GS1 US Attribute Explorer™

Ken Traub
Carrie Wilkie
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Demand for Product Content now

<table>
<thead>
<tr>
<th>Consumers</th>
<th>Trading Partners</th>
<th>Regulators</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Make Informed Decisions</strong></td>
<td><strong>Buy, Fulfill, Sell</strong></td>
<td><strong>Protect Public Safety</strong></td>
</tr>
<tr>
<td>Product Features</td>
<td>Order to Cash</td>
<td>Nutrition Facts</td>
</tr>
<tr>
<td>Servings per Container</td>
<td>Weights &amp; Measures</td>
<td>Food Additive Claims</td>
</tr>
<tr>
<td>Ingredients</td>
<td>Product Features</td>
<td>Health Claims</td>
</tr>
<tr>
<td>Nutrition Facts</td>
<td>Images</td>
<td>Allergens</td>
</tr>
<tr>
<td>Allergens</td>
<td>Ingredients</td>
<td>Chemicals</td>
</tr>
<tr>
<td>Price</td>
<td>Marketing Copy</td>
<td>Country of Origin</td>
</tr>
<tr>
<td>Images</td>
<td>Sustainability Claims</td>
<td>Product Safety / Traceability</td>
</tr>
<tr>
<td>Etc.</td>
<td>Chemicals</td>
<td>Etc.</td>
</tr>
</tbody>
</table>
What is GS1 US Attribute Explorer™

A tool for end users
- Includes attributes defined by:
  - GDD
  - Attribute value pairs (AVPs) not yet fully incorporated into GDD
  - GS1 US Industry Initiatives
  - Demand side partner requirements
  - Regulatory mandates

Technology agnostic
- Intuitive, browser-based user interface lets users:
  - See a list of defined attributes
  - Search attributes by name or description
  - Find out what attributes are defined in what standards and guidelines
  - Identify the attributes defined or required for a given product category
  - See which attributes are required by which demand side partner / government and compare
GS1 US Attribute Explorer™

- Heading lists summary of what is being displayed
- Filters restrict data to smaller sets
- List can be changed to a matrix view by Category or by Recipient
- Attributes are colored orange
- Code Values are colored blue
- Click on the listing to get more information
Click for more information

- Definition
- Data Type
- Class name
- Usage information
- Category and Recipient requirements for this attribute
- List of attributes in the class
- Clicking on a Code List Value will show the other values in that code list
Next Steps

• Sign up for a free account to use GS1 US Attribute Explorer™

• GS1 US is looking at the feasibility of licensing the tool to other MOs for local use
  - Ability to customize categories and recipients
  - Ability to add additional languages
Carrie Wilkie
Vice President, Standards Management

GS1 US Corporate Headquarters
Princeton Pike Corporate Center
1009 Lenox Drive, Suite 202
Lawrenceville, NJ 08648 USA

T +1 609.620.8006
E cwilkie@gs1us.org

www.gs1us.org