

## Time to Act – Correct, Complete, and Up-to-Date Data with the GS1 Belgilux Data Quality Programme

### A Growing Need for Reliable and Compliant Data

The value of product data has never been greater. With increasing consumer demands and new regulations (ESG, EUDR, PPWR...), having a single, reliable source of data has become essential.

GS1 Belgilux provides this unique data source via My Product Manager and the GS1 Global Data Synchronisation Network (GDSN).

As retailers, we aim to minimise the number of data sources and rely on a single, complete, and high-quality source. However, this source is only valuable if the data is correct, complete, and up-to-date. Poor-quality and/or outdated data is unusable.

In this context, GS1 Belgium & Luxembourg offers suppliers a data quality programme to evaluate the quality of their data.

This programme is **mandatory**, and we expect our suppliers to participate so that we can achieve optimal data quality together!

### The GS1 Belgilux Data Quality Programme: The Solution for Delivering Complete, Correct, and Up-to-Date Product Data!

Your product information is used throughout the supply chain but is also displayed on our websites. Consumers want clear information before purchasing a product (either digitally or in-store).

Good data quality is determined by both completeness and **accuracy**.

To ensure the quality of your product data, we ask you to participate in the GS1 Belgilux Data Quality Programme:

- **Fill in all mandatory fields** in My Product Manager and/or the GDSN network, so your product sheets are fully usable.
- Take **part** in the GS1 Belgilux **audit programme** to verify the accuracy of your data and ensure it matches the packaging.

**Avoid errors, build trust, and ensure 100% correct product data!**

### A Revamped Audit Programme That Meets Market Demands!

From 1st April 2025, GS1 Belgilux, in agreement with the industry, is introducing an improved audit programme based on the following principles:

- ✓ **Every newly created GTIN** is digitally requested and must be verified.
- ✓ If an already audited GTIN is modified, a new audit is required.
- ✓ **Expanded audit scope:** in addition to existing categories, the GS1 Belgilux audit programme now also includes food, pet food, detergents, and cosmetics. Other categories will follow soon.
- ✓ **The first audit of each GTIN is FREE.** This gives you greater insight into your data quality. If you score 100% every time, you will never have to pay for participation in My Audits.
- ✗ If there are errors in your data, don't worry. You will have the opportunity to correct them and request a new audit. However, GS1 Belgilux will charge for the second and subsequent audits.

## Ensure your data quality!

Capturing your data requires time and expertise. This might be something your organisation doesn't have internally.

If you lack the necessary expertise, we strongly recommend outsourcing your data entry to experts. Contact GS1 Belgilux for more information or visit the GS1 Belgilux partners website.

[Find your GS1 solution partner | GS1 Belgium & Luxembourg Partner Portal](#)

## Time to take action!

The numbers speak for themselves! There are:

- More than **20% incomplete product sheets** in My Product Manager.
- More than **200,000 unusable sheets** in My Product Manager.
- Less than **20% participation** in audits by 2024.
- Less than 50% are **First Time Right**.

This proves that **we all need to take action!**

We count on your active participation in GS1 Belgilux audits. **Reliable product data is essential to provide consumers with the right information.**

♦ More information about [GS1 Belgilux data quality programme >](#)

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Thank you for your commitment to ensuring high-quality product data!



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