 grams or 11.29oz
productionVariantDescription		Added additional net content and net content statement information for portions. Updated product image.
productionVariantEffectiveDate		08/02/2018
consumerProductVariantReasonCode		ADDITIONAL_DECLARED_NET_CONTENT_UOM
consumerProductVariantIdentification		127

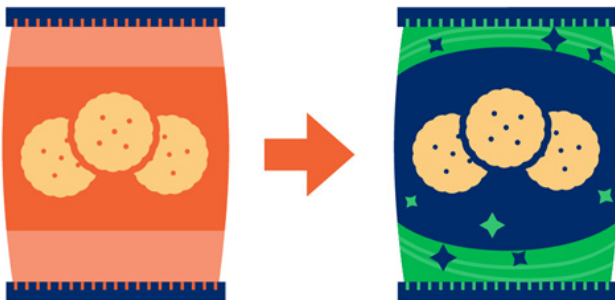
### 3.3.4 Transitional CPV for Add Additional Language



A supplier is changing a food product to add an additional language on the packaging for label description and allergen statement. Updated product to replace the earlier version.

Attribute	Trade Item v0	Trade Item V1
GTIN	12345678767172	12345678767172
isTradeItemAConsumerUnit	TRUE	TRUE
informationProvider	1234567890128	1234567890128
brandOwner	1234567890128	1234567890128
lastChangeDateTime	01/01/2014	30/01/2018
effectiveDateTime	01/01/2014	30/01/2018
publicationDateTime	01/01/2014	01/01/2014
manufacturerOfTradeItem	1234567890135	1234567890135
isTradeItemABaseUnit	TRUE	TRUE
gpcCategoryCode	10000270	10000270
tradeItemUnitDescriptor	BASE_UNIT_OR_EACH	BASE_UNIT_OR_EACH
referencedFileTypeCode	PRODUCT_LABEL_IMAGE	PRODUCT_LABEL_IMAGE
uniformResourceIdentifier	www.abc1.com/peas/12345678767172	www.abc1.com/peas/12345678767172_128
allergenStatement	Contains Citrus Products <en>	Contains Citrus Products <en>
allergenStatement (iteration 2)		Contient des Agrumes <fr>
labelDescription	Peas <en>	Peas <en>
labelDescription (iteration 2)		Pois <fr>
productionVariantDescription		Added French Language to Label Description and allergen statement. Updated product image.
productionVariantEffectiveDate Time		09/02/2018
consumerProductVariantReason Code		ADD_REMOVE_ADDITIONAL_LANGUAGE
consumerProductVariantIdentification		128

### 3.3.5 Transitional CPV for Time Critical Promotion



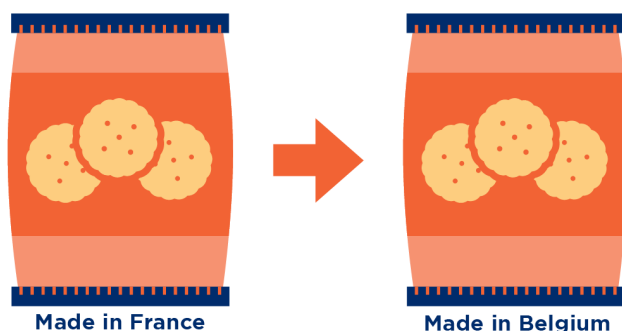
Supplier replaces existing trade item with a Christmas variety with stars and different package colour. There are no ingredient changes besides the replacement of stars and different colour package. As a result, the colour on the packaging changes as well as the addition of stars.

Attribute	Trade Item v0	Trade Item V1
GTIN	12345678768172	12345678787172
isTradeItemAConsumerUnit	TRUE	TRUE
informationProvider	1234567890128	1234567890128
brandOwner	1234567890128	1234567890128
lastChangeDateTime	01/01/2014	30/11/2018
effectiveDateTime	01/01/2014	30/11/2018
publicationDateTime	01/01/2014	01/01/2014
manufacturerOfTradeItem	1234567890135	1234567890135
isTradeItemABaseUnit	TRUE	TRUE
gpcCategoryCode	10000160	10000160
tradeItemUnitDescriptor	BASE_UNIT_OR_EACH	BASE_UNIT_OR_EACH

referencedFileTypeCode	PRODUCT_LABEL_IMAGE	PRODUCT_LABEL_IMAGE
uniformResourceIdentifier	www.abc1.com/crackers/12345678768172	www.abc1.com/crackers/12345678768172_129
labelDescription	Best crackers	Best crackers with stars and green and blue colour package. Limited edition.
targetOccasionOrTheme		Christmas Holiday
seasonParameterCode		CHRISTMAS
tradeItemMarketingMessage	A tasty cracker for the whole family.	A tasty cracker for the whole family now with Christmas stars and colours for your Holiday celebrations.
productionVariantDescription		Update of label Description, target Occasion, season and trade item marketing message for Christmas Season Promotion.
productionVariantEffectiveDateTime		30/11/2018
consumerProductVariantReasonCode		TIME_CRITICAL_PROMOTION
consumerProductVariantIdentification		129

- Note:** The supplier should republish the Primary Version CPV once the end effective date is reached on a promotional/seasonal CPV (a CPV with a reason code of promotion/seasonal).
- Note:** CPV end effective date should be used for promotional and seasonal CPVs only.
- Note:** If you go from 1 to 3 to 1 again, you can reuse the first CPV identifier. If you send 1 again it must be aligned to the CPV data in the original CPV (1). This is an issue for promotional.

### 3.3.6 Transitional CPV for Production in Different Location



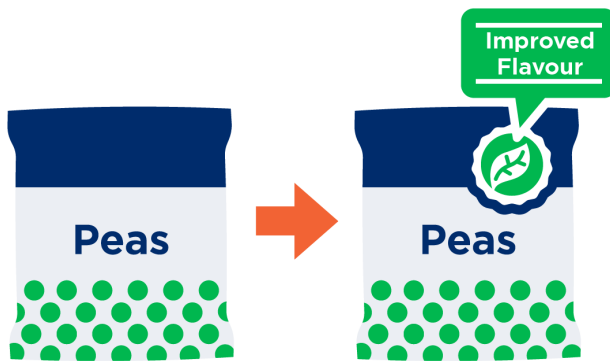
A supplier is changing the location where the product is being manufactured resulting in changes to the country of origin and country of origin statement. The new version replaces the earlier version.

Attribute	Trade Item v0	Trade Item V1
GTIN	12345678767172	12345678767172
isTradeItemAConsumerUnit	TRUE	TRUE
informationProvider	1234567890128	1234567890128
brandOwner	1234567890128	1234567890128
lastChangeDateTime	01/01/2014	30/01/2018
effectiveDateTime	01/01/2014	30/01/2018
publicationDateTime	01/01/2014	01/01/2014
isTradeItemABaseUnit	TRUE	TRUE
gpcCategoryCode	10000286	10000286
tradeItemUnitDescriptor	BASE_UNIT_OR_EACH	BASE_UNIT_OR_EACH



manufacturerOfTradeItem	1234567890135	1234567890135
referencedFileTypeCode	PRODUCT_LABEL_IMAGE	PRODUCT_LABEL_IMAGE
uniformResourceIdentifier	www.abc1.com/crackers/12345678767172	www.abc1.com/crackers/12345678767172_132
countryOfOrigin	250	724
countryOfOriginStatement	Made in France	Made in Belgium
productionVariantDescription		Changed country of origin to Belgium and manufacturer GLN. Updated product image.
productionVariantEffectiveDate		22/02/2018
consumerProductVariantReasonCode		PRODUCED_IN_DIFFERENT_LOCATIONS
consumerProductVariantIdentification		132

### 3.3.7 Transitional CPV for Marketing Declaration Change

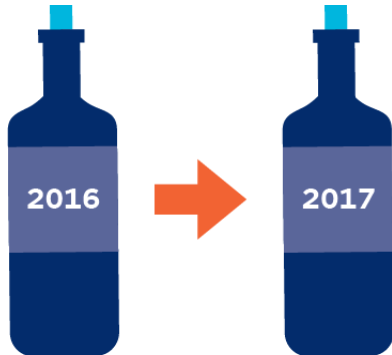


A supplier is changing the label and marketing message to highlight improved flavour. The new version replaces the earlier version.

Attribute	Trade Item v0	Trade Item V1
GTIN	12345678768172	12345678787172
isTradeItemAConsumerUnit	TRUE	TRUE
informationProvider	1234567890128	1234567890128
brandOwner	1234567890128	1234567890128
lastChangeDateTime	01/01/2014	30/11/2018
effectiveDateTime	01/01/2014	30/11/2018
publicationDateTime	01/01/2014	01/01/2014
manufacturerOfTradeItem	1234567890135	1234567890135
isTradeItemABaseUnit	TRUE	TRUE
gpcCategoryCode	10000286	10000286
tradeItemUnitDescriptor	BASE_UNIT_OR_EACH	BASE_UNIT_OR_EACH
referencedFileTypeCode	PRODUCT_LABEL_IMAGE	PRODUCT_LABEL_IMAGE
uniformResourceIdentifier	www.abc1.com/weatoes/12345678768172	www.abc1.com/weatoes/12345678768172_131
labelDescription	Green Peas	Green Peas. Now with improved flavour.
tradeItemMarketingMessage	A nutritious bio product that is healthy for the whole family.	A nutritious bio product that is healthy for the whole family now indicating they are certified bio.
productionVariantDescription		Update of label Description and trade item marketing message for improved flavour. Updated product image.
productionVariantEffectiveDate		30/11/2018
consumerProductVariantReasonCode		MARKETING_DECLARATIONS

consumerProductVariantIdentification		131
--------------------------------------	--	-----

### 3.3.8 Transitional CPV for Vintage



The supplier is updating the vintage of a trade item. No other changes are made to the item. The new vintage replaces the old vintage.

Attribute	Trade Item v0	Trade Item V1
GTIN	12345678767172	12345678767172
isTradeItemAConsumerUnit	TRUE	TRUE
informationProvider	1234567890128	1234567890128
brandOwner	1234567890128	1234567890128
lastChangeDateTime	01/01/2014	30/01/2018
effectiveDateTime	01/01/2014	30/01/2018
publicationDateTime	01/01/2014	01/01/2014
manufacturerOfTradeItem	1234567890135	1234567890135
isTradeItemABaseUnit	TRUE	TRUE
gpcCategoryCode	10000276	10000276
tradeItemUnitDescriptor	BASE_UNIT_OR_EACH	BASE_UNIT_OR_EACH
referencedFileTypeCode	PRODUCT_LABEL_IMAGE	PRODUCT_LABEL_IMAGE
uniformResourceIdentifier	www.abc1.com/12345678767172	www.abc1.com/12345678767172_130
vintage	2016	2017
productionVariantDescription		Update of vintage year. Updated product image.
productionVariantEffectiveDateTim e		14/03/2018
consumerProductVariantReasonCode		VINTAGE
consumerProductVariantIdentification		130

### 3.3.9 Return to Primary

#### Example 1

After creating a transitional consumer product variant for a trade item (v1), the supplier reverts to the original version of the trade item (before the variant) by creating a new CPV (v2). This example assumes that there are no other changes to from version 1 to version 2 besides reverting back to the original version data (v0).

Attribute	Trade Item v0
GTIN	12345678768179
isTradeltemAConsumerUnit	TRUE
informationProvider	1234567890128
brandOwner	1234567890128
lastChangeDateTime	01/01/2014
effectiveDateTime	01/01/2014
publicationDateTime	01/01/2014
manufacturerOfTradeltem	1234567890135
isTradeltemABaseUnit	TRUE
gpcCategoryCode	10000286
tradeltemUnitDescriptor	BASE_UNIT_OR_EACH
referencedFileTypeCode	PRODUCT_LABEL_IMAGE
uniformResourceIdentifier	<a href="http://www.abc1.com/weatoes/12345678768179">www.abc1.com/weatoes/12345678768179</a>
labelDescription	Sweetened Oat Cereal with Marshmallows
tradeltemMarketingMessage	A sweet and healthy cereal for the whole family

Attribute	Trade Item v1
GTIN	12345678768179
isTradeltemAConsumerUnit	TRUE
informationProvider	1234567890128
brandOwner	1234567890128
lastChangeDateTime	30/01/2018
effectiveDateTime	30/01/2018
publicationDateTime	01/01/2014
manufacturerOfTradeltem	1234567890135
isTradeltemABaseUnit	TRUE
gpcCategoryCode	10000286
tradeltemUnitDescriptor	BASE_UNIT_OR_EACH
referencedFileTypeCode	PRODUCT_LABEL_IMAGE
uniformResourceIdentifier	<a href="http://www.abc1.com/weatoes/12345678768179/129">www.abc1.com/weatoes/12345678768179/129</a>
labelDescription	Sweetened oat cereal now with Christmas elf shaped marshmallows. Limited edition.
tradeltemMarketingMessage	A sweet and healthy cereal for the whole family now with Christmas elf marshmallows for your Holiday celebrations.
seasonParameterCode	CHRISTMAS
targetOccasionOrTheme	Christmas Holiday
consumerProductVariantIdentification	129
consumerProductVariantReasonCode	TIME_CRITICAL_PROMOTION
productionVariantDescription	Update of labelDescription, targetOccasionOrTheme, seasonParameterCode and tradeltemMarketingMessage for Christmas Season promotion.
productionVariantEffectiveDateTime	30/11/2018

Attribute	Trade Item v2
GTIN	12345678768179
isTradeltemAConsumerUnit	TRUE
informationProvider	1234567890128
brandOwner	1234567890128
lastChangeDateTime	25/12/2018
effectiveDateTime	25/12/2018
publicationDateTime	01/01/2014
manufacturerOfTradeltem	1234567890135
isTradeltemABaseUnit	TRUE
gpcCategoryCode	10000286
tradeltemUnitDescriptor	BASE_UNIT_OR_EACH
referencedFileTypeCode	PRODUCT_LABEL_IMAGE
uniformResourceIdentifier	<a href="http://www.abc1.com/weatoes/12345678768179/130">www.abc1.com/weatoes/12345678768179/130</a>
labelDescription	Sweetened Oat Cereal with Marshmallows
tradeltemMarketingMessage	A sweet and healthy cereal for the whole family
consumerProductVariantIdentification	130
consumerProductVariantReasonCode	PRIMARY_VERSION
productionVariantDescription	Update of labelDescription and tradeltemMarketingMessage and removal of targetOccasionOrTheme, seasonParameterCode to return to non-holiday item.
productionVariantEffectiveDateTime	25/12/2018

## Example 2

A previous consumer product variant existed in the network. A new consumer product variant is created for the holiday season. After the holiday, the supplier reverts the data to match the previously shared consumer product variant, not the initial item. The assumption is that CPV 128 is now the primary.

**Note:** if reverting to a CPV that was never set as primary, that is a new CPV since the recipient may not have backed up a previous version.

Attribute	Trade Item v0	Attribute	Trade Item v1	Attribute	Trade Item v2
GTIN	12345678768179	GTIN	12345678768179	GTIN	12345678768179
isTradeltemAConsumerUnit	TRUE	isTradeltemAConsumerUnit	TRUE	isTradeltemAConsumerUnit	TRUE
informationProvider	1234567890128	informationProvider	1234567890128	informationProvider	1234567890128
brandOwner	1234567890128	brandOwner	1234567890128	brandOwner	1234567890128
lastChangeDateTime	01/01/2014	lastChangeDateTime	30/01/2018	lastChangeDateTime	25/12/2018
effectiveDateTime	01/01/2014	effectiveDateTime	30/01/2018	effectiveDateTime	25/12/2018
publicationDateTime	01/01/2014	publicationDateTime	01/01/2014	publicationDateTime	01/01/2014
manufacturerOfTradeltem	1234567890135	manufacturerOfTradeltem	1234567890135	manufacturerOfTradeltem	1234567890135
isTradeltemABaseUnit	TRUE	isTradeltemABaseUnit	TRUE	isTradeltemABaseUnit	TRUE
gpcCategoryCode	10000286	gpcCategoryCode	10000286	gpcCategoryCode	10000286
tradeltemUnitDescriptor	BASE_UNIT_OR_EACH	tradeltemUnitDescriptor	BASE_UNIT_OR_EACH	tradeltemUnitDescriptor	BASE_UNIT_OR_EACH
referencedFileTypeCode	PRODUCT_LABEL_IMAGE	referencedFileTypeCode	PRODUCT_LABEL_IMAGE	referencedFileTypeCode	PRODUCT_LABEL_IMAGE
uniformResourceIdentifier	<a href="http://www.abc1.com/weatoes/12345678768179/128">www.abc1.com/weatoes/12345678768179/128</a>	uniformResourceIdentifier	<a href="http://www.abc1.com/weatoes/12345678768179/129">www.abc1.com/weatoes/12345678768179/129</a>	uniformResourceIdentifier	<a href="http://www.abc1.com/weatoes/12345678768179/128">www.abc1.com/weatoes/12345678768179/128</a>
labelDescription	Sweetened oat cereal with marshmallows. Now with improved flavour.	labelDescription	Sweetened oat cereal now with Christmas elf shaped marshmallows. Limited edition.	labelDescription	Sweetened oat cereal with marshmallows. Now with improved flavour.
tradeltemMarketingMessage	A sweet and healthy cereal for the whole family now with improved flavour.	tradeltemMarketingMessage	A sweet and healthy cereal for the whole family now with Christmas elf marshmallows for your Holiday celebrations.	tradeltemMarketingMessage	A sweet and healthy cereal for the whole family now with improved flavour.
consumerProductVariantIdentification	128	seasonParameterCode	CHRISTMAS	consumerProductVariantIdentification	128
consumerProductVariantReasonCode	MARKETING_DECLARATIONS	targetOccasionOrTheme	Christmas Holiday	consumerProductVariantReasonCode	PRIMARY_VERSION
productionVariantDescription	Update of label Description and trade item marketing message for improved flavour.	consumerProductVariantIdentification	129	productionVariantDescription	Update of labelDescription and tradeltemMarketingMessage and removal of targetOccasionOrTheme, seasonParameterCode.
productionVariantEffectiveDateTime	30/01/2018	consumerProductVariantReasonCode	TIME_CRITICAL_PROMOTION	productionVariantEffectiveDateTime	25/12/2018
		productionVariantDescription	Update of labelDescription, targetOccasionOrTheme, seasonParameterCode and tradeltemMarketingMessage for Christmas Season promotion.		
		productionVariantEffectiveDateTime	30/11/2018		

## **4 Concurrent (To be delivered)**

## 5 Glossary

Term	Definition
Primary Version Consumer Product Variant	The primary version consumer product variant is the consumer product variant which contains the baseline information for the trade item and is deemed as the consumer product variant that will be reverted to if all other variants have expired.
Concurrent Consumer Product Variant	CPVs that can exist simultaneously in the supply chain. One example is different production facilities.
Consumer-facing Product Information	Consumer-facing product information is any information that is used by the end consumer to make decisions related to purchasing or use. In the scope of CPV, this is limited to information that would normally be found on the package or other means such as web site.
Transitional Consumer Product Variant	CPVs that may exist simultaneously within the supply chain for a limited period and represent the transition of certain properties of the item to another for example minor artwork changes that replace the artwork on the older item.
Consumer Product Variant	This element string may be used to distinguish one variant of a retail consumer trade item from another if the change does not require the allocation of a different Global Trade Item Number (per the GTIN Management Standard), but communication between trading partners is required to support consumers. The brand owner is responsible for assigning the consumer product variant.