

GS1 datapool - Entering data for pet food and pet supplies

DIY manual, garden center and pet shop sector in the Benelux

Version 1.3, definitive, April 2023



Table of contents

Introduction	3
1 Step 1: Get properly prepared	3
2 Step 2: Determine the right product category	3
3 Step 3: Measure you products	4
4 Step 4: Enter data and add digital assets	4
4.1 Basic data	4
4.2 Consumer information	5
4.3 Laws and regulations	6
4.3.1 Label information: European pet food regulation.....	6
4.3.2 Hazardous substances and environmental taxes	13
4.4 Consumer units.....	13
4.5 Commercial and logistical units.....	13
4.6 Product images & digital assets.....	13
4.7 Pricing notifications	13
5 7 tips	14
Appendix 1: Overview of GPC product categories	15

Introduction

This step-by-step plan explains what is needed to properly enter and public item data via the GS1 datapool.

What is the GS1 datapool?

The GS1 datapool is a central system that allows you to digitally share product information and product photos. Retailers, wholesalers, and suppliers have agreed on arrangements as to which data are to be shared and how. This is detailed in the Benelux data model. Using this data model, all parties are able to record, interpret and use data in the same manner. The GS1 datapool is called GS1 Data Source in the Netherlands. In Belgium, it is called My Product Manager. Both use the worldwide Global Data Synchronisation Network (GDSN) to which over 45,000 companies have signed up.

How does it work?

Suppliers provide (neutral) item data, including item codes, product names, dimensions, weights, etc. via the GS1 datapool. Suppliers also record commercial data (including product descriptions) and information required by law (including hazardous substances and environmental taxes) and share digital assets such as . Suppliers themselves specify who is allowed to use their product data. Their customers are able to retrieve the data and read them into their systems.

1 Step 1: Get properly prepared

Before you start sharing data via the GS1 datapool it is important you properly prepare. This includes the following:

- Put together a business case: what will you be using the GS1 datapool for and what is the added value it brings?
- Set up a project organisation and establish how you will be handling the project.
- Identify the as-is and the to-be situation. In doing so, consider the way processes are running that are to do with product data, which systems you have in place and which systems you will need, along with your aims.

Tip:

Be sure to thoroughly read [this step-by-step plan](#) ahead of time. It offers valuable advice on the topics listed above.

2 Step 2: Determine the right product category

Before you can start sharing data via the GS1 datapool, first break down your products into categories using the Global Product Classification (GPC) method. It is the category that decides which commercial data you need to enter for which products. Retailers also use this system to enable them to assign products to categories in a uniform manner.

Read the '[GPC in a nutshell](#)' document to find out how the GPC system works.

Below is a run-down of the GPC product categories for pet food and pet supplies. You will find a comprehensive description of these categories in the document attached.

GPC code	Name	GPC code	Name
10007768	Aquarium/vivarium	10000652	Pet Training/Control Aids/Accessories (Powered)
10000572	Pet Bedding	10000640	Pet Training/Accessories (Non Powered)
10000523	Pet Drinks (Perishable)	10008037	Pet Treats/Condiments (Complementary edible products) Perishable
10000506	Pet Drinks (Frozen)	10008036	Pet Treats/Condiments (Complementary edible products) Frozen
10000524	Pet Drinks (Shelf Stable)	10008038	Pet Treats/ Condiments (Complementary edible products) Shelf Stable
10000662	Pet Housing	10008288	Pet Transportation Means
10000516	Aquarium Aids/Accessories	10000508	Pet Grooming Aids
10006843	Terrarium Aids/Accessories	10000654	Pet Care/Food Variety Packs
10000510	Pet Hygiene/Sanitary Protection	10000521	Pet Food (Perishable)

10000643	Pet Attire	10000507	Pet Food (Frozen)
10008290	Pet Leads/Collars/Harnesses (Non Powered)	10000522	Pet Food (Shelf Stable)
10008287	Pet Baskets/Benches/Cushions	10000513	Pet Nutritional Supplements
10000515	Pet Parasite Treatment	10000660	Pet Food/Drink Dispenser
10000661	Pet Toys (Powered)	10000657	Pet Welfare/Hygiene Variety Packs
10000641	Pet Toys (Non Powered)	10000738	Pet Welfare/Hygiene Other
10000736	Pet Accessories Other		

Tip:

Want to find out more about Global Product Classification? Visit [our website](#). Unable to find the right category for your products? Get in touch with us at diy@gs1belu.org.

3 Step 3: Measure your products

Record the dimensions of all items in the GS1 datapool. To do so properly and consistently, international measuring rules exist. [Our website](#) explains how to use these measuring rules.

Please note: In the garden centre and pet shop sector, we use dimensions for 'IN' and 'OUT' packaging units.

	Description	Remark
IN	Dimensions of consumer packaging. The packaging contains the physical consumer unit	Mandatory, For the height, depth and width, the same unit of measure must be used. For example centimetre (cm)
UIT	Dimensions of the physical consumer unit	Optional. Only fill in when relevant. For pet food this is often not relevant. For pet supplies, yes. Think of a birdhouse that comes in a box. The same unit of measurement must be used for height, depth, and width. You may deviate from this if this is relevant for communication with the consumer.

4 Step 4: Enter data and add digital assets

The next step is to enter the product data and digital assets such as product images, user instructions and safety data sheets.

You can share nearly 3,400 different types of data via the GS1 datapool. These data are established by retailers and suppliers/manufacturers in the DIY, garden centre and pet shop sector in the Benelux. The data are broken down into a number of groups:

- Basic data
- Consumer information
- Data to comply with laws and regulations: hazardous substances and environmental taxes.

4.1 Basic data

Basic data are relevant for all items and need to be entered in all cases. The data are intended to ensure the efficient and smooth-paced conduct of business processes. These include:

- Product information: such as item code, product name and GPC product category
- Logistical information: such as packaging, dimensions, and weight
- Financial information: such as types of tax and tax rates

Below is a summary of the **25 basic data** which **must** be entered.

GS1 FieldID	Attribute name	Definition
0.021	Information provider GLN (Global Location Number)	Unique international number identifying the party providing the information about the trade item.
0.613	Information provider name	Name of the party supplying the information about the trade item.

0.022	GTIN (Global Trade Item Number)	Unique international number identifying the trade item.
0.023	Target market country code	The country where the product is delivered and sold. The code identifying the target market refers to a country or higher level geographical unit.
0.024	GPC category code	Code specifying a product category according to the GS1 Global Product Classification (GPC) standard.
0.026	Effective date/time	The date and time when the information contents of the master data are valid. Valid = correct or true.
0.061	Is Trade Item A Base Unit	Logical value indicating whether this product is the smallest unit in the product hierarchy.
0.062	Is Trade Item A Consumer Unit	Code indicating that this trade item is a consumer unit.
0.063	Is Trade Item An Orderable Unit	Logical value indicating whether this product is an orderable unit.
0.064	Is Trade Item A Despatch Unit	Logical value indicating whether this product is a despatch unit.
0.066	Is Trade Item A Variable Unit	Logical value indicating whether this product is variable in weight, size or volume.
0.067	Start date/time availability	The date and time (CCYY-MM-DDTHH:MM:SS) from which the trade item becomes available from the supplier, including seasonal or temporary trade item and services.
0.074	Duty fee tax type code	Code indicating the type of tax, which will vary from one target market to another.
0.615	Tax category code	Code indicating the rate at which the tax is collected on the trade item.
0.111	Packaging type code	Code indicating the type of packaging.
3.003	Brand name	The name of the brand under which the product is sold and promoted.
3.005	Functional product name	Text indicating the essence of the article for consumers.
3.007	Trade item unit descriptor	Code identifying the trade item's level in the hierarchy (e.g. pallet, box, base unit).
3.009	Net-content	Number indicating the content of the article in the packaging. This is usually displayed on the packaging.
3.012	Height	Number indicating the vertical dimension from the lowest (bottom) point to the highest (top) point of the product, including packaging.
3.013	Width	Number indicating the horizontal dimension from the leftmost point to the rightmost point of the product, including packaging.
3.014	Depth	Number indicating the dimension from the foremost point to the rearmost point of the product, including packaging.
3.015	Gross weight	Number indicating the weight of the product, including the weight of the packaging.
3.039	Description short	The name or brief description by which the article is identified in the GDSN data pool, point of sale, and the store shelf.
4.001	Trade item description	Text that uniquely describes the article or service.

4.2 Consumer information

Consumer information – also referred to as commercial attributes - are data that are mainly intended for web shops, as well as for promotional communications & activities (special offers, leaflets). Depending on the type of item, some data must be entered whereas other data are optional.

To make it easy to retrieve the data, the data have been clustered. The cornerstone for this is the Global Product Classification (GPC) system. For all GPC product categories specified under step 2, commercial attributes have been defined which you will find in the [GS1 Benelux data model](#).

Example:

The following attributes belong to the 'Pet foods (best before date - 10000522)' GPC product group:

GS1 FieldID	Mandatory/optional	Name attribute	Replacing attributes as of 20 May 2023
3.053	Mandatory	Pet food or animal feed type code	
3.054	Mandatory	Animal feed designed for code	
3.058	Mandatory	Animal feed target life stage	
7.996	Mandatory	Flavour	
8.561	Mandatory	Groupselection lifestage animal	
3.055	Optional	Composition of animal feed	
3.056	Optional	Analytical ingredients of animal feed	
3.057	Optional	Animal feed additives	
3.059	Optional	Minimum weight of animal being fed	
3.060	Optional	Maximum weight of the animal being fed	
3.061	Optional	Quantity of animal feed	
3.062	Optional	Minimum feeding amount	
3.063	Optional	Maximum feeding amount	
3.064	Optional	Recommended frequency of feeding	
3.065	Optional	Feeding Instructions	
4.020	Optional	Line or serie	
4.302	Optional	Ready for use indicator	4.378 Direct use indicator
6.532	Optional	Season / theme	
6.655	Optional	Breed	

6.667	Optional	Purpose of food	
7.177	Optional	Maximum pellet size	
7.991	Optional	Not suitable for kind of animal	
7.997	Optional	Nutrition Subtype	
8.560	Optional	Flavour (details)	
8.562	Optional	Claim type code	0.129 Claim type code
8.563	Optional	Claim element code	0.128 Claim element code

4.3 Laws and regulations

In order to comply with applicable laws and regulations, you should also share certain data via the GS1 datapool.

4.3.1 Label information: European pet food regulation

The European Union (EU) has established a series of requirements regarding which information needs to be included on the packaging (label) of pet food in the Regulation (EC) 767/2009 on 'the placing on the market and use of feed'.

Overview of attributes from the data model for the DIY, garden centre and pet shop sector

Please note: Most of the legal attributes listed below are optional in the datapool as the attributes do not apply to all products. However, if the information is to be included on the packaging of a physical product, you are **under obligation** to enter this information in the GS1 datapool.

GS1 FieldID	Attribute name	Definition
3.052	Regulated product name	The prescribed, regulated or generic name or denomination of the product describing the true nature of the food product that is sufficiently precise to distinguish it from other food products in line with the country-specific guidelines.
3.053	Pet food or animal feed type code	Code that describes the type of feed.
3.054	Animal feed designed for code	The type of animal for which the feed is intended.
3.055	Composition of animal feed	List of information on the composition of the feed, based on the ingredients incorporated in it, as regulated by local rules and regulations.
3.056	Analytical ingredients of animal feed	List of analytical components or guaranteed analysis of the feed, based on the nutrient analysis of the finished product, as regulated by local rules and regulations.
3.057	Animal feed additives	List of substances added to the feed during processing, such as for preservation, colouring or stabilisation as regulated by local rules and regulations.
3.065	Feeding Instructions	All instructions describing how the animal should be fed (e.g. amounts and frequency) based on the age, weight, diet or other variables, expressed as a free text. Information provided shall be identical as on the label or pack.
3.067	Regulation type code	Code indicating a regulation. Used in conjunction with 'Is trade item regulation compliant?'.
5.022	Regulatory permit identification	Text indicating the permit number.
3.068	Contact type code	The party that carries the legal responsibility for the product on the target market. This party is responsible for licences and regulations within the target market and may be the manufacturer, importer, sales agent or broker.
3.069	Contact	The name of the company or person associated with the communication address.
3.070	Communication address	The address associated with the contact type. For example, in the case of a consumer support contact type, this could be the full company address as stated on the trade item packaging or label.
3.071	Communication value	Text identifying the endpoint for the communication channel, for example a telephone number or an email address.
3.072	Communication channel code	Code specifying the type of communication channel, for example TELEPHONE.
3.009	Net-content	Number indicating the content of the article in the packaging. This is usually displayed on the packaging.
3.073	Net content statement	The statement corresponding to the net content descriptions as stated on the packaging (e.g. "4 x 100 gr = 400 gr").
3.058	Animal feed target life stage	Identifies the stage of life of the animal for which the article was designed.

GS1 FieldID	Attribute name	Definition
3.059	Minimum weight of animal being fed	The smallest weight (in a weight range) of the animal fed by the product. This value qualifies the amount of feed for the feeding phase.
3.060	Maximum weight of the animal being fed	The largest weight (in a weight range) of the animal fed by the product. This value qualifies the amount of feed for the feeding phase.
3.061	Quantity of animal feed	The quantity of feed specified for the life phases and the weight of the animal being fed.
3.062	Minimum feeding amount	The minimum quantity of feed specified for the life phases and the weight of the animal being fed.
3.063	Maximum feeding amount	The maximum quantity of feed specified for the life phases and the weight of the animal being fed.
3.064	Recommended frequency of feeding	How often it is recommended to give an animal the amount of feed within a period of time for the specified life phases of the animal.

You enter the information of these attributes in the way it is specified on the label of prepackaged pet food. Some of these product data are mandatory for all types of pet food and some should be specified only for specific kinds of pet food.

Below please find two pet food packaging examples, showing the fields where the data are to be entered.

Example 1 - Purina Beyond



Gedroogd Ei: Een uitstekende bron van eiwitten en aminozuren die de spiermassa helpen versterken en onderhouden, en essentiële vetzuren voor een gezonde huid en vacht.
Gedroogde Wortel: Met zorg verkregen.

Empfohlene tägliche Futtermenge (g/Tag):
 Täglichke anzubewellen hoeveelheden (g/dag):

Gewicht der Katze (kg)	Fütterungsmenge (g) / Hoeveelheid (g)
2-4	30-60
4-6	60-90
6-8	90-120

ALLEINFUTTERMittel FÜR AUSGEWACHSENE KATZEN
REICH AN HUHN MIT VOLKKORNGERSTE
ZUSAMMENSETZUNG: Huhn (20,5%) (einschl. Knochen, Fleisch, Haut)*, getrocknetes Geflügelprotein, Vollkorngerste* (13%), Hafer*[†], Reis*[†], Erbsenprotein, Schmalz, getrocknetes Hühnerprotein, Trockenhefe, getrocknete Rübenschnitzel, Mineralstoffe, Autolyolat, Trockenhefe, getrocknete Karotten (0,5%), *Getreide (3%)
[†] Natürliche Zutaten. Kann Spuren von Weizen oder Mais enthalten
ZUSATZSTOFFE: ERNÄHRUNGSPHYSIOLOGISCHE ZUSATZSTOFFE: IE/kg: Vit. A: 15 000; Vit. D₃: 400; Vit. E: 81; mg/kg: Eisen-(III)-sulfat Monohydrat (Fe: 24); Calciumphosphat, wasserfrei (I: 0,61); Kupfer-(II)-sulfat Pentahydrat (Cu: 3,7); Mangansulfat Monohydrat (Mn: 11); Zinksulfat Monohydrat (Zn: 38); Natriumselenit (Se: 0,035).

ANALYTIISCHE BESTANDEILE
ANALYTIISCHE BESTANDEILEN

Protein / Eiwit	36,0%
Fettgehalt / Vetgehalte	16,0%
Omega-3-Fettsäuren / Omega-3-vetzuren	2,0%
Rohasche / Ruwe as	8,0%
Rohfaser / Ruwe celstof	2,0%

VOEDINGSADVIES:
 De gemiddelde hoeveelheden voor onderhoud van volwassen katten zijn gebaseerd op gemiddeld actieve katten tijdens normale omgevingstemperaturen. Individuele behoeften variëren echter en de hoeveelheid voeding dient, indien nodig, aangepast te worden om uw kat op een gezond gewicht en in ideale lichaamsconditie te houden. Schoon en vers drinkwater dient altijd beschikbaar te zijn.

CONTACT: Nestlé Purina PetCare Nederland, Antwoordnetnummer 1199, 1180 VD Amstelveen

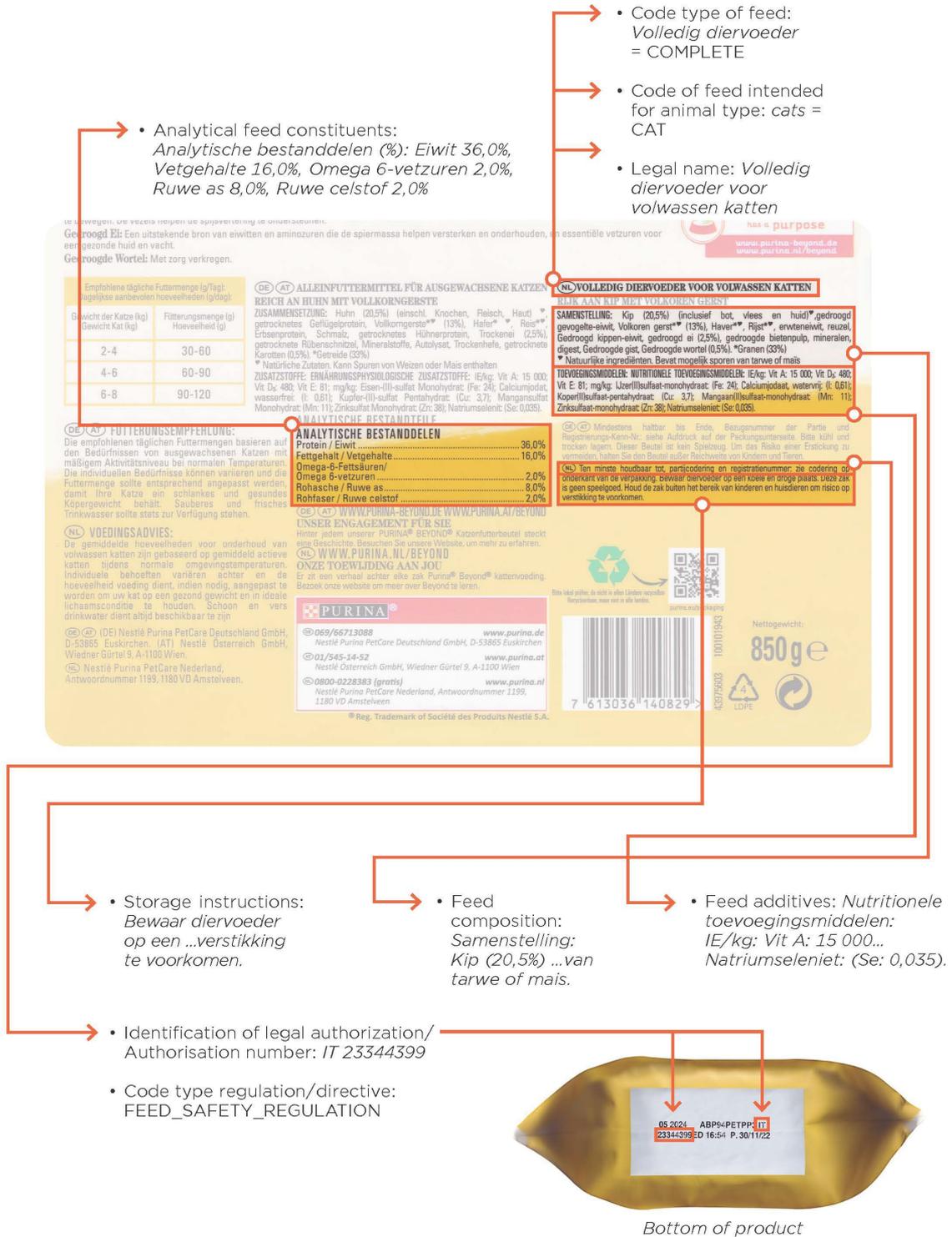
CONTACT: Nestlé Purina Petcare Nederland / Code type contact = CXC

COMMUNICATIONS ADDRESS: Antwoordnetnummer 1199, 1180 VD Amstelveen

CODE TYPE CONTACT DETAILS = WEBSITE / TELEPHONE_FREE_NUMBER

CONTACT DETAILS: www.purina.nl / 0800-0228383

NETTO-INHOUD: 850 gram



Example 2 - Perfect Fit



- Identification of legal authorisation /
Authorisation number: **DE 05770000113**
- Type regulation/directive =
FEED_SAFETY_REGULATION

Antioxidanten, die bekend dafür sind, die natürlichen Abwehrkräfte zu unterstützen / Aides de la touaine et enrichi en vitamines E et C, des antioxydants connus pour contribuer au maintien des défenses naturelles / Met toevoeging van vitamine E, aangevuld met vitamine C en antioxidanten die bijdragen aan een sterk natuurlijk afweersysteem.

Gesunde Darmwege
Fonctionnement urinaire soigné
Ondersteunt de gezondheid van de urinewegen

Ein kontrollierter Mineralstoffgehalt hilft den unteren Harntrakt gesund zu erhalten / Formule avec un équilibre en minéraux pour contribuer à un fonctionnement urinaire sain / Gebalanceerd mineraalgehalte ondersteunt de gezondheid van de urinewegen van uw kat.

Gesunde Verdauung
Digestion soignée
Bewahrt ein gesunde Verdauung

Contient haute teneur en protéines et en fibres, qui contribuent à une bonne digestion / Berek met hoogwaardige proteïnen & vezels die makkelijk verteerbaar zijn voor uw kat.

Tägliche Fütterungsempfehlung
Quantités journalières recommandées
Dagelijkse aanbevolen hoeveelheden

	3-4 Monate maanden	4-5 Monate maanden	5-11 Monate maanden
Nur Trockenfutter / Croquettes seulement / Alleen droog diervoeder	55 g	60 g	70 g
Trückerzeugung + Frischbeuteil Croquettes + Sachet Droog diervoeder + Maaltijdsakje	20 g + 1½	20 g + 2	30 g + 2

402 kcal / 100g

DEUTSCH: Fütterungsempfehlung: Zur Erreichung der Katzen alle 12 Monate mit Wasser aufzuheben. Ab einem Alter von 12 Monaten füttern Sie Nahrung für ausgewachsene Katzen. Nehmen Sie sich Zeit für die Fütterungseinstellung, lassen Sie die Fütterungsmenge leeren und füttern Sie diese mehrere Malzeiten, entsprechend den Bedürfnissen Ihres Tieres. Für Fütterungsempfehlungen besuchen Sie unsere Website oder rufen Sie unsere Service-Hotline an. Stellen Sie Tisches Trinkwasser bereit. Bitte gewährleisten Sie einen sauberen und trockenen Ort. Lassen Sie die Katzen jederzeit ein wenig Wasser für sich selbst. A partir de 12 mois, donnez à votre chat des aliments pour chats adultes. Veillez à respecter une transition progressive et adaptez les quantités et le nombre de repas aux besoins de votre chat. Pour plus d'informations sur l'alimentation de votre chat, visitez notre site internet ou contactez notre service consommateurs. Laissez de l'eau fraîche à disposition. A conserver fermé dans un endroit frais et sec. **VOEDINGSAFWEER:** Voer ongeveer twee keer de broden (schep de broden leeg met water). Vanaf 12 maanden kunt u overgaan op voeding voor volwassen katten. Zorg voor een schone en droge plek voor het eten van uw kat. Laat altijd wat water beschikbaar zijn voor uw kat. **ENGLISH:** Feeding recommendation: To reach the cats all 12 months with water. From an age of 12 months, feed food for adult cats. Take your time for the feeding adjustment, let the feeding amount empty and feed this several meals, according to the needs of your pet. For feeding recommendations, visit our website or call our service hotline. Provide table water. Please ensure a clean and dry place for the cats to eat. From 12 months, you can switch to food for adult cats. Take care of a clean and dry place for the cats to eat. **FRANÇAIS:** Recommandation d'alimentation: Pour atteindre les chats tous les 12 mois, laissez de l'eau fraîche à disposition. À partir de 12 mois, nourrissez les chats avec de la nourriture pour chats adultes. Prenez votre temps pour l'ajustement de l'alimentation, laissez le bol de nourriture se vider et nourrissez plusieurs fois, en fonction des besoins de votre animal. Pour des recommandations d'alimentation, visitez notre site internet ou appelez notre service clients. Gardez de l'eau fraîche à disposition. À conserver fermé dans un endroit frais et sec. **VOEDINGSAFWEER:** Voer ongeveer twee keer de broden (schep de broden leeg met water). Vanaf 12 maanden kunt u overgaan op voeding voor volwassen katten. Zorg voor een schone en droge plek voor het eten van uw kat. Laat altijd wat water beschikbaar zijn voor uw kat.

DEUTSCH: Allergiemittel für Katzen - Zusammensetzung: getrocknetes Geflügelprotein (u.a. Huhn), 14,0% Grebenproteine, Öl und Fett (u.a. Sonnenblumenöl) 0,40%, Fisch-Meiserei, Sojaprotein, Sojamehl, Leberhydrolysat, Mineralstoffe, Getreideprotein, Zellulose, Trockenalgen. Natürliche DHA-Quelle Bestandteile (%): Protein: 41,0; Fettgehalt: 17,0; anorganische Stoffe: 2,7; Calcium: 1,0; Phosphor: 0,88; Zusatzstoffe pro kg: Ernährungstechnologische Zusatzstoffe: Vitamin A: 6800 IE, Vitamin B₁: 16,0 mg, Vitamin C: 210 mg, Vitamin D₃: 750 IE, Vitamin E: 100 mg, Taurin: 837 mg, Kupfer (Kupfer(II)-sulfat-Pentahydrat (Kaliumjodid): 0,98 mg, Mangan (Mangan(II)-sulfat-Monohydrat (Natriumselenat): 0,13 mg, Zink (Zink(II)-sulfat-Monohydrat) 115 mg, Zink (Zink(II)-sulfat-Monohydrat) 115 mg, Om verstikking te voorkomen, gelieve de verpakking altijd buiten het bereik van baby's, kleine kinderen en huishoudingen te houden.

FRANÇAIS: Allergène pour chats - Composition: protéines de volaille séchées (poulet, etc.), 14,0% protéines de volaille, huile et graisses (dont huile de tournesol) 0,40%, farine de poisson, protéine de soja, farine de soja, hydrolisat de foie, substances minérales, protéines de céréales déshydratées, café déshydraté. Source naturelle de DHA. Constituants analytiques: 41,0% protéines, 17,0% matières grasses, 17,0% matière organique, 2,7% calcium, 1,0% phosphore, 0,88% additifs par kg. Antioxydants nutritionnels: Vitamine A: 6800 UI, Vitamine B₁: 16,4 mg, Vitamine C: 210 mg, Vitamine D₃: 750 UI, Vitamine E: 100 mg, Taurine: 837 mg, Cuivre (sulfate de cuivre(II) pentahydraté) 0,98 mg, Mangan (sulfate de manganèse(II) monohydraté) 0,13 mg, Sélénium (sulfate de sélénium(II) monohydraté) 0,13 mg, Zinc (sulfate de zinc(II) monohydraté) 115 mg. **ENGLISH:** Allergen for cats - Composition: dried poultry protein (e.g. chicken), 14.0% poultry proteins, oil and fat (e.g. sunflower oil) 0.40%, fish meal, soy protein, soy flour, liver hydrolysate, minerals, cereal protein, cellulose, dried algae. Natural DHA source. Ingredients (%): Protein: 41.0; Fat content: 17.0; Inorganic matter: 2.7; Calcium: 1.0; Phosphorus: 0.88; Additives per kg: Nutritional additives: Vitamin A: 6800 IU, Vitamin B₁: 16.0 mg, Vitamin C: 210 mg, Vitamin D₃: 750 IU, Vitamin E: 100 mg, Taurine: 837 mg, Copper (Copper(II)sulfate pentahydrate): 0.98 mg, Manganese (Manganese(II)sulfate monohydrate): 0.13 mg, Selenium (Selenium(II)sulfate monohydrate): 0.13 mg, Zinc (Zinc(II)sulfate monohydrate): 115 mg. To prevent suffocation, please keep the packaging always out of reach of babies, small children and households.

- Storage instructions: Om verstikking...te houden.
- Analytical feed constituents: Analytische bestanddelen (%): eiwit... 0.88 / 402 kcal per 100 gram
- Feed additives: Additieven per kg: Antioxidanten... 115 mg
- Code type of feed: Complete dry feed = COMPLETE
- Feed code intended for animal type: kittens = CAT
- Legal name: Complete dry feed for kittens
- Feed composition: Samenstelling: gedroogd...DHA.

Antioxydanten, die bekannt dafür sind, die natürlichen Abwehrkräfte zu unterstützen / Avec de la tourne et enrichi en vitamines E et C, des antioxydants connus pour contribuer au maintien des défenses naturelles / Ma tourne en verhoogde gehalte vitamine E, omgevuld met vitamine C en antioxidanten die bijdragen aan een sterk natuurlijk afweersysteem.

Gesunde Hornwege
Fonctionnement urinaire sain
Ondersteunt de gezondheid van de urinewegen

Ein kontrollierter Mineralstoffgehalt hilft den unteren Harntrakt gesund zu erhalten / Fonctionnement urinaire sain / Gebalancered mineralgehalte ondersteunt de gezondheid van de urinewegen van uw kat.

Gesunde Haut & Gesundes Fell
Peau & Pelage saines
Gezonde huid & vacht

Ermittelt Biotin, Zink und Sonnenblumenöl (eine natürliche Quelle an Omega-6 Fettsäuren), die die Gesundheit von Haut und Fell unterstützen / Contient de la biotine, du zinc et de l'huile de tournesol, une source naturelle d'acides gras oméga-6, qui participent au maintien d'une peau et d'un pelage sains / Best zonnemelisse, een natuurlijke bron van omega-6-vetzuren, biotine en zink die bijdragen aan een gezonde huid en vacht.

Tägliche Fütterungsempfehlung
Quantités journalières recommandées
Dagelijks aanbevolen hoeveelheden

	≤ 3 Monats maanden	4-5 Monats maanden	6-12 Monats maanden
Nur Trockenfutter / Croquettes seulement / Alleen droog diervoeder	55 g	60 g	70 g
Trockennahrung + Frischebeute(n) Croquettes + Sachet Droog diervoeder + Maaltijdzakje	20 g + 1½	20 g + 2	30 g + 2

Wir empfehlen eine Mischung aus PERFECT FIT™ Trocken- und Feuchtnahrung zu füttern. / Nous recommandons d'alterner les croquettes PERFECT FIT™ avec des aliments humides. / Het is aanbevolen om een mix van PERFECT FIT™ volledig droog diervoeder en volledig nat diervoeder te geven.

DE/AT/CH Alleinfuttermittel für Katzen
Zusammensetzung: getrocknetes Geflügelprotein (u. Grasproteine, Öl und Fett (u.a. Sonnenblumenöl, Maisöl, Sojabohnen, Sonnenöl), Leberextrakt,...

FR Aliment complet pour chats
Composition: protéines de volaille déshydratées (dont poulet 16%), huile de poisson 0,25%, maïs, sorgho, sorgho, sésame, levure hydrolysée, minéraux, arôme naturel, cellulose, arômes,...

ES Comida seca para gatos
Composición: proteína de aves deshidratada (pollo 16%), aceite de pescado 0,25%, maíz, sorgo, sorgo, sésame, levadura hidrolizada, minerales, saborizante natural, celulosa, aromas,...

IT Alimento completo per gatti
Composizione: proteine di pollai (pollo 16%), olio di pesce 0,25%, grano duro, grano duro, sesamo, lievito idrolizzato, minerali, aromi naturali, cellulosa, aromi,...

PL Kompletny karm dla kotów
Skład: białko zwierzęce (kurczak 16%), olej rybny 0,25%, kukurydza, sorgo, sezam, drożdżki hydrolizowane, minerały, naturalny aromat, celuloza, aromaty,...

PT Alimento completo para gatos
Composição: proteínas de aves desidratadas (frango 16%), óleo de peixe 0,25%, milho, sorgo, sorgo, sésamo, levedura hidrolizada, minerais, aromas naturais, celulose, aromas,...

RU Полноценный корм для кошек
Состав: белок животного происхождения (курица 16%), рыбий жир 0,25%, кукуруза, сорго, сорго, семена льна, дрожжи гидролизированные, минералы, натуральный ароматизатор, целлюлоза, ароматизаторы,...

UKR Повноцінний корм для котів
Склад: білок тваринного походження (курка 16%), рибацький жир 0,25%, кукурудза, сорго, сорго, насіння льна, дріжджі гідролізовані, мінерали, натуральний ароматизатор, целюлоза, ароматизатори,...

NL Voeding voor volwassen katten
Ml: 600 - 1200 Uur, www.perfect-fit.nl
CH: Mars Schweiz AG, 6340 Baar, 0848 844 800, www.perfect-fit.nl
FR: Mars PF France - CS 20001 - 45550 Saint-Denis-de-Hulès (71) - Cristal: 0 963 300 140 (appel non surtaxé), www.perfect-fit.nl
BE: Mars Belgium, Kleine Kooiersstraat 8, 1932 Zaventem
NL: Mars Nederland B.V. Postbus 81, 5460 AB Veghel
0800 - 7334473 (gratis), www.perfect-fit.nl

750 g e

Nutritional advice:
Voedingsadvies: Voor zogende katjes ... verpakking

De behoeften van uw huisdier wat betreft voeding zullen verschillen overeenkomstig leeftijd, gewicht, geslacht, ras en activiteit. Aangezien het belangrijk is dat uw huisdier de juiste hoeveelheid voeding krijgt, raadpleeg het etiket/verpakking voor het complete, gedetailleerde voedingsadvies.

Net content:
750 gram

- Contact: Mars Nederland / Code type contact = CXC
- Communication address: Postbus 81, 5460 AB Veghel
- Code type contact details = WEBSITE / TELEPHONE_FREE_NUMBER
- Contact details: www.perfect-ft.nl / 0800-7334473

4.3.2 Hazardous substances and environmental taxes

Some items come under the Carriage of Dangerous Goods by Road (ADR) regulations. Under this regulation, you are to enter a series of specific data. The data on hazardous substances and environmental taxes are broken down into a number of sub-groups:

- Data on hazardous substances
- Declaration of Performance (DoP)
- Fertilisers

The [GS1 Benelux data model](#) has more information on the attributes.

4.4 Consumer units

For consumer units you will need to enter basic data and commercial information in the GS1 datapool in order to comply with applicable laws and regulations.

Tips

- Gathering and recording item data per product category (brick) allows you to cluster the work involved. Schedule a start date, define a lead time per brick and select a party who assumes final responsibility for the brick. And very important: set a deadline.
- Are you using the GS1 web interface? Before getting started, watch our [manual](#).
- To enter information in commercial text fields, use [this instruction](#). This will enable you to ensure good data quality.
- Some retailers operate both in the Netherlands and in Belgium. Make sure the data are published in the [right language](#) and use the right [tax rates](#).

4.5 Commercial and logistical units

In addition to the item data of consumer units, retailers also need the data of commercial and logistical units for their logistical processes. The website has a [manual](#) that explains how to enter these data into the GS1 datapool. For the commercial and logistical units, there is no need to enter consumer information (see 4.4).

Please note: Make sure you assign a unique GS1 item code (GTIN/EAN) to physical commercial and logistical units – if relevant. If the unit is only scanned in logistical processes, please use the EAN/GS1 128 bar code with the application identifier (01 = GTIN of the commercial unit). If the commercial unit is scanned at the point-of sale, use the EAN13 bar code.

4.6 Product images & digital assets

You can also share product images via the GS1 datapool. The same applies to so-called digital assets, such as user instructions or safety data sheets. Things for which guidelines and examples exist. Please check [our website](#) for more details.

Advice: Add at least 1 product image, ideally more than 1. This enables your customers to do a nicer job of presenting your products online and offline.

4.7 Pricing notifications

Pricing information (such as purchase prices) is not shared via the GS1 datapool. Retailers in the sector, however, are keen to be provided with this pricing information in a standardized manner. This information may be provided with an Excel smartsheet - the pricing notification - which they can use alongside the GS1 datapool. [Our website](#) has further information on this topic.

5 7 tips

1. Organise your data management

Assign a person who is given final responsibility for product data and data quality. And organize the activities at your organization in such a way that there is enough time to do this. Do not just take this on as a small side job: it demands ongoing attention.

2. Cluster activities per product category

Gathering and capturing item data per product category (brick) allows you to cluster the work involved. Schedule a start date, define a lead time per brick and select a party who assumes final responsibility for the brick. And very important: set a deadline. On this topic, check out our [step-by-step plan](#).

3. Incorporate updates in the data model in a timely fashion

The GS1 datapool has 4 releases per annum. This means that changes are made in the datapool and to the data model at the request of member-companies. Schedule the time required to enter the relevant changes. Check the release dates in our [planning schedule](#).

4. Remove old items

It is important that you update the items in the GS1 datapool on a regular basis and that you delete out-of-date data.

5. Implementing bulk changes

Do you want to add, change or delete large numbers of item data and/or digital assets? The is possible in a quick and easy way via the export function in My Product Manager.

6. Use the checklist

The web interface has a checklist with errors and warnings. You can very easily incorporate this information by clicking it, which will automatically take you to the field where the relevant change can be entered.

7. Get in touch with GS1 if you cannot manage

No one is expecting you to reinvent the wheel. GS1's [customer advisors](#) are happy to assist.

Appendix 1: Overview of GPC product categories

GPC brick code	GPC name	Definition (inclusive)	Definition (exclusive)
10007768	Aquarium/vivarium	Includes any products that can be described/observed as a housing/sheltering environment for pets.	Excludes items such as cages, carriers, pet baskets and other Pet Housing/Bedding.
10000572	Pet Bedding	Includes any products that can be described/observed as a disposable product specifically designed to provide comfort within the housing for a pet. Includes products such as straw, hay, wood shavings and disposable birds nests.	Excludes products such as Straw and Hay that are used for pet food, non-disposable Pet Housing and Bedding, Clothing and Blankets worn by pets.
10000523	Pet Drinks (Perishable)	Includes any products that can be described/observed as a beverage, specifically designed and solely intended for consumption by pets. These products can be dairy or non-dairy based and may contain additional vitamins/minerals. These products must be refrigerated to extend their consumable life.	Excludes products such as beverages intended for human consumption, Pet Medicines and Pet Nutritional Supplements intended for oral consumption.
10000506	Pet Drinks (Frozen)	Includes any products that can be described/observed as a beverage, specifically designed and solely intended for consumption by pets. These products can be dairy or non-dairy based and may contain additional vitamins/minerals. These products are frozen to extend their consumable life.	Excludes products such as beverages intended for human consumption, Pet Medicines and Pet Nutritional Supplements intended for oral consumption.
10000524	Pet Drinks (Shelf Stable)	Includes any products that can be described/observed as a beverage, specifically designed and solely intended for consumption by pets. These products can be dairy or non-dairy based and may contain additional vitamins/minerals. These products have been treated or packaged in such a way as to extend their consumable life.	Excludes products such as beverages intended for human consumption, Pet Medicines and Pet Nutritional Supplements intended for oral consumption.
10000662	Pet Housing	Includes any products that can be described/observed as a non-disposable product specifically designed to house, shelter and provide comfort within the housing for a pet. Includes products such as pet cages and hutches.	Excludes products such as Bedding, Clothing and Blankets worn by pets, pet baskets, benches and cushions.
10000516	Aquarium Aids/Accessories	Includes any products that can be described/observed as an aid or accessory designed to equip and maintain an aquarium environment. Includes products such as gravel, aquarium plants and their treatments, aquarium thermometers, aquarium ornaments, water pumps, filters and lighting.	Excludes products designed for garden ponds, Aquarium Tanks, Fish Food and Pet Medicines.
10006843	Terrarium Aids/Accessories	Includes any products that can be described/observed as an accessory designed to equip and maintain a terrarium environment. Includes products such as gravel, terrarium plants and their treatments, terrarium thermometers, terrarium ornaments, water pumps, filters and lighting.	Excludes products such as products designed for garden ponds, Terrarium Tanks, Fish Food and Pet Medicines.

10000510	Pet Hygiene/Sanitary Protection	Includes any products that can be described/observed as ensuring a clean/hygienic pet/owner environment, or a sanitary protection product specifically designed for pets. Includes products such as litter and litter accessories, deodorant, oral hygiene products, pet sanitary pants and sanitary towels, disinfectants, food mats.	Excludes products such as Pet Shampoo, Pet Soap, Pet Brushes and items not specifically designed for pets.
10000643	Pet Attire	Includes any products that can be described/observed as a product specifically designed to be worn by a pet. Includes products such as Pet Coats, Horse Blankets and Rugs, Identification Tags, Earmuffs, Bandanas, Life Jackets, and T-shirts.	Excludes products such as Pet Collars, Harnesses, Muzzles.
10008290	Pet Leads/Collars/Harnesses (Non Powered)	Includes any products that can be described/observed as a non powered product specifically designed to prevent an animal from leaving whilst walking or training them. Includes products such as leads, collars, horse tacks, muzzles, tethers.	Excludes all powered and non powered Pet Training and Control products. Excludes products such as powered Pet Training and Control Devices, Clickers, Whistlers, Saddles, Vehicle Guards, Flea Collars and Pet Toys.
10008287	Pet Baskets/Benches/Cushions	Includes any products that can be described/observed as a product specifically designed to give pets a comfortable place to retreat to. Includes products such as dog baskets, hanging baskets for cats.	Excludes products such as cages, hutches and Blankets worn by pets.
10000515	Pet Parasite Treatment	Includes any products that can be observed/described as a treatment specifically designed to prevent or eliminate parasites such as fleas, ticks, or worms in and around domestic pets or exotic animals and fish. Includes products in the form of collars, sprays, powders, liquids, tablets. Also includes Flea Combs and products specifically designed to treat fish.	Excludes products such as those intended for human domestic use, Pet Medicines and Pet Collars not solely intended for the treatment of fleas and ticks. Also excludes treatments for aquarium plants.
10000661	Pet Toys (Powered)	Includes any products that can be described/observed as a powered product specifically designed to entertain a pet. Includes battery and mains/current powered toys, but	excludes mechanical and wind up toys. Specifically excludes all non-powered pet toys. Excludes products such as non-powered Pet Toys and Pet Training Devices and products such as Activity Centres and Accessories designed primarily for exercise rather than entertainment.
10000641	Pet Toys (Non Powered)	Includes any products that can be described/observed as a non-powered product specifically designed to entertain a pet. Includes balls, ropes, activity centres, synthetic chews.	Specifically excludes all powered pet toys. Excludes products such as powered Pet Toys and Pet Training Devices.
10000736	Pet Accessories Other	Includes any products that can be described/observed as Pet Accessories products, where the user of the schema is not able to classify the products in existing bricks within the schema.	Excludes all currently classified Pet Pharmaceuticals, Pet Welfare and Hygiene products and Pet Food and Drinks.
10000652	Pet Training/Control Aids/Accessories (Powered)	Includes any products that can be described/observed as a powered product specifically designed to modify pet behaviour, assist in their obedience training, aid in their mobility and contain them within their home environment. Includes products such as pet boundary radio transmission systems, ultrasonic pet	Excludes all non-powered Pet Training and Control products. Excludes products such as non-powered Pet Training and Control Devices, Flea Collars and Pet Toys that are not specifically intended for training purposes.

		training devices, ultrasonic dog deterrents and bark collars.	
10000640	Pet Training/Accessories (Non Powered)	Includes any products that can be described/observed as a non-powered product specifically designed to modify pet behaviour and aid in their mobility. Includes products such as whistles, clickers, deterrent scents, vehicle guards, saddles, ramps.	Excludes all powered Pet Training and Control products. Excludes products such as powered Pet Training and Control Devices, Flea Collars and Pet Toys.
10008037	Pet Treats/Condiments (Complementary edible products) Perishable	Includes any products that may be observed/described as a treat, which on its own is insufficient to support the nutritional requirements of the pet, specifically designed and solely intended for consumption by pets. These products must be refrigerated to extend their consumable life.	Excludes products such as food intended for human consumption, Pet Food, Pet Food Condiments (Frozen & Shelf Stable), Pet Medicines and Pet Nutritional Supplements intended for oral consumption.
10008036	Pet Treats/Condiments (Complementary edible products) Frozen	Includes any products that may be observed/described as a treat, which on its own is insufficient to support the nutritional requirements of the pet, specifically designed and solely intended for consumption by pets. These products must be frozen to extend their consumable life.	Excludes products such as food intended for human consumption, Pet Food, Pet Food Condiments, Pet Medicines and Pet Nutritional Supplements intended for oral consumption.
10008038	Pet Treats/ Condiments (Complementary edible products) Shelf Stable	Includes any products that may be observed/described as a treat, which on its own is insufficient to support the nutritional requirements of the pet, specifically designed and solely intended for consumption by pets. These products have been treated or packaged in such a way as extend their consumable life.	Excludes products such as food intended for human consumption, Pet Food, Pet Food Condiments (Frozen & Perishable), Pet Medicines and Pet Nutritional Supplements intended for oral consumption.
10008288	Pet Transportation Means	Includes any products that can be described/observed as a product specifically designed for transporting pets away from their normal residence. Includes pet travel bags/cases for normal use (for instance when visiting family or vets) but also special transport means when travelling by plane.	Excludes products such as leashes, belts or clothing specific for travelling.
10000508	Pet Grooming Aids	Includes any products that can be described/observed as a tool specifically labelled and marketed to clean, trim and brush a pet or to maintain their appearance. Includes products such as animal brushes, baths tubs, clippers, scissors, shampoo, soap, bath towels.	Excludes products such as Flea Combs, Medicated and Flea Shampoos, and items not specifically designed for pets.
10000654	Pet Care/Food Variety Packs	Includes any products that can be described/observed as two or more distinct Pet Care and Food products sold together which exist within the schema but belong to different Families, that is two or more products contained within the same pack which cross Families within the Pet Care and Food Segment. Includes products such as Bird Food and Bird Feeders variety packs. Items that are received free with purchases should be removed from the classification decision-making process.	Excludes products such as Pet Brushes and Litter Trays variety packs and Pet Collar and Pet Vitamins variety packs.

10000521	Pet Food (Perishable)	Includes any products that may be observed/described as a food product, specifically designed and solely intended for consumption by pets. These products must be refrigerated to extend their consumable life.	Excludes products such as food intended for human consumption, Pet Treats/Condiments, Pet Medicines and Pet Nutritional Supplements intended for oral consumption.
10000507	Pet Food (Frozen)	Includes any products that may be observed/described as a food product, specifically designed and solely intended for consumption by pets. These products must be frozen to extend their consumable life.	Excludes products such as food intended for human consumption, Pet Treats/Condiments, Pet Medicines and Pet Nutritional Supplements intended for oral consumption.
10000522	Pet Food (Shelf Stable)	Includes any products that may be observed/described as a food product, specifically designed and solely intended for consumption by pets. These products have been treated or packaged in such a way as extend their consumable life.	Excludes products such as food intended for human consumption, Pet Treats/Condiments, Pet Medicines and Pet Nutritional Supplements intended for oral consumption.
10000513	Pet Nutritional Supplements	Includes any products that can be described/observed as a dietary supplement, specifically designed for pets, and typically formulated to help promote optimum health and growth. These include natural and synthetic products that are given to the animal with or without food. Includes products such as minerals, vitamin drops, tablets and capsules and those that are disguised as a treat.	Excludes products such as Pet Medicine, Pet Treats not designed as a nutritional supplement, Pet Food and Dietary Supplements not intended for animals.
10000660	Pet Food/Drink Dispenser	Includes any products that can be described/observed as a product specifically designed to dispense food and drinks for pets. Includes products such as automated feeders from which food or drink are dispensed at specific times or intervals and pet fountains from which animals can drink.	Excludes products such as Aquarium Feeders and Accessories, and Bowls and Bottles not intended for pet use.
10000657	Pet Welfare/Hygiene Variety Packs	Includes any products than can be described/observed as two or more distinct Pet Welfare and Hygiene products sold together, which exist within the schema belonging to different bricks but to the same class, that is two or more products contained within the same pack which cross bricks within the Pet Welfare and Hygiene class. Includes products such as Pet Brushes and Pet Litter Trays sold together. Items that are received free with purchases should be removed from the classification decision-making process..	Excludes products such as Pet Brush and Pet Blanket variety packs.
10000738	Pet Welfare/Hygiene Other	Includes any products that can be described/observed as Pet Welfare and Hygiene products, where the user of the schema is not able to classify the products in existing bricks within the schema.	Excludes all currently classified Pet Accessories, Pet Pharmaceuticals and Nutritional Supplements, and Pet Food and Drinks.