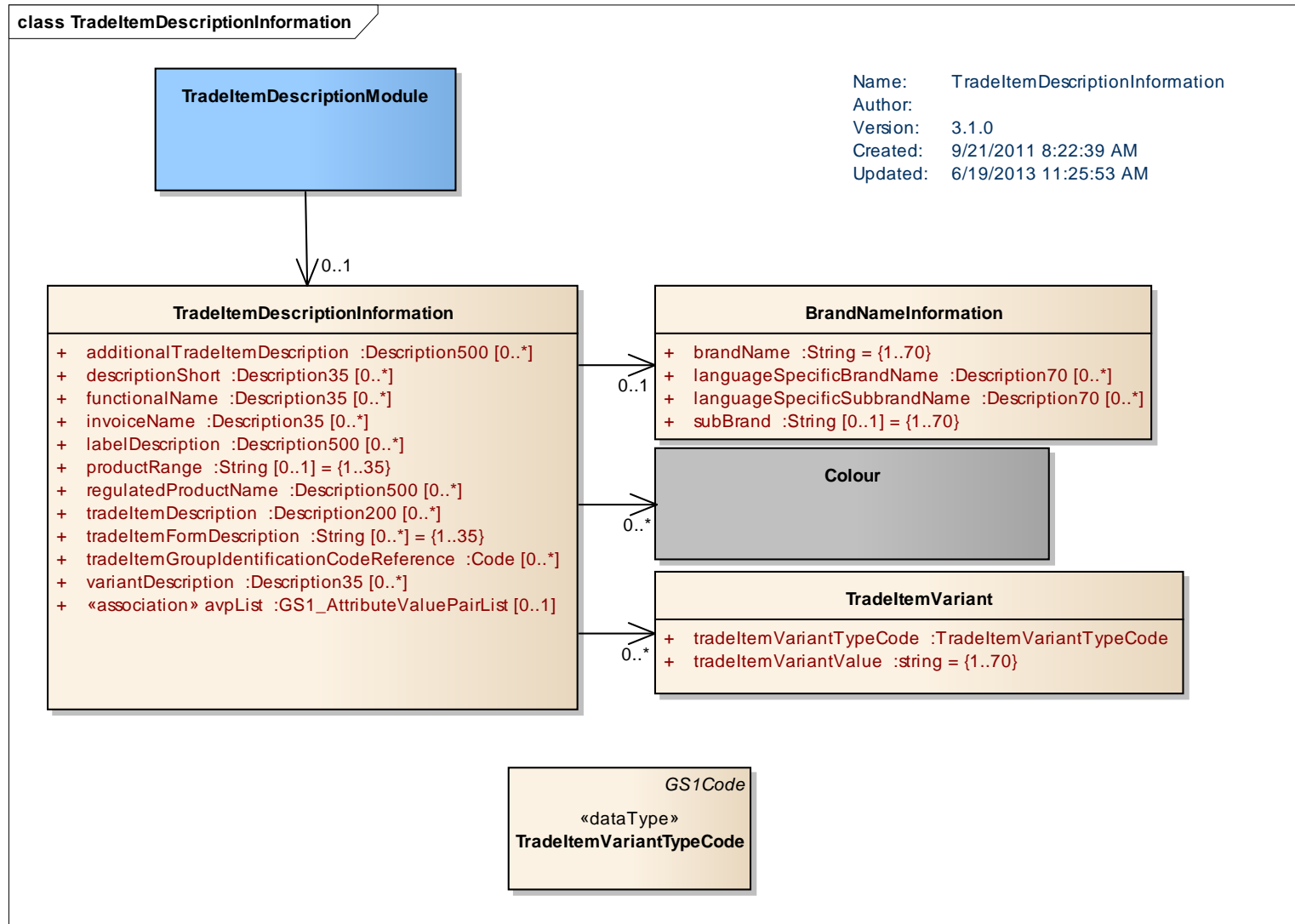


## 5.58. Trade Item Description Module





content	attribute / role	datatype /secondary class	multipli city	definition
TradeItemDescriptionModule				A module carrying general descriptions of the trade item including brand, form, variant.
Association		TradeItemDescriptionInformation	0..1	Description Information for the trade item.
TradeItemDescriptionInformation				Description Information for the trade item.
Association		BrandNameInformation	0..1	Information on brands and sub-brands for a trade item.
Association		Colour	0..*	Information specifying a colour in text and / or coded format.
Association		TradeItemVariant	0..*	Provides a code to identify the variant type and name of the product (e.g. Taste, Grape). Variants are the distinguishing characteristics that differentiate products with the same brand and size including such things as the particular flavor, fragrance, taste.
Association	avpList	GS1_AttributeValuePairList	0..1	Attribute value pair information.
Attribute	additionalTradeItemDescription	Description500	0..*	Additional variants necessary to communicate to the industry to help define the product. Multiple variants can be established for each GTIN. This is a repeatable field, e.g. Style, Colour, and Fragrance.
Attribute	descriptionShort	Description35	0..*	A free form short length description of the trade item that can be used to identify the trade item at point of sale.
Attribute	functionalName	Description35	0..*	Describes use of the product or service by the consumer. Should help clarify the product classification associated with the GTIN.
Attribute	invoiceName	Description35	0..*	Free form information provider assigned trade item description designed to match trade item/service description as noted on invoices.
Attribute	labelDescription	Description500	0..*	A literal reproduction of the text featured on a product's label in the same word-by-word order in which it appears on the front of the product's packaging. This may not necessarily match the GTIN description as loaded by the supplier into the GTIN description field in GDSN.
Attribute	productRange	string	0..1	A name, used by a BrandOwner, that span multiple consumer categories or uses. E.g. (Waist Watchers).



content	attribute / role	datatype /secondary class	multipl city	definition
Attribute	regulatedProductName	string	0..*	The prescribed, regulated or generic product name or denomination that describes the true nature of the food and is sufficiently precise to distinguish it from other foods according to country specific regulation.
Attribute	tradeItemDescription	Description200	0..*	<p>An understandable and useable description of a trade item using brand and other descriptors.</p> <p>This attribute is filled with as little abbreviation as possible while keeping to a reasonable length.</p> <p>This should be a meaningful description of the trade item with full spelling to facilitate message processing. Retailers can use this description as the base to fully understand the brand, flavour, scent etc. of the specific GTIN in order to accurately create a product description as needed for their internal systems.</p> <p>Examples:</p> <p>GS1 Brand Base Invisible Solid Deodorant AP Stick Spring Breeze</p> <p>GS1 Brand Laundry Detergent Liquid Compact Regular Instant Stain 1</p> <p>GS1 Brand Hair Colour Liquid Light to Medium Blonde.</p>
Attribute	tradeItemFormDescription	string	0..*	The physical form or shape of the product. Used, for example, in pharmaceutical industry to indicate the formulation of the trade item. Defines the form the trade item takes and is distinct from the form of the packaging.
Attribute	tradeItemGroupIdentificationCodeReference	Code	0..*	A code assigned by the supplier or manufacturer to logically group trade item independently from the Global trade item Classification.
Attribute	variantDescription	Description35	0..*	Free text field used to identify the variant of the product. Variants are the distinguishing characteristics that differentiate products with the same brand and size including such things as the particular flavor, fragrance, taste.
BrandNameInformation				Information on brands and sub-brands for a trade item.

content	attribute / role	datatype /secondary class	multipli city	definition
Attribute	brandName	string	1..1	The recognisable name used by a brand owner to uniquely identify a line of trade item or services. This is recognizable by the consumer.
Attribute	languageSpecificBrandName	Description70	0..*	The recognisable name used by a brand owner to uniquely identify a line of trade item or services expressed in a different language than the primary brand name (brandName).
Attribute	languageSpecificSub brandName	Description70	0..*	A second level of brand expressed in a different language than the primary sub-brand name (subBrand).
Attribute	subBrand	string	0..1	Second level of brand. Can be a trademark. It is the primary differentiating factor that a brand owner wants to communicate to the consumer or buyer. E.g. Yummy-Cola Classic. In this example Yummy-Cola is the brand and Classic is the subBrand.
TradeItemVariant				Provides a code to identify the variant type and name of the product (e.g. Taste, Grape). Variants are the distinguishing characteristics that differentiate products with the same brand and size including such things as the particular flavor, fragrance, taste.
Attribute	tradeItemVariantType Code	TradeItemVariantT ypeCode	1..1	Provides a code to identify the variant type of the product (e.g. Flavour).
Attribute	tradeItemVariantValu e	string	1..1	The variant value for a variant type (e.g. Grape).