



Migration from Germany's National Classification System towards GPC in FMCG

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BACKGROUND OF FMCG IN GERMANY

Since the 1970s, Germany had a well-established national classification system for FMCG which was maintained by GS1 Germany and used in master data exchange via data pool. Its limitations were; 4-digit-code (no space for new products), no attributes, and was in German language only.

WHAT WAS THE MOTIVATION TO EXPAND?

The user community aimed for solutions based on global standards and elimination of national solutions. Enhanced use of classification was expected as retailers have large master data projects. GS1 GPC was seen a solid solution to prepared for future developments and to fulfil most of Germany's market needs.

GS1 GERMANY SUPPORT ACTIVITIES

GS1 Germany undertook the following initiatives to support the GPC expansion:

- Full translation of GPC (including all Attributes & Definitions) to the German language
- Submission of +50 Work Requests, mainly in the food area (beverages, meat & sausages, dairy, bread, cheese, etc.)
- Creation of Mapping tools (Online & Excel) for full range of products
- Creation of a Starter kit (10 most important facts about GPC) and a GPC-Guide (translation of global document)
- Internal Training - GS1 Support & 1WorldSync Support
- Webinars & Trainings (external)
- Constant communication in GS1 Germany communication channels: "Are you ready for GPC?"

WHERE CAN I GET MORE INFORMATION ABOUT THIS PROJECT?

For more information please feel free to contact:

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