



# GS1 Global Product Classification (GPC) in a nutshell

Classify products into global categories  
for the do-it-yourself, garden and & pet sector



*Versie 2.0, June 2024*



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Belgium & Luxembourg



Netherlands

GS1 Global Product Classification (GPC) in a nutshell

# 1 Global Product Classification

Global Product Classification (GPC) is a global classification system for classifying products into groups in a standardized way. Classification is organizing data by categorizing them based on similar and distinguishing characteristics. In this process, similarities are more important than differences.

With GPC, sellers and buyers can group products worldwide in an unambiguous way. GPC is the basis for data synchronization for GS1 data pools such as GS1 Data Source and My Product Manager.

GPC is an international standard and is part of the GS1 system. GPC contains clear and non-ambiguous definitions and is easy to adapt to companies' needs. There is regular international consultation with specialists from around the world on maintenance and extensions. Updates take place twice a year (May and November).

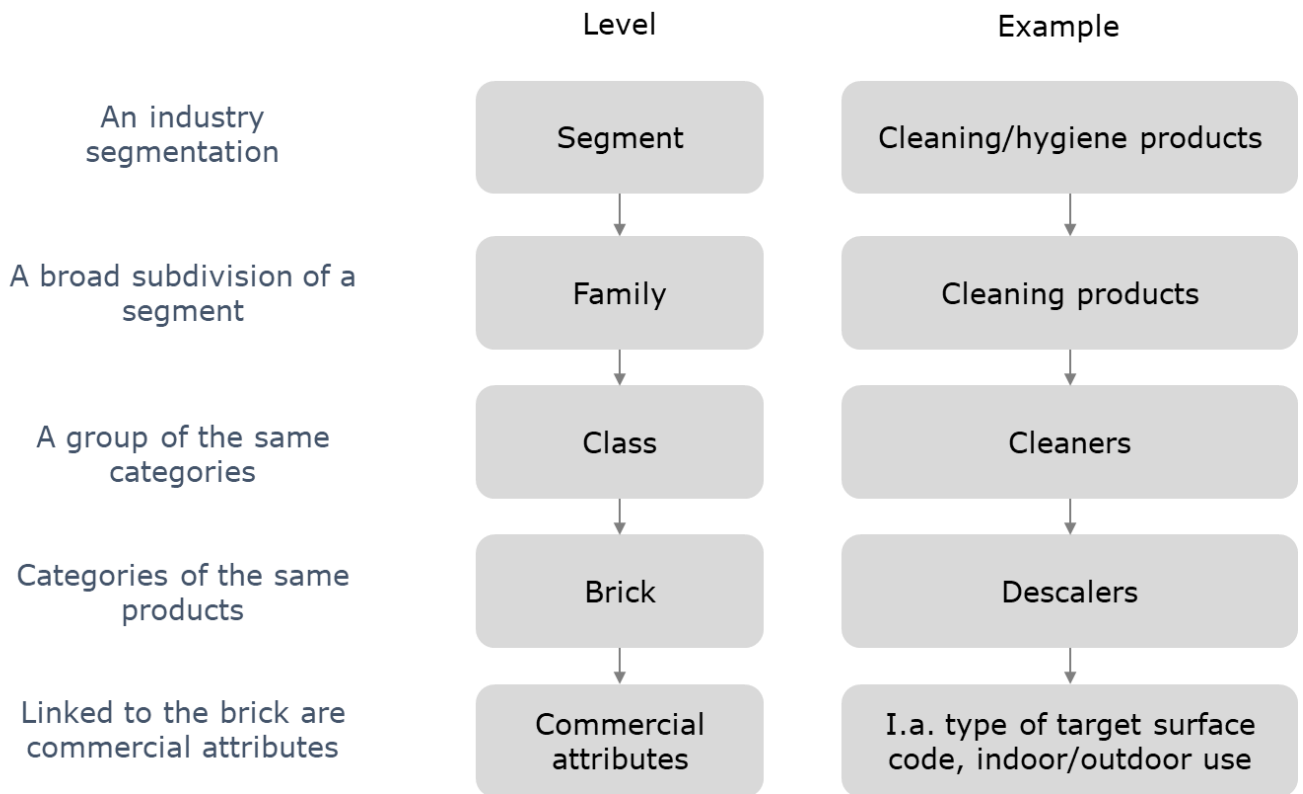
## 1.1 GPC benefits

The GPC offers several benefits:

- Better search results in web shops.
- It provides insight into sales statistics.
- One international common language for grouping products.
- Can be used for all products, for all sectors.
- Prevents interpretation differences in categories among manufacturers or suppliers.
- Improves the quality of shared product information via GS1 data pools.
- Helps to find the correct suppliers of a product group within GS1 data pools.
- Enables international uniform statistics.

## 2 Structure

The structure of GPC consists of a hierarchy of four layers (from high to low): 'segment', 'family', 'class', and 'brick'. The layers 'segment', 'family' and 'class' are only used to find the desired 'brick' and are not communicated through the GS1 data pool. Commercial attributes are linked with the brick.



### 2.1 Segment

A segment is the highest layer in the hierarchy. A segment can be composed of one or more "families" with the same characteristics. Currently, we know the following 44 segments (in alphabetical order):

- Arts/crafts/needlework
- Audio visual/photography
- Beauty/personal care/hygiene
- Building products
- Camping
- Cleaning/hygiene products
- Clothing
- Communications
- Computing
- Crops
- Cross segment
- Electrical supplies
- Fluids/fuels/gases
- Food/beverage



- Footwear
- Healthcare
- Home appliances
- Horticulture plants
- Household/office furniture/furnishings
- Industrial fluid pumps/systems
- Kitchenware and tableware
- Lawn/garden supplies
- Live animals
- Lubricants
- Monetary assets
- Music
- Personal accessories
- Pet care/food
- Plumbing/heating/ventilation/air conditioning
- Postmortem products
- Raw materials (non food)
- Safety/protection – DIY
- Safety/security/surveillance
- Services/vending machines
- Sports equipment
- Stationery/office machinery/occasion supplies
- Storage/haulage containers
- Textual/printed/reference materials
- Tobacco/Cannabis
- Tool storage/workshop aids
- Tools/equipment – hand
- Tools/equipment – power
- Toys/games
- Vehicle

## 2.2 Family

A family is the second highest layer in the hierarchy. Families are used to divide up a segment in outline terms. A family can be composed of one or more classes with the same characteristics.

### Example

Segment 47000000 - Cleaning/hygiene products

Family 47100000 – Cleaning products

Family 47120000 - Insect/pest/allergen control

Family 47190000 - Cleaning/Hygiene Products Variety Packs

Family 47200000 - Cleaning/hygiene supplies

Family 47210000 - Waste management products

Family 47220000 - Industrial cleaning



## 2.3 Class

A class is the second lowest layer in the hierarchy. Classes are used to further divide a family. A class can be composed of one or more bricks with the same characteristics.

### Example

Family 47100000 - Cleaning products  
Class 47101500 - Fresheners/deodorisers  
Class 47101600 - Cleaners  
Class 47101700 - Laundry  
Class 47101900 - Surface care  
Class 47102000 - Cleaning variety packs  
Class 47102100 - Dish care

## 2.4 Brick

The basis of GPC is the brick. GPC bricks define categories of similar products.

The GPC brick allows all trading partners in the chain to recognize a product in the same way. Only one brick can be assigned to a GS1 Global Trade Item Number (GTIN/EAN), but one brick can have multiple GS1 article codes (GTINs) associated with it.

### Example

Class 47101600 - Cleaners  
Brick 10000405 - Surface cleaners  
Brick 10000423 - Drain treatments/pipe unblockers  
Brick 10000426 - Toilet cleaning products  
Brick 10000440 - Mould/mildew removers  
Brick 10000441 - Disinfectants  
Brick 10000442 - Descalers  
Brick 10000443 - Stain removers  
Brick 10000446 - Water softeners  
Brick 10000447 - Paper towels  
Brick 10000505 - Baby surface cleaners  
Brick 10000531 - Bleach  
Brick 10000698 - Cleaners variety packs  
Brick 10000746 - Cleaners other  
Brick 10006233 - Food treatments  
Brick 10006234 - Sanitizers  
Brick 10007932 - Biological activator

## 2.5 Brick attributes

In the do-it-yourself, garden and pet sector, the brick has optional and mandatory attributes associated with it. In addition, there are often standard values attached to these attributes to indicate what it can be used for.

### Example

Brick 10000442 - Descalers  
Field ID 4.018 - Use  
Field ID 4.364 - Indoor/outdoor use  
Field ID 4.378 - Direct use indicator  
Field ID 4.391 - Target surface material  
Field ID 4.415 - UV-proof indicator  
Field ID 4.445 - Weather-proof indicator  
Field ID 4.692 - Time to effect  
Field ID 4.700 - Volume  
Field ID 6.262 - Odour description  
Field ID 6.280 - Odourless indicator

Field ID 6.490 - Suitable for  
Field ID 7.299 - Suitable for type of sanitary  
Field ID 7.964 - Usage instructions  
Field ID 8.364 - Non-food ingredient statement  
Field ID 8.379 - Corrosive indicator  
Field ID 8.382 - Biodegradable indicator  
Field ID 8.905 - Formation type code  
Field ID 8.906 - Type of dispenser code  
Field ID 8.908 - Type of household cleaning product code  
Field ID 8.909 - Type of target surface code

In addition, there are often standard values associated with an attribute to indicate what it can be used for. An example is the attribute 'Type of target surface code (8.909)' to which there are 20 values associated from which you can choose, including carpet and marble.

### 3 Find your right GPC brick

At [www.gs1.nl/gpc](http://www.gs1.nl/gpc) you can find information on how to select the right GPC for your products. The supplier is the product owner and can usually best determine in which GPC brick the product fits best. When determining, look not only at the brick name but also at the definition (include and exclude) and commercial attributes associated with the product.

#### Tip!

In some cases, the supplier and retailer may not have the same opinion on which GPC the product should be classified in. If this is the case, contact GS1 for independent advice. You can contact us at [accounts@gs1.nl](mailto:accounts@gs1.nl) (Netherlands) or [diy@gs1belu.org](mailto:diy@gs1belu.org) (Belgium and Luxembourg).

#### 3.1 Not found the right GPC brick?

Of course, you can always contact GS1 first. You can contact us at [accounts@gs1.nl](mailto:accounts@gs1.nl) (Netherlands) or [diy@gs1belu.org](mailto:diy@gs1belu.org) (Belgium and Luxembourg). We will help you to find the right GPC for your products. It is possible to make a proposal for a change, for example to add a new code because there is no GPC brick available yet for your products or you want to change the existing classification. To do this, submit a change request using [the form](#) on our website. Because GPC is an international system, there is a process before your change is implemented:

- GS1 assesses your request and submits it to the sector. If they approve the request then we submit it to the international GPC working group of the Global Standards Management Process (GSMP).
- The GPC working group then discusses the proposal and checks it against the classification rules.
- Once approved by the GPC working group, the proposal is taken to the Global Standards Management Process (GSMP) general working group. All countries and participants can review the proposal. If they have approved it, the code is included in the next data model publication.

#### 3.2 Publication

Twice a year a publication of the latest version of GPC standard takes place. This happens in May and November. After the publication of a new version, you have six months to prepare your systems for the announced changes. About six months after a version is published, it is rolled out (in the months of November and May) in the GS1 data pool. GS1 publishes this information on its website and informs customers through its newsletters.