# Amazon EU GDSN Vendor Guide

# **GDSN Overview**

Global Data Synchronization Network (GDSN) contains important product data supporting supply chain attributes (package hierarchy, weights/dimensions, quantity-based attributes), and customer facing attributes (nutritional value, allergen information, etc.), all stored in an authoritative data source which you upload, maintain, and share with trading partners.

Amazon is making it a top priority to improve our usage of industry-standard data, particularly from the use of GDSN with GS1 standards. Our immediate focus involves integrating the GDSN data more effectively in our catalog, using it in our fulfillment operations to improve receive accuracy, and setting up guardrails to prevent overrides of your existing catalog. We've successfully tested all three components with a small group of Vendors, and we're interested in scaling GDSN usage across all relevant Vendors.

The initial use of the data will be to **improve receive accuracy with the goal of reducing Vendor shortages**. This use case will focus on a small subset of key package hierarchy attributes (Global Trade Item Number, dimensions/weights, package level, etc.) to aid in fulfillment operations. Once that use case is successfully proven, we will expand the initiative by using GDSN data to reduce procurement errors, as well as streamline catalog updates and new item setup. Amazon currently has 85 GDSN attributes mapped to Amazon attributes, which cover various categories to support the above use cases.

To synchronize your product information with Amazon through GDSN, please follow the simple steps outlined in the Implementation Guide. Please review the attributes guide and FAQs for further information.

- 1. GDSN Implementation guide
- 2. Amazon GDSN FAQs

#### 1. GDSN IMPLEMENTATION GUIDE

## 1.1 Amazon's data synchronization information

Amazon's Global Location Number (GLN) - Publish To Production: 5450534000017 (for EU)

# 1.2 Steps to begin syncing your data with Amazon

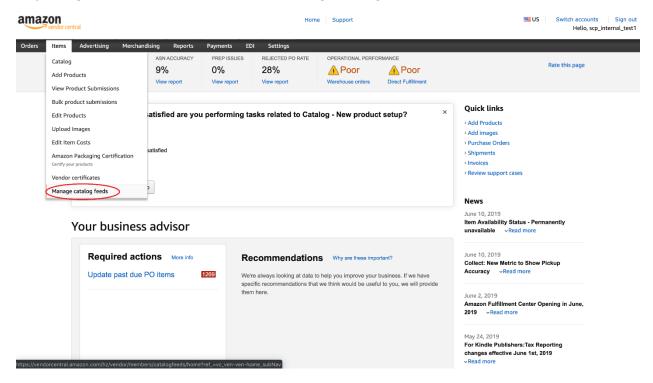
#### 1.2.1 Check data availability

- a) If not already a member, join the GDSN data pool of your choice.
- b) Have your accurate item data loaded into your home data pool and ensure it is ready for publication.
  - ⇒ Contact your data pool for any education you might require to complete this step.
  - ⇒ Please review the Amazon Attribute Guide and ensure you're meeting the attribute requirements.
- c) If you believe that you are already publishing data to Amazon via GDSN, please ensure that you are publishing your complete catalog along with all relevant hierarchies. If you would like to get in touch about your existing subscription, please refer to Section 1.2.3: "How to Report a Problem" to contact the Catalog Feeds Management team within Amazon.

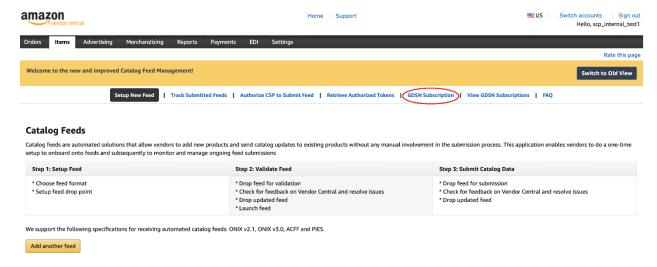
# 1.2.2 (CRITICAL) Connect to Amazon GDSN through your Vendor Central account

NOTE: This is a critical step! Forgetting to connect to Amazon GDSN through Vendor Central will result in Amazon not receiving your GDSN data.

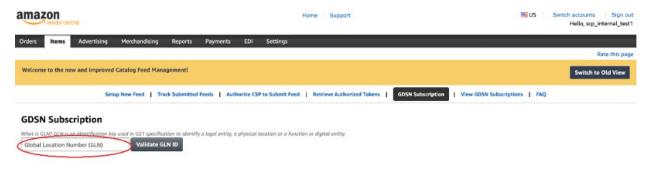
**Step 1**: Login into Vendor Central and select 'Manage Catalog feeds' under 'Items'.



Step 2: Select 'GDSN Subscription' as shown below.



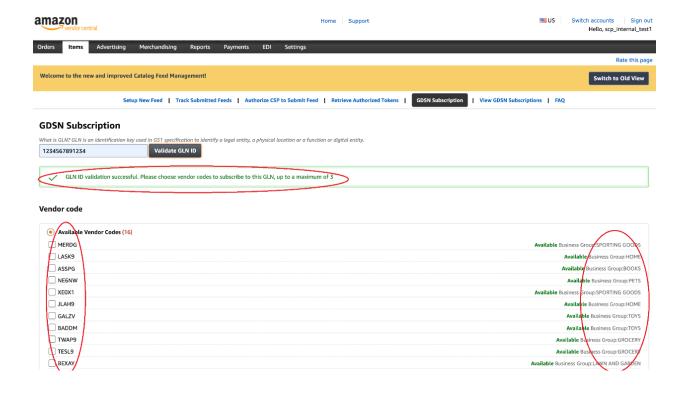
Step 3: Enter your Global Location Number (GLN) in highlighted box and click validate GLN



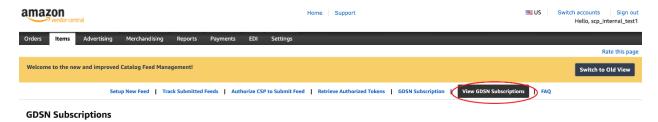
**Step 4:** Post successful validation of GLN, you can choose appropriate vendor code(s) against which your GDSN product content will be submitted (see following screenshot).

Our recommendation is to choose the vendor code:

- 1) Choose the vendor code(s) against which you submit content using Vendor Central
- 2) On the right side of the screen, you will see the business groups corresponding to vendor codes as additional information.
- 3) You can choose as many vendor codes as possible. This means your GDSN submission will be applied to all the selected vendor codes.
- 4) GLN and vendor codes are not one on one mapping, but many to many mapping. You can map many vendor codes to a GLN. If you have multiple GLNs, you can link multiple GLNs to a single vendor code as well.
  - a. Note: If you are attempting to connect multiple GLNs to a vendor code (or multiple GLNs to multiple vendor codes), Amazon support will need to do this for you. Please see section 1.2.3 in this guide on how to reach out to Amazon support with this information. Provide all vendor codes and GLNs that you are trying to connect.

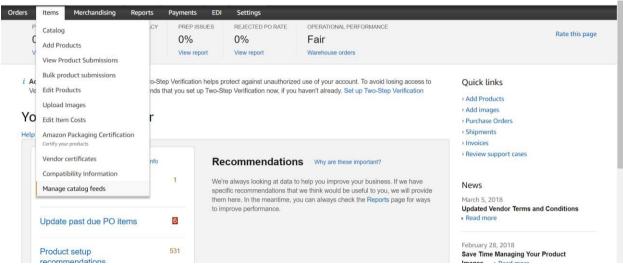


<u>Step 5:</u> Post successful mapping of GLN to vendor codes, you can choose 'View GDSN Subscription' to see the mapped vendors as needed.

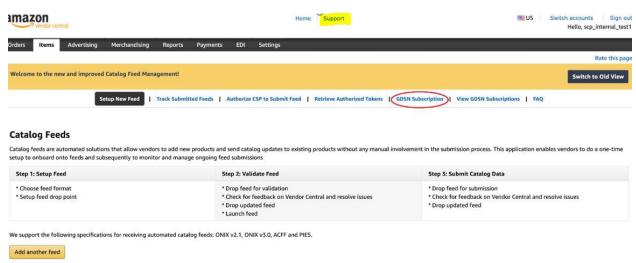


#### 1.2.3 How do I report a problem?

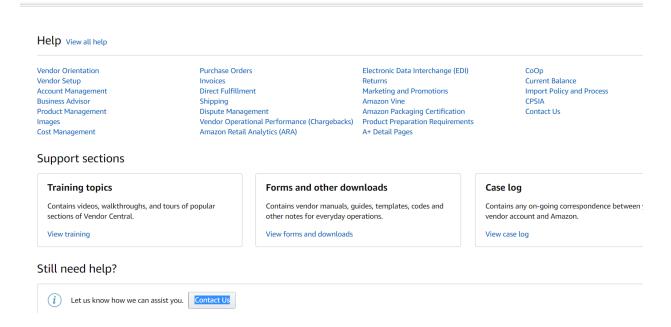
**Step 1**: Login to Vendor Central and go to the Manage Catalog Feeds tab under Items.



# Step 2: Choose link "Support" at the center top shown in below screen



Step 3: Choose the link "Contact Us" at the center bottom shown in below screen

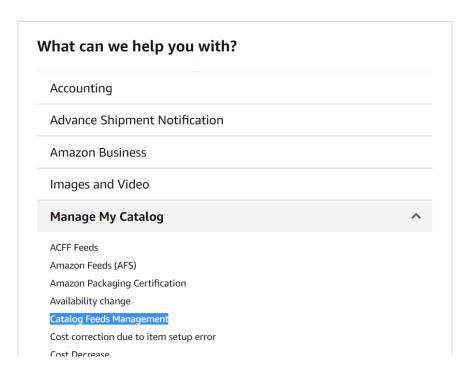


Step 4: Choose Issue "Manage My Catalog" and then "Catalog Feeds Management".

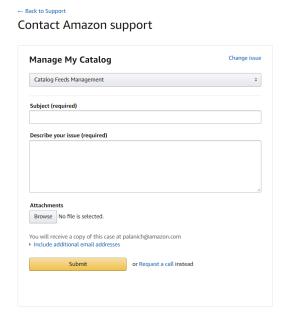


← Back to Support

# Contact Amazon support



Step 5: Choose "Send Email", describe your problem, and submit.



# 1.2.4 Publish your content to Amazon via your home data pool

- a. If not already a member, join the GDSN data pool of your choice.
- b. Have your accurate item data loaded into your home data pool and ensure it is ready for publication. Contact your data pool for any education you might require to complete this step.
- c. Publish your catalog to Amazon's GLN: 5450534000017 (for EU)

# 1.2.5 Target Attribute List in 2025

GDSN Module	GDSN Class or Parent Class	GDSN Attribute Tag	GDSN BMS ID	In scope for Inbound Pilot	In scope for 2025	2025 Bucket
TradeItemMeasurementsModule	TradeItemMeasurements	depth	3721	Υ	Y	Receive
TradeItemMeasurementsModule	TradeItemWeight	grossWeight	3777	Υ	Y	Receive
TradeItem	ChildTradeItem	gtin	203	Y	Y	Receive
TradeItem	TradeItem	tradeItemUnitDescriptorCode	66	Υ	Y	Receive
TradeItemDescriptionModule	BrandNameInformation	brandName	3541	Υ	Y	Receive
TradeItemHierarchyModule	GTIN/EAN of all levels of the hierarchy	NA	NA	Υ	Y	Receive
TradeItemMeasurementsModule	TradeItemMeasurements	height	3725 / 3726	Υ	Y	Receive
TradeItemMeasurementsModule	TradeItemMeasurements	width	3739 / 3740	Υ	Y	Receive
TradeItem	TradeItem	isTradeItemAnOrderableUnit	60	N	Y	Ordering
TradeItemHierarchyModule	TradeItemHierarchy	logisticsUnitStackingFactor	1670	N	Y	Ordering
DeliveryPurchasingInformationModule	deliveryPurchasingInformation	orderQuantityMinimum	1020	N	Y	Ordering
DeliveryPurchasingInformationModule	deliveryPurchasingInformation	orderQuantityMaximum	1019	N	Y	Ordering
DeliveryPurchasingInformationModule	deliveryPurchasingInformation	orderQuantityMultiple	1021	N	Y	Ordering
FoodAndBeverageIngredientModule	FoodAndBeverageIngredientModule	ingredientStatement	1268	N	Y	Detail Page
AllergenInformationModule	Allergen	allergenTypeCode	375	N	Y	Detail Page
AllergenInformationModule	AllergenRelatedInformation	allergenStatement	370	N	Y	Detail Page

## II. AMAZON GDSN FAQS

#### 1. Why is Amazon inviting suppliers/vendors to publish their product content via GDSN?

In 2025, Amazon is interested in leveraging GDSN primarily to improve receive accuracy and remove the need to manually maintain the GTIN GoldList. In 2026+, Amazon will explore using GDSN to reduce procurement defects and improve catalog enrichment. To remove manual touchpoints and obtain the full benefit of automated feeds, we encourage you to publish your complete catalog to Amazon.

#### 2. What information is Amazon taking through GDSN?

Currently Amazon is focusing on supply chain/fulfillment attributes including GTIN, package hierarchy, quantity-based attributes, weights & dimensions, package level, etc. However, in 2026, Amazon will also have the capability of ingesting regulatory and consumer-facing attributes via GDSN with a plan to ingest more attributes by the end of 2026.

#### 3. Will my POs or detail pages get impacted from publishing GDSN data?

No - the GDSN data is ingested in the backend Amazon catalog where guardrails are in place to prevent immediate catalog enrichment. This means your POs and detail pages will be business as usual, and the data will solely be used during Receive alongside the GTIN GoldList.

- **4.** Should suppliers share all GTINs in an underlying product hierarchy for SPH through GDSN? Vendors should share all GTINs from the same underlying item package hierarchy (e.g. pallet, master pack, inner pack, each).
- 5. Have other vendors adopted GDSN at Amazon, and what results have they seen?

In 2025, multiple large and small vendors have already published their full Amazon catalog via GDSN. This has driven meaningful improvements to Amazon's ability to efficiently and accurately receive shipments, particularly when compared to existing GTIN GoldList data.

#### 6. Is GDSN initiative still in the evaluation/testing phase?

Today, Amazon is live with multiple large vendors synchronizing their product content via GDSN and is ready to receive product content and updates from all Consumables Retail vendors who subscribe to the GDSN integration. That being said, 2025 is focused primarily on fulfillment attributes and improving receive accuracy.

#### 7. How does this affect the current New Item Setup process performed via Vendor Central?

In 2026, we plan on building solutions to integrate GDSN into the New Item Setup process, but for 2025 the process will be same by listing products via Vendor Central (through NIS template or VSSC template). If the product has not yet been created as an ASIN in Amazon's systems, Amazon will still accept the GDSN contribution for the product. Then, when you complete New Item Setup through Vendor Central, Amazon will use the GDSN data and combine it for the newly created ASIN.

- 8. Do data poolers have access to Vendor Central? No.
- 9. Does Amazon process the submissions made through Vendor Central NIS excel templates and GDSN differently?

No. The product data submitted through Vendor Central spreadsheets and the GDSN will be processed the same by Amazon. The last set of values for integrated attributes, regardless of the source i.e. Vendor Central or GDSN, will be the values used by Amazon.

#### 10. When will Amazon be taking all attributes required for item maintenance?

Due to the data quality and Amazon prioritization decisions, we will not take all attributes. We are prioritizing Regulatory, Supply Chain and other attributes.

#### 11. How often is Vendor Central syncing with GDSN?

Data synchronization occurs continuously whenever there is a Publish and Subscription match (Pub-Sub match) between 2 GLNs. If Amazon is subscribed to a data provider GLN that publishes updated data on GDSN, then the data gets pushed to the Amazon Catalog as well.

#### 13. Our products are already on Amazon. What do we have to do next?

Your next step is to syndicate product content for the items currently sold on Amazon via the GDSN. 
Publish your GDSN product content for the items currently sold on Amazon to the Amazon GLN 
5450534000017, through your data pooler.

Connect to Amazon GDSN via Vendor Central (follow steps from Part 1.2.2)

**14.** Do we have to provide data for items we manufacture but are only sold on Amazon by 3P sellers? We recommend providing information for all of your items sold on Amazon by you.

#### 15. Can suppliers opt out of this initiative?

You can opt out from this initiative by stopping publishing to Amazon recipient GLN or contacting your GDSN data pool provider.

**16.** Do suppliers still need to manage the GTIN gold list (aka GTIN library) after moving to GDSN? For 2025, the GTIN GoldList will continue to be used as a backup data source for Receive as GDSN coverage increases. However, the north star vision is to deprecate the GTIN GoldList in 2026. There are already multiple large vendors who have transitioned to maintain GDSN data versus GoldList.

# 17. Will GDSN help me merchandize eaches and cases of the same product?

GDSN data on its own will not enable merchandizing two levels of a package hierarchy. However, the PH data from GDSN will be a key input to the new systems being launched by our Amazon Fulfillment Technologies team at the end of 2025 which will enable this capability.

#### 18. In which countries can suppliers set up GDSN with Amazon EU?

Currently, Amazon EU GDSN is only available in the following European countries: United Kingdom, Germany, France, Italy, and Spain. Please use the respective Vendor Central account for each marketplace to submit your GLN.