Securing data quality in the German GDSN® target market

What you now need to know as a manufacturer

Whether bricks and mortar or online, the quality of product master data is fundamental for the processes in the supply networks leading to consumers. This is why experts from industry and retail are involved in the committees of GS1 Germany. They have jointly decided to make the validation of product master data quality mandatory for data exchange in the German target market. As of May 20, 2023, this will initially apply to new items of consumer units in the food and near-food product range.

Effects of the new validation rule:
All **new items** (1), that do not follow the **GS1 DQX validation specifications** (2) and are within the **scope of GS1 DQX** (3), should no longer be forwarded to retail as of May 20, 2023.

1 How is a **new item** defined? A new items refers to items that are published for the first time on May 2, 2023 or later.

2 The **GS1 DQX validation specifications** are based on a two-step process. The data is subjected to automatic validation and manual visual validation.

3 How is the **scope** of GS1 DQX defined? New consumer units from ranges relevant to GS1 DQX:

- Food
- Drinks
- Nutritional supplements
- Cosmetics
- Toiletries
- Fragrances
- Hygiene items
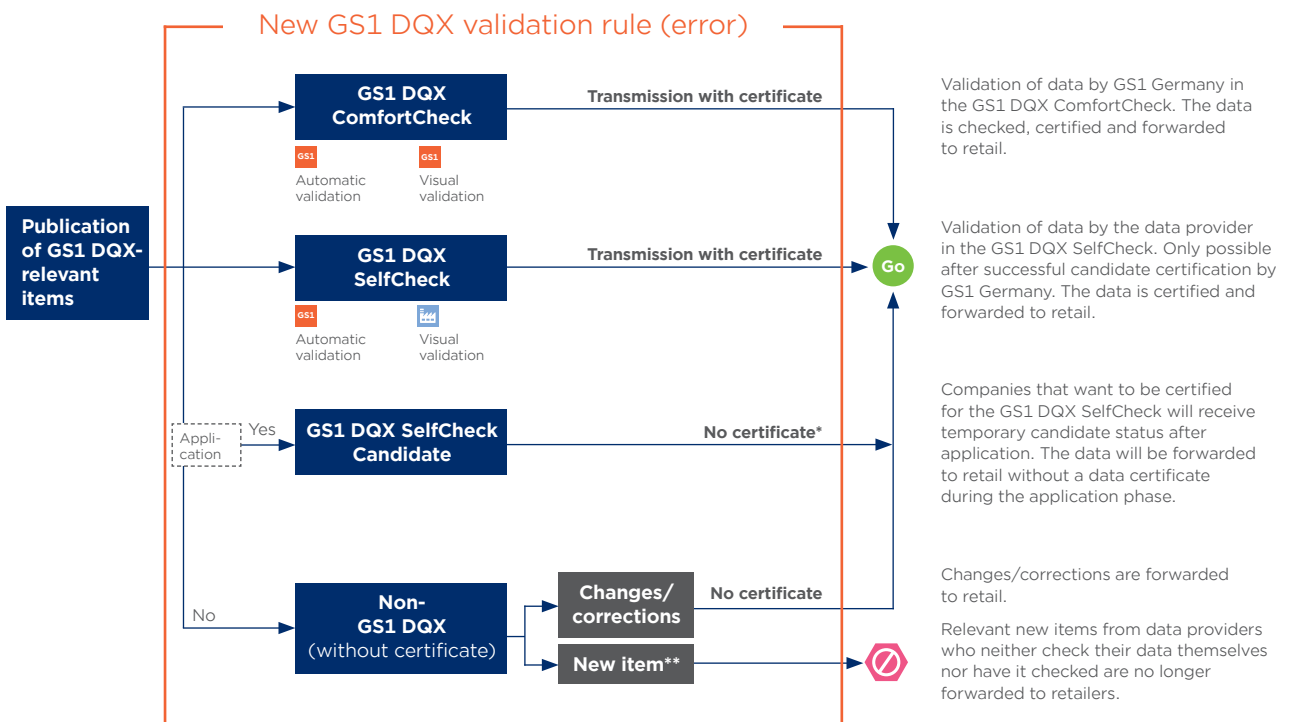- Pet products
- Detergents and cleaning products

Exempted are private labels, variable measure products and unpackaged products.

As a manufacturer, you have two options for ensuring data quality. You can choose between the GS1 DQX ComfortCheck and the GS1 DQX SelfCheck.

With the **GS1 DQX ComfortCheck**, GS1 Germany takes care of all validations for you and thus ensures that the data is forwarded to retailers easily and conveniently.

With the **GS1 DQX SelfCheck**, you as a company have the opportunity to carry out data quality assurance in-house on the basis of the GS1 DQX validation specifications. This requires the successful completion of a certification process beforehand.

Methods of data provision and data certification

New GS1 DQX validation rule (error)

GS1 DQX ComfortCheck

GS1 Automatic validation
GS1 Visual validation

Transmission with certificate

Validation of data by GS1 Germany in the GS1 DQX ComfortCheck. The data is checked, certified and forwarded to retail.

Publication of GS1 DQX-relevant items

GS1 DQX SelfCheck

GS1 Automatic validation
Visual validation

Transmission with certificate

Go

Validation of data by the data provider in the GS1 DQX SelfCheck. Only possible after successful candidate certification by GS1 Germany. The data is certified and forwarded to retail.

Application — Yes

GS1 DQX SelfCheck Candidate

No certificate*

Companies that want to be certified for the GS1 DQX SelfCheck will receive temporary candidate status after application. The data will be forwarded to retail without a data certificate during the application phase.

No

Non-GS1 DQX (without certificate)

Changes/corrections

No certificate

Changes/corrections are forwarded to retail.

New item**

Relevant new items from data providers who neither check their data themselves nor have it checked are no longer forwarded to retailers.

* Candidate status, but no quality validation yet
** Every new item that is published as of May 2, 2023 is considered a new asset

GS1 By GS1 Germany   By data operator   Go Transmission   No transmission