GS1 Ireland

The Global Language of Business

Global Product Classification (GPC) Browser Guide

What is Global Product Classification (GPC)?

The GS1 Global Product Classification (GPC) coding standard helps trading partners to group products in the same way, everywhere in the world. The coding schema was developed by industry, for industry.

The GPC code is a very important part of a product's data set. It enables trading partners to find a product easily in the GS1 Cloud. The GS1 Cloud is a product repository that contains information about millions of products that can be searched by potential customers globally.

GPC classifies products by grouping them into categories based on their essential properties as well as their relationships to other products.

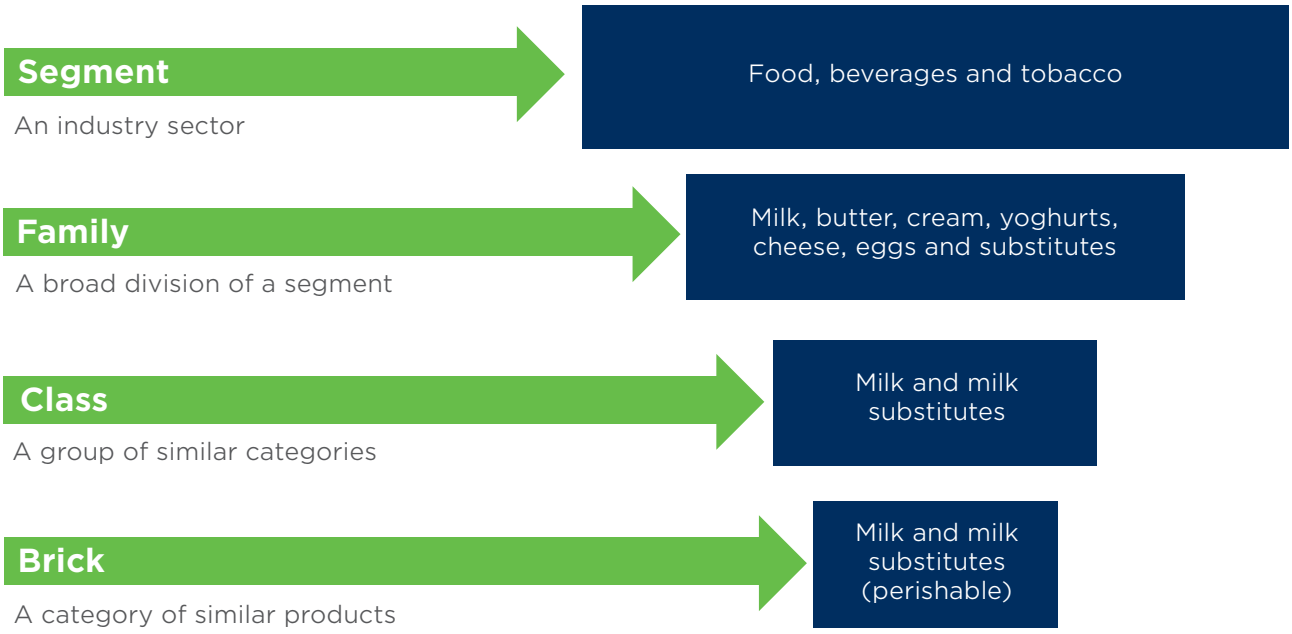
Benefits of using GPC within your business

- Gives buyers and sellers a common language for talking about products – within countries and regions as well as across the world.
- Improves data accuracy and integrity for use across a broad range of business areas including: Enterprise Resource Planning (ERP), eCommerce and Business Intelligence (BI) systems.
- Speeds up the supply chain's responsiveness to consumer needs by accurately identifying each product type.
- Improves centralised procurement functions, by providing a uniform classification code which can be used to automate the gathering and analyzing of spend data to leverage volume for better pricing.
- Simplifies reporting across product categories and reduces inventory through product standardisation.

The GPC Hierarchy

Product classification is built on a hierarchy of levels that go from a general industry group at the top (called a segment), to a very specific item description at the bottom (called a brick).

- The highest level of the classification is a **segment**, which is defined as a particular industry. For example, a bottle of milk belongs to the "Food, beverages and tobacco" segment.
- The next level is the **family**. This is a broad division of the segment. For example, "Milk, butter, cream etc" within the Food, beverages and tobacco segment.
- The **Class** describes a group of similar categories. For example "Milk and milk substitutes".
- The **Brick** code drills down to a category of similar products. For example "Milk and milk substitutes (perishable)".

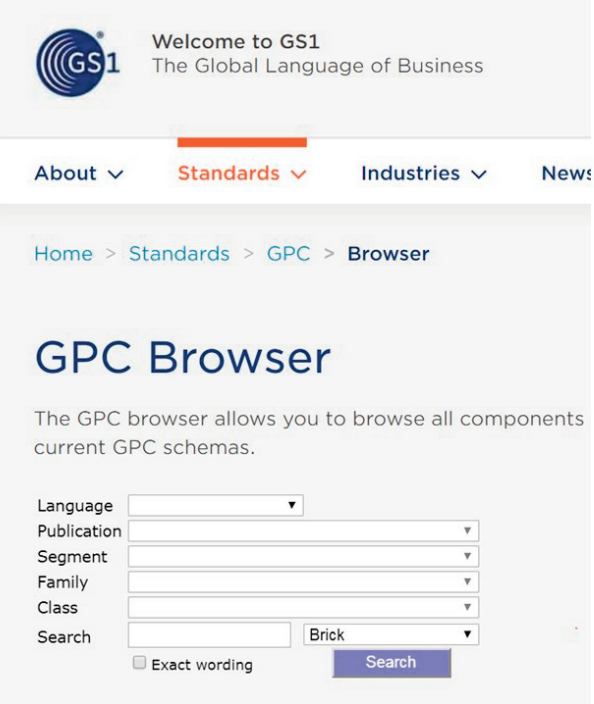


The most basic building block of GPC is an eight-digit numeric code, known as a Brick code. There are Bricks for everything from a car to a bottle of milk.

The GPC Browser

The GPC Browser provides an easy way of navigating through the Global Product Classification (GPC) codes so you can find the right code for your products. The browser displays the hierarchy of the Segment, Family, Class and Brick codes in an easy to understand format.

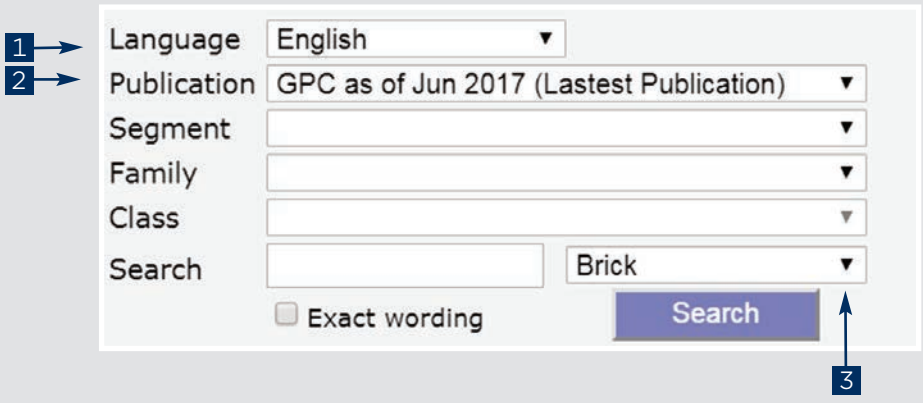
You will find the GPC browser through the following link: **https://www.gs1.org/gpc/browser**



Basic search settings of the GPC Browser

To use the GPC Browser you will first have to select your Language and the Publication you would like to use:

1. **Language** - Select English
2. **Publication** - Always select the Latest Publication of the Standard
3. **Search Criteria** - Always search for Brick



Identifying your GPC Brick Code using the GPC Browser

Once you have selected your Language and GPC publication, you will have two options for how you can search for your GPC Brick code or you can use a combination of both:

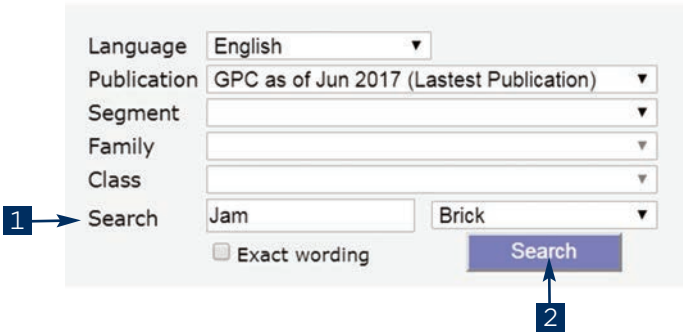
1. Search using a keyword (e.g. Bread, Jam etc)
2. Search through the GPC hierarchies from Segment down to Brick Code level

Example 1: Searching for Jam using the GPC Browser

Scenario:
You are the manufacturer of strawberry jam that does not require refrigeration.

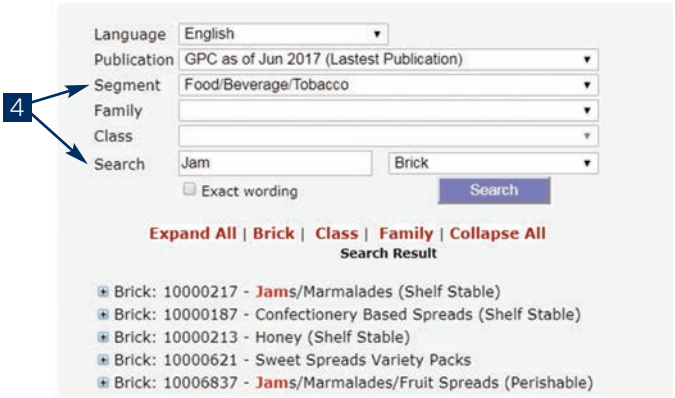
1. In the search box, enter the word that best describes your product e.g. Jam

2. Click on the search button



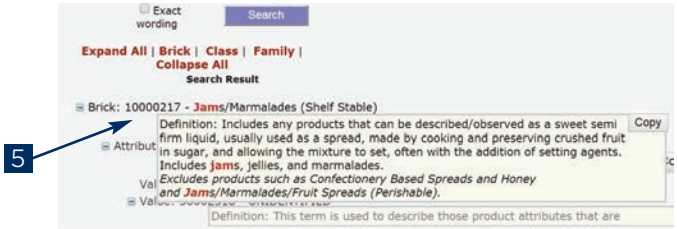
3. You will be given a list of potential Bricks Codes containing your chosen word. (These codes can be taken from all industry segments; therefore some may not be relevant.)

4. By selecting the segment "Food/Beverages/Tobacco" from the dropdown menu and searching using Jam, the list of Brick codes gets shorter. (You can also select the relevant family and class to make the list of Bricks even shorter and more manageable)



5. Always check that the Brick description matches the product that you are offering, you can do this by clicking on the Brick short description.

6. In this case the relevant Brick Code for our Shelf Stable Strawberry Jam is: **10000217**



The following are some of the most common examples of products produced by members of GS1 Ireland.

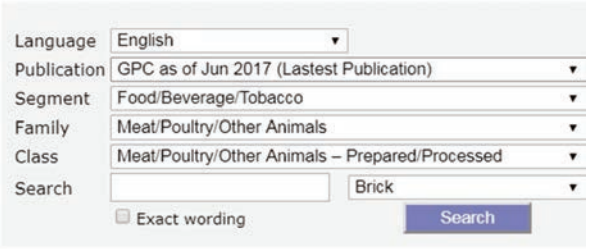
Please note: *You as the Manufacturer/Brand Owner are responsible for deciding which of the Brick Codes is the best fit for your product*.

Example 2: Searching for Ham using the GPC Browser

Scenario:
You are the manufacturer of a cured Ham.

The search for "Ham" in the GPC Browser would not result in a successful hit. However by selecting:

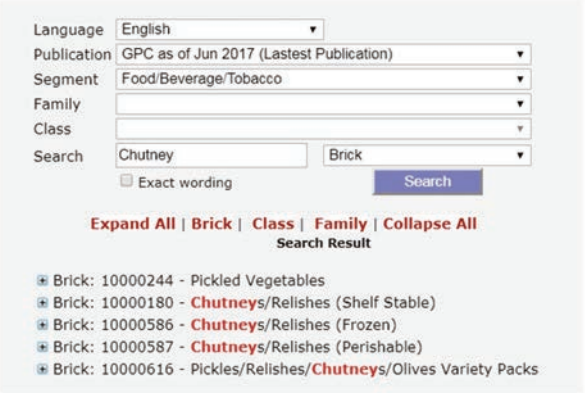
1. Select "Segment" = "Food/Beverage/Tobacco"
2. Select "Family" = "Meat/Poultry/Other Animals"
3. Select the relevant Class from the following options:
   Class: 50240100
   Meat/Poultry – Prepared/Processed
   Class: 50240200
   Meat/Poultry – Unprepared/Unprocessed
   Class: 50240300
   Meat/Poultry Sausages – Prepared/Processed
4. You will be given a list of potential brick codes for "Meat/Poultry – Prepared/Processed"
5. Select the "Brick Code" = **10005781 – Pork – Prepared/Processed"**



Example 3: Searching for Chutney using the GPC Browser

Scenario:
You are the producer of a chutney that does not require refrigeration.

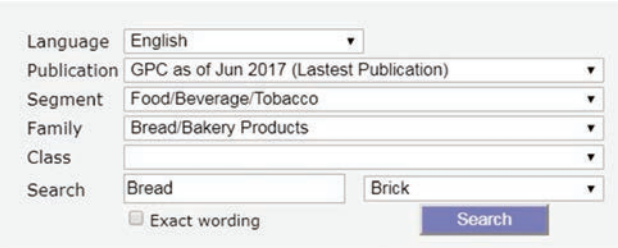
1. Select "Segment" = "Food/Beverage/Tobacco"
2. Search for "Chutney"
3. You will be given a list of five potential brick codes
4. Select the relevant "brick code" = **10000180 - Chutneys/Relishes (Shelf Stable)**



Example 4: Searching for Bread using the GPC Browser

Scenario:
You are a bakery selling bread to other stores.

1. Select “Segment” = “Food/Beverage/Tobacco”
2. Select “Family” = “Bread/Bakery Products”
3. The search for “Bread” would provide you with a list of several potential Brick Codes
4. Select the brick most appropriate to your particular product.



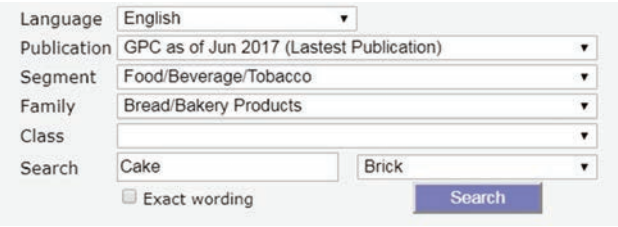
Example 5: Searching for Cake Mix using the GPC Browser

Scenario:
You are a bakery selling cake mixes for home-baking.

1. Select “Segment” = “Food/Beverage/Tobacco”
2. Select “Family” = “Bread/Bakery Products”

The search for “Cake” would provide you with a list of several Brick Codes, amongst which you will find the Brick code:

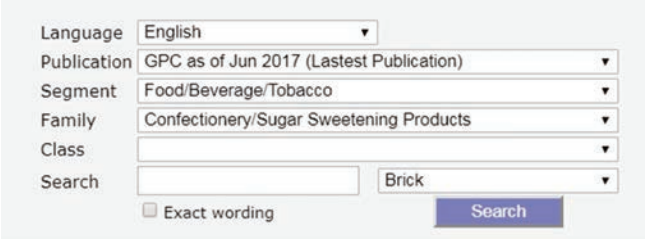
3. Select the “Brick Code” = **“10000156 - Baking/Cooking Mixes (Shelf Stable)”**



Example 6: Searching for Confectionery using the GPC Browser

Scenario:
You are a sweets producer and you want to look into the Brick Codes to classify your products.

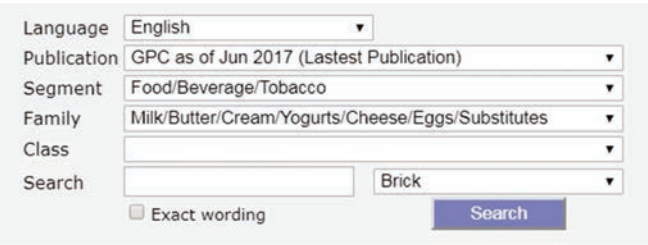
1. Select “Segment” = “Food/Beverage/Tobacco”
2. Select “Family” = “Confectionery/Sugar Sweetening Products”
3. Click Search
4. You will have the choice of three classes within the Family of “Confectionary/Sugar Sweetening products”
5. Select the Class and Brick code most appropriate to the product you wish to classify.



Example 7: Searching for Dairy/Egg/Chilled Products using the GPC Browser

Scenario:
You are in the dairy industry and are looking for the appropriate GPC Brick codes for your products.

1. Select “Segment” = “Food/Beverage/Tobacco”
2. Select “Family” = “Milk/Butter/Cream/Yogurts/Cheese/Eggs/Substitutes”
3. Click Search
4. The classes that may apply to your product range are displayed
5. You can then either search further using a keyword or examine the Brick Codes within your relevant Class by clicking on the (+).



Membership Support

If you have any issues or questions in relation to the GPC Browser, please contact Membership Services on: **+353 (0)1 208 0660** or email: **helpdesk@gs1ie.org**

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www.gs1ie.org/standards/gpc

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