

## 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.

### Benefits of using GPC within your business

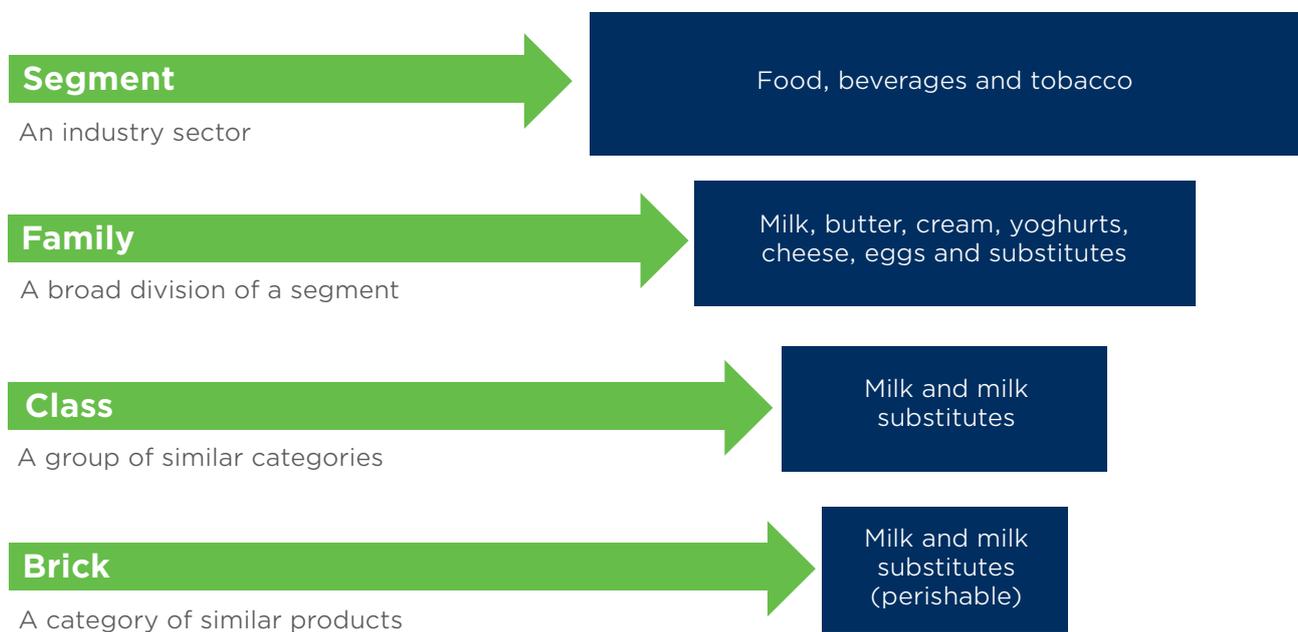
- Gives buyers and sellers a common language for talking about products – within countries and regions as well as across the world.
- Improves data accuracy and integrity for use across a broad range of business areas including: Enterprise Resource Planning (ERP), eCommerce and Business Intelligence (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.

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

## 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>

The screenshot shows the GS1 website header with the logo and the text "Welcome to GS1 The Global Language of Business". Below the header is a navigation menu with "About", "Standards", "Industries", and "News". The "Standards" menu item is highlighted. Below the navigation menu is a breadcrumb trail: "Home > Standards > GPC > Browser". The main heading is "GPC Browser". Below the heading is a sub-heading: "The GPC browser allows you to browse all components current GPC schemas." Below the sub-heading is a search form with the following fields: "Language" (dropdown menu), "Publication" (dropdown menu), "Segment" (dropdown menu), "Family" (dropdown menu), "Class" (dropdown menu), "Search" (text input field), "Brick" (dropdown menu), and a "Search" button. There is also a checkbox for "Exact wording".

### 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

This close-up image shows the search form with three numbered callouts: 1 points to the "Language" dropdown menu which is set to "English"; 2 points to the "Publication" dropdown menu which is set to "GPC as of Jun 2017 (Lastest Publication)"; 3 points to the "Brick" dropdown menu which is set to "Brick". The "Search" button is also visible.

### 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

Language: English  
 Publication: GPC as of Jun 2017 (Lastest Publication)  
 Segment:   
 Family:   
 Class:   
 Search: Jam Brick  
 Exact wording Search

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.)

- Brick: 10000217 - **Jams**/Marmalades (Shelf Stable)
- Brick: 10000187 - Confectionery Based Spreads (Shelf Stable)
- Brick: 10000213 - Honey (Shelf Stable)
- Brick: 10000621 - Sweet Spreads Variety Packs
- Brick: 10006837 - **Jams**/Marmalades/Fruit Spreads (Perishable)
- Brick: 10006848 - Honey Substitutes
- Brick: 10000613 - Prepared/Preserved Foods Variety Packs
- Brick: 10006434 - **Jambolan**
- Brick: 10001983 - Breadmakers
- Brick: 10005428 - **Jambs** (Mouldings/Millwork)
- Brick: 10006549 - Physalis Alkekengi – Cut Greens
- Brick: 10006635 - Ficus Ben**jam**ina – Live Plants

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)

Language: English  
 Publication: GPC as of Jun 2017 (Lastest Publication)  
 Segment: Food/Beverage/Tobacco  
 Family:   
 Class:   
 Search: Jam Brick  
 Exact wording Search

Expand All | Brick | Class | Family | Collapse All  
 Search Result

- Brick: 10000217 - **Jams**/Marmalades (Shelf Stable)
- Brick: 10000187 - Confectionery Based Spreads (Shelf Stable)
- Brick: 10000213 - Honey (Shelf Stable)
- Brick: 10000621 - Sweet Spreads Variety Packs
- Brick: 10006837 - **Jams**/Marmalades/Fruit Spreads (Perishable)

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.

Expand All | Brick | Class | Family | Collapse All  
 Search Result

- Brick: 10000217 - **Jams**/Marmalades (Shelf Stable)
  - Definition: Includes any products that can be described/observed as a sweet semi firm liquid, usually used as a spread, made by cooking and preserving crushed fruit in sugar, and allowing the mixture to set, often with the addition of setting agents. Includes jams, jellies, and marmalades.
  - Excludes products such as Confectionery Based Spreads and Honey and Jams/Marmalades/Fruit Spreads (Perishable).

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**

- Brick: 10006294 - Lamb – Prepared/Processed
- Brick: 10005776 - Land Snail – Prepared/Processed
- Brick: 10005777 - Llama/Alpaca – Prepared/Processed
- Brick: 10005778 - Mixed Species Meat/Poultry/Other Animal - Alternative Meat
- Brick: 10006301 - Moose/Elk – Prepared/Processed
- Brick: 10006295 - Mutton – Prepared/Processed
- Brick: 10005779 - Ostrich – Prepared/Processed
- Brick: 10005780 - Pheasant – Prepared/Processed
- Brick: 10005781 - Pork – Prepared/Processed
- Brick: 10006307 - Quail – Prepared/Processed
- Brick: 10005782 - Rabbit – 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.

The screenshot shows the GPC Browser search interface. The 'Language' dropdown is set to 'English'. The 'Publication' dropdown is set to 'GPC as of Jun 2017 (Lastest Publication)'. The 'Segment' dropdown is set to 'Food/Beverage/Tobacco'. The 'Family' dropdown is set to 'Bread/Bakery Products'. The 'Class' dropdown is empty. The 'Search' field contains 'Bread' and the 'Brick' dropdown is set to 'Brick'. There is an 'Exact wording' checkbox which is unchecked. A 'Search' button is visible.

- ⊕ Brick: 10000163 - **Bread** (Frozen)
- ⊕ Brick: 10000165 - **Bread** (Shelf Stable)
- ⊕ Brick: 10000171 - Cakes – Sweet (Perishable)
- ⊕ Brick: 10000170 - Cakes – Sweet (Frozen)
- ⊕ Brick: 10000172 - Cakes – Sweet (Shelf Stable)
- ⊕ Brick: 10000245 - Pies/Pastries – Sweet (Frozen)
- ⊕ Brick: 10000161 - Biscuits/Cookies (Shelf Stable)
- ⊕ Brick: 10000160 - Biscuits/Cookies (Perishable)
- ⊕ Brick: 10000166 - Dried **Breads** (Shelf Stable)
- ⊕ Brick: 10000304 - Biscuits/Cookies (Frozen)
- ⊕ Brick: 10000305 - Dried **Breads** (Frozen)
- ⊕ Brick: 10000596 - Biscuits/Cookies Variety Packs
- ⊕ Brick: 10000598 - **Bread**/Bakery Products Variety Packs

## 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)”**

The screenshot shows the GPC Browser search interface. The 'Language' dropdown is set to 'English'. The 'Publication' dropdown is set to 'GPC as of Jun 2017 (Lastest Publication)'. The 'Segment' dropdown is set to 'Food/Beverage/Tobacco'. The 'Family' dropdown is set to 'Bread/Bakery Products'. The 'Class' dropdown is empty. The 'Search' field contains 'Cake' and the 'Brick' dropdown is set to 'Brick'. There is an 'Exact wording' checkbox which is unchecked. A 'Search' button is visible.

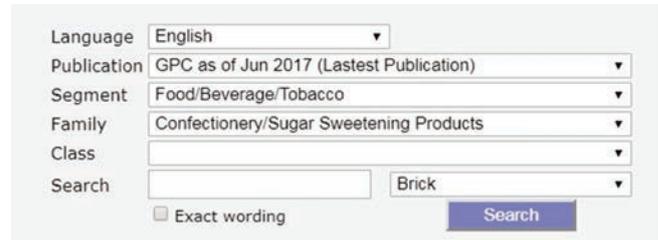
- ⊕ Brick: 10000068 - Baking/Cooking Mixes (Perishable)
- ⊕ Brick: 10000155 - Baking/Cooking Mixes (Frozen)
- ⊕ Brick: 10000156 - Baking/Cooking Mixes (Shelf Stable)
- ⊕ Brick: 10000158 - Baking/Cooking Supplies (Shelf Stable)
- ⊕ Brick: 10000595 - Baking/Cooking Mixes/Supplies Variety Packs
- ⊕ Brick: 10000171 - **Cakes** – Sweet (Perishable)
- ⊕ Brick: 10000170 - **Cakes** – Sweet (Frozen)
- ⊕ Brick: 10000172 - **Cakes** – Sweet (Shelf Stable)
- ⊕ Brick: 10000597 - Sweet Bakery Products Variety Packs
- ⊕ Brick: 10000161 - Biscuits/Cookies (Shelf Stable)
- ⊕ Brick: 10000160 - Biscuits/Cookies (Perishable)
- ⊕ Brick: 10000166 - Dried Breads (Shelf Stable)
- ⊕ Brick: 10000304 - Biscuits/Cookies (Frozen)
- ⊕ Brick: 10000305 - Dried Breads (Frozen)
- ⊕ Brick: 10000598 - Bread/Bakery Products Variety Packs

## 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 "Confectionery/Sugar Sweetening products"
5. Select the Class and Brick code most appropriate to the product you wish to classify.



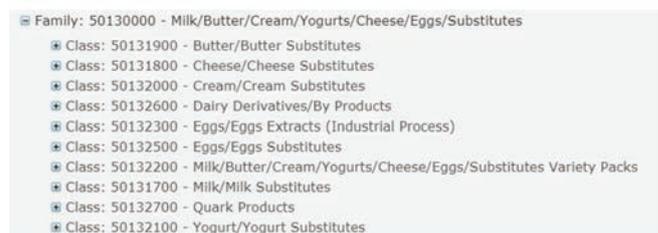
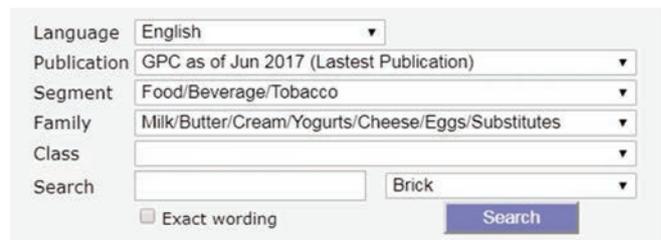
- Family: 50160000 - Confectionery/Sugar Sweetening Products
  - Class: 50161800 - Confectionery Products
    - Brick: 10006390 - Chewing Gum
    - Brick: 10000045 - Chocolate and Chocolate/Sugar Candy Combinations - Confectionery
    - Brick: 10000602 - Confectionery Products Variety Packs
    - Brick: 10000047 - Sugar Candy/Sugar Candy Substitutes Confectionery
  - Class: 50161900 - Confectionery/Sugar Sweetening Products Variety Packs
    - Brick: 10000622 - Confectionery/Sugar Sweetening Products Variety Packs
  - Class: 50161500 - Sugars/Sugar Substitute Products
    - Brick: 10000043 - Sugar/Sugar Substitutes (Shelf Stable)
    - Brick: 10000603 - Sugars/Sugar Substitute Products Variety Packs
    - Brick: 10000044 - Syrup/Treacle/Molasses (Shelf Stable)

## 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 (+).



- Family: 50130000 - Milk/Butter/Cream/Yogurts/Cheese/Eggs/Substitutes
  - Class: 50131900 - Butter/Butter Substitutes
  - Class: 50131800 - Cheese/Cheese Substitutes
  - Class: 50132000 - Cream/Cream Substitutes
  - Class: 50132600 - Dairy Derivatives/By Products
  - Class: 50132300 - Eggs/Eggs Extracts (Industrial Process)
  - Class: 50132500 - Eggs/Eggs Substitutes
  - Class: 50132200 - Milk/Butter/Cream/Yogurts/Cheese/Eggs/Substitutes Variety Packs
  - Class: 50131700 - Milk/Milk Substitutes
  - Class: 50132700 - Quark Products
  - Class: 50132100 - Yogurt/Yogurt Substitutes

## 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](mailto:helpdesk@gs1ie.org)



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[www.gs1ie.org/standards/gpc](http://www.gs1ie.org/standards/gpc)

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