

## GS1 Cloud – Get trusted data to your consumers

GS1(MAURITIUS) LTD is providing you the opportunity to join GS1 Cloud – the largest source of trusted product information in the world.

### What is GS1 Cloud?

The GS1 Cloud will be:

- A global shelf to display your products without any additional charge.
- The largest source of trusted product information in the world, making it possible for businesses to meet the expectations of today’s digital world.
- A centralized database with more than 100 million Global Trade Item Number (GTINs).

Providing trusted data will lead to greater consumer confidence, satisfaction and loyalty.

### How GS1 Cloud works?

GS1 Cloud will consist of product information collected from brand-owners, i.e members. Members will have to provide 7 core product attributes as follows:

Attributes	Mandatory or Recommended	Explanations	Example
GTIN	M	<ul style="list-style-type: none"> <li>• This is the barcode attributed to your company's product.</li> <li>• It should be 14-digit, with a leading 0.</li> <li>• For example, if your barcode is 6091234560013, then the cell should be filled as follows: 06091234560013</li> </ul>	06091234560013
Target	M	<ul style="list-style-type: none"> <li>• This is your target market.</li> <li>• Please refer to ISO 3166-1 country code list               <ul style="list-style-type: none"> <li>◦ <a href="https://en.wikipedia.org/wiki/ISO_3166-1">https://en.wikipedia.org/wiki/ISO_3166-1</a></li> <li>◦ <a href="https://www.iso.org/obp/ui/#search">https://www.iso.org/obp/ui/#search</a></li> </ul> </li> <li>• If the product is sold in more than 1 target market, please fill in two different rows, one for each target market</li> </ul>	MU
Company Name	R	<ul style="list-style-type: none"> <li>• Your company's name</li> <li>• Maximum length of 200-characters</li> </ul>	Jam Company Ltd
Brand Name	R	<ul style="list-style-type: none"> <li>• The product's brand name</li> <li>• Maximum length of 70-characters</li> </ul>	Jamco
Label Description	R	<ul style="list-style-type: none"> <li>• Maximum length of 500-characters</li> </ul>	Jam Strawberry 25g
Medium Resolution Image	R	<ul style="list-style-type: none"> <li>• A publicly-accessible Web URL of an image of the product. This URL should be for an image (jpg &amp; png) not for a web page (html)</li> <li>• As in the example or_ <a href="https://nestle.thirdlight.com/gtin/03800020403631.jpg">https://nestle.thirdlight.com/gtin/03800020403631.jpg</a></li> </ul>	
Product Classification	R	<ul style="list-style-type: none"> <li>• You should be the one who decides what kind of products you have.</li> <li>• Follow this link <a href="https://www.gs1.org/gpc/browser">https://www.gs1.org/gpc/browser</a></li> </ul>	<a href="#">10000217</a>
Information Provider	M	<ul style="list-style-type: none"> <li>• This is the GLN of your company as you are providing the information.</li> </ul>	6091234560006
Language Code	M	<ul style="list-style-type: none"> <li>• It will be English (en)</li> </ul>	en

## Download the excel sheet

Provide us your information by following the steps below:

- Download the GS1 Cloud Excel Sheet (<http://www.gs1mu.org/resources/downloadable-forms#application-documents>)
- Follow the instructions in Sheet 'Example'
- Fill in the Sheet 'MAIN to be filled'
- Save file by using your company name
- Return it to us by mail ([srasen@gs1mu.org](mailto:srasen@gs1mu.org)), quoting your company name and GS1 Company Prefix in the subject line.
- For any query, contact us on + 230 203 4830 or by mail ([srasen@gs1mu.org](mailto:srasen@gs1mu.org))