



Digital assets

Specifications and guidelines for the do-it-yourself, garden and pet sector in the Benelux

Version 1.0, final, November 2021



Contents

Introduction	3
1 Digital assets	4
1.1 Attributes of digital assets.....	5
1.2 Digital assets - requested by the sector	6
1.2.1 Safety Data Sheet (SDS)	6
1.2.2 Declaration of Performance (DoP)	6
1.2.3 Certificate – organic product	7
1.2.4 Energy label.....	7
1.2.5 Guarantee information	8
1.2.6 Instructions for use and storage by consumers.....	8
1.2.7 Instructions for use/leaflet.....	9
1.2.8 Data on hazardous substances (not SDS)	9
1.2.9 Logo	10
1.2.10 Certificate w.r.t. prizes awarded	10
1.2.11 Assembly instructions.....	10
1.2.12 Product image with dimensions	11
1.2.13 Product label image	11
1.2.14 Technical datasheet	12
1.2.15 Video	12
Appendix 1: Sharing digital assets via GS1 web interface	13
Appendix 2: Overview of GDSN digital asset codes	13
Appendix 3: Version control	19

Introduction

Online purchases are growing explosively and consumers are using more and more online channels to properly orient themselves before doing a job. The government is also making increasingly more requirements. In addition to reliable product information and product images, chain parties therefore need more and more documents (digital assets): for internal processes, but also for (online) customers.

The digital assets - like product information and product images - can also be shared via the Global Data Synchronisation Network (GDSN). In Belgium and Luxembourg this is done via My Product Manager and in the Netherlands via GS1 Data Source.

Representatives of the DIY, garden and animal industries in the Benelux have already reached detailed agreements (guidelines) on the sharing of product images. Think then of:

- Product images
- Assembly images
- Mobile ready hero images
- 360° product images
- Images of an item from the packaging

The guidelines for these product images can be found on the [GS1 Belgium & Luxembourg](#) and [GS1 Netherlands website](#).

Digital assets

This document shows which other types of digital assets (such as safety data sheets and logos) companies in the Benelux DIY, garden and animal sectors want and can share with each other and which attributes are used for this.

The list of digital assets with associated definitions that forms the basis of this document is based on the [GS1 global standard](#).

Note!

Always agree in advance with your customers which digital assets they want to receive and when.

1 Digital assets

Below is an overview of the different types of digital assets that retailers in the DIY, garden and animal sectors in the Benelux want to receive via the GS1 data pool.

These digital assets are already shared via the data pool:

- Product images
- Safety Data Sheet (SDS)
- Declaration of Performance files (DoP)

The following digital assets are not yet shared, but if these assets apply to your products, it is desirable that you do share them via the GS1 data pool. Please contact your customers about this in advance.

- Certificate – organic product
- Energy label
- Guarantee information
- Instructions for use and storage by consumers
- Instructions for use/leaflet
- Data on hazardous substances (not SDS)
- Logo
- Certificate for prizes won
- Assembly instructions
- Product image with dimensions
- Product label image
- Technical datasheet
- Video

How can you share digital assets?

- Suppliers with their own public Digital Asset Management (DAM) system can share the assets with customers via a URL (link).
- Suppliers using the GS1 web interface can also upload the digital asset file in the web interface. Appendix 1 of this document explains how to do this in the GS1 web interface.
- Suppliers with their own connection (M2M) to the GS1 datapool can also share the digital asset via the GS1 datapool. The fields for this are in the 'referencedFileDetailInformationModule'. In the tab 'FieldDefinitions' of the data model, details about these fields can be found with the help of the FieldID.

From paragraph 1.2 onwards, it is explained how to share each type of asset requested by the sector via the data pool. In addition, in appendix 2 of this document you will find a complete overview of all digital assets that can be shared via the GS1 data pool.

1.1 Attributes of digital assets

The following attributes are used for sharing digital assets. But sometimes it is necessary to fill in attributes for the product itself as well, for example for hazardous substances. More details on these attributes can be found in the data model. The most recent version can always be found on the website of [GS1 Belgium & Luxembourg](#) or [GS1 Netherlands](#).

Points of attention

- It may happen that wholesalers supply products from suppliers to customers (retailers). We then recommend always sharing the URL (link) to the supplied document from suppliers, for example a safety data sheet, unchanged via the GS1 Data Pool with customers. This way, the most recent version of the document is shared.
- 1 digital asset is often valid for multiple items in the data pool; however, you must link this asset to each individual item (GTIN). It is therefore not possible in the GS1 web interface to link a digital asset simultaneously to several articles.
- PDF files should always be shared without clipping paths and in a compressed (light) version.

FieldID	Attribute	Example	Explanation
6,445	Type of external source	Logo	The type of file, for example a manufacturer or brand logo of the product.
6,446	URL external source	Example link	The URL by which the digital asset can be viewed or stored.
6,447	URL external source language code	NL	Language code for the digital assets (if applicable).
7,206	File format name of external source	JPG	The format of the external source, e.g. TIFF, JPG, PDF or GIF.
6,448	External source file name	08712345678906_LOGO_NL	For digital assets, it is recommended to start with the GTIN (14 digits), followed by the type of digital asset (see Annex 2, GDSN code column) and possibly the indication of the language code.
8,457	End date of file	2025-02-25T00:00:00	Date until which the file is valid. This may be important for certificates, for example.
8,458	Start date of file	2021-02-25T00:00:00	Date from which the file is valid. This can be important, for example, for promotional images that are used temporarily.

1.2 Digital assets - requested by the sector

Below is a description of the digital assets required by retailers in the sector.

1.2.1 Safety Data Sheet (SDS)

A Safety Data Sheet is a structured document containing information about the risks of a hazardous substance and recommendations for its safe use.

If you select the code 'SAFETY_DATA_SHEET_REQUIRED' under attribute 3.067 'Type of regulation/directive', add the safety data sheet (SDS). This can be an image or a document.

In addition, it is necessary to fill in certain attributes about hazardous substances for the product itself. In the GS1 data model, these can be found in the 'Field definitions' tab by filtering column Y 'Attribute Category' on the value 'Dangerous goods'.



FieldID	Attribute	Example
6,445	Type of external source (GDSN code) <i>Description in GS1 web interface</i>	SAFETY_DATA_SHEET <i>SDS/veiligheidsinformatieblad</i>
6,446	URL external source	Example link
6,447	URL external source language code	ENG
7,206	File format name of external source	PDF
6,448	External source file name	08712345678906_SDS_DATA_SHEET_EN
8,457	End date of file	2025-02-25T00:00:00
8,458	Start date of file	2021-02-25T00:00:00

1.2.2 Declaration of Performance (DoP)

As a result of the European Construction Products Regulation, the supplying industry (manufacturers, importers and distributors) has been obliged to provide a declaration of performance for CE-marked products since 1 July 2013. This declaration is called a Declaration of Performance (DoP). The DoP is prepared by the manufacturer and provides information on the main performance of the product and its intended use.

The DoP file can be shared via a URL (link) of an image or a document.

If you indicate under attribute 5.067 'Indication DoP legally required' that this is applicable, attach the DoP as a file.

In addition, it is necessary to fill in certain attributes. In the data model, these can be found in the 'Field definitions' tab by filtering column Y 'Attribute Category' on the value 'Declaration of Performance'.



FieldID	Attribute	Example
6,445	Type of external source (GDSN code) <i>Name in GS1 web interface</i>	DOP_SHEET DOP sheet (<i>Declaration of Performance</i>)
6,446	URL external source	Example link
6,447	URL external source language code	NL
7,206	File format name of external source	PDF
6,448	External source file name	08712345678906_DOP_SHEET_NL
8,457	End date of file	2025-02-25T00:00:00
8,458	Start date of file	2021-02-25T00:00:00

1.2.3 Certificate – organic product

A certificate that is awarded to an organic product. The certificate is shared via a URL (link) or via a file.

The logo of the organic certificate is shared via URL with another GDSN code. For more information, see 1.2.9 (FieldID 6.445).

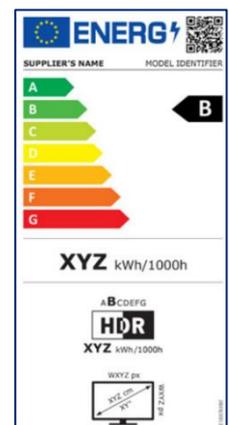
FieldID	Attribute	Example
6,445	Type of external source (GDSN code) <i>Name in GS1 web interface</i>	ORGANIC_CERTIFICATE <i>Certificate – organic product</i>
6,446	URL external source	No example available
6,447	URL external source language code	NL
7,206	File format name of external source	PDF
6,448	External source file name	08712345678906_ORGANIC_CERTIFICATE_NL
8,457	End date of file	2025-02-25T00:00:00
8,458	Start date of file	2021-02-25T00:00:00

1.2.4 Energy label

The energy label provides insight into the energy consumption of the product. On 19 May 2010, the EU adopted Directive 2010/30/EU on energy labels. Energy labels help consumers to choose products that save energy. They can be found on a selection of white goods and other products and are intended to show customers how energy-efficient a product is before they buy it.

The energy label of the product can be shared via a URL (link) or a file. The label is subject to the following requirements in the European Union:

Minimum size	230 x 460 pixels
Ratio	1:2
Type	JPG/JPEG



FieldID	Attribute	Example
6,445	Type of external source (GDSN code) <i>Name in GS1 web interface</i>	ENERGY_LABEL <i>Energy label</i>
6,446	URL external source	Example link
6,447	URL external source language code	NL
7,206	File format name of external source	JPG/JPEG
6,448	External source file name	08712345678906_ENERGY_LABEL_NL
8,457	End date of file	2025-02-25T00:00:00

FieldID	Attribute	Example
8,458	Start date of file	2021-02-25T00:00:00

1.2.5 Guarantee information

The file contains information about a guarantee given by a company that a product is reliable and free from known defects and that the seller will repair or replace defective parts free of charge within a certain period and under certain conditions.

The information can be shared via a URL (link) to a file.

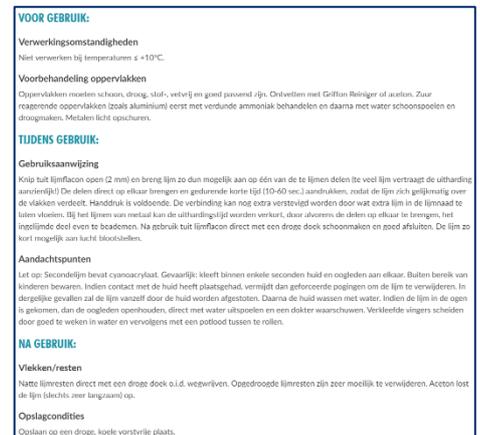


FieldID	Attribute	Example
6,445	Type of external source (GDSN code) <i>Name in GS1 web interface</i>	WARRANTY_INFORMATION Guarantee information
6,446	URL external source	No example available.
6,447	URL external source language code	NL
7,206	File format name of external source	PDF
6,448	External source file name	08712345678906_ WARRANTY_INFORMATION_NL
8,457	End date of file	2025-02-25T00:00:00
8,458	Start date of file	2021-02-25T00:00:00

1.2.6 Instructions for use and storage by consumers

Link to a website, file or picture containing the manufacturer's recommendations on how the consumer or end-user can use and/or store the product.

This is not an instruction manual/leaflet. This is shared via URL with another GDSN code. For more information, see 1.2.7(FieldID 6.445).

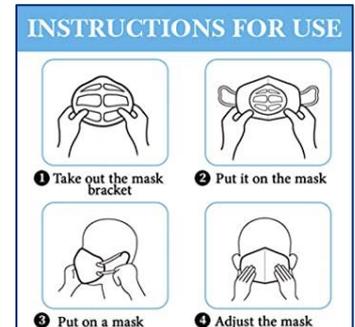


FieldID	Attribute	Example
6,445	Type of external source (GDSN code) <i>Name in GS1 web interface</i>	CONSUMER_HANDLING_AND_STORAGE <i>Instructions for use and storage by consumers</i>
6,446	URL external source	Example link
6,447	URL external source language code	NL
7,206	File format name of external source	PDF
6,448	External source file name	08712345678906_CONSUMER_HANDLING_ AND_STORAGE_NL
8,457	End date of file	2025-02-25T00:00:00

FieldID	Attribute	Example
8,458	Start date of file	2021-02-25T00:00:00

1.2.7 Instructions for use/leaflet

The instructions for use/leaflet provides instructions on how the consumer should use the product. The instructions for use are shared via a URL (link) to a PDF file.



FieldID	Attribute	Example
6,445	Type of external source (GDSN code) <i>Name in GS1 web interface</i>	IFU <i>Instructions for use/leaflet</i>
6,446	URL external source	No example available.
6,447	URL external source language code	NL
7,206	File format name of external source	PDF
6,448	External source file name	08712345678906_IFU_NL
8,457	End date of file	2025-02-25T00:00:00
8,458	Start date of file	2021-02-25T00:00:00

1.2.8 Data on hazardous substances (not SDS)

URL (link) to a file where the additional 'out of network' data to be located for the control of hazardous substances can be found. This is therefore not a safety data sheet (SDS).



FieldID	Attribute	Example
6,445	Type of external source (GDSN code) <i>Name in GS1 web interface</i>	HAZARDOUS_SUBSTANCES_DATA <i>Data on hazardous substances</i>
6,446	URL external source	No example available.
6,447	URL external source language code	NL
7,206	File format name of external source	PDF
6,448	External source file name	08712345678906_HAZARDOUS_SUBSTANCES_DATA_NL
8,457	End date of file	2025-02-25T00:00:00
8,458	Start date of file	2021-02-25T00:00:00

1.2.9 Logo

URL (link) to a file containing a logo. Examples are manufacturer or brand logo, sustainability logo.



Size	Maximum 40 pixels high and 132 pixels long
Format	JPG

FieldID	Attribute	Example
6,445	Type of external source (GDSN code) <i>Name in GS1 web interface</i>	LOGO <i>Logo</i>
6,446	URL external source	No example available.
6,447	URL external source language code	NL
7,206	File format name of external source	JPG
6,448	External source file name	08712345678906_LOGO_NL
8,457	End date of file	2025-02-25T00:00:00
8,458	Start date of file	2021-02-25T00:00:00

1.2.10 Certificate w.r.t. prizes awarded

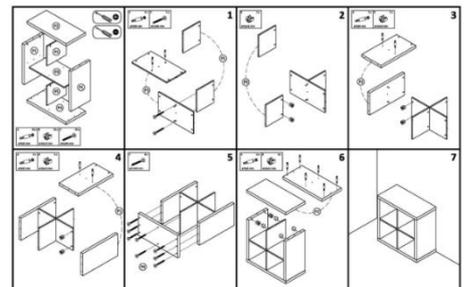
The certificate is a written document drawn up by an awarding committee and contains the terms and conditions of the award.

The logo of the certificate is shared via URL with another GDSN code. For more information, see 1.2.9 (FieldID 6.445).

1.2.11 Assembly instructions

URL (link) to a file that explains how the consumer should assemble (put together) the product.

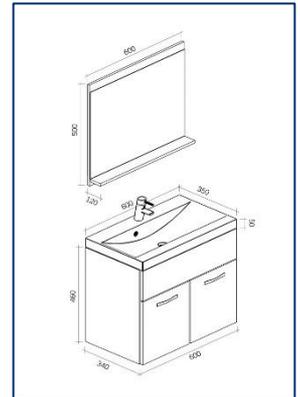
The instruction is shared via a URL to a PDF file.



FieldID	Attribute	Example
6,445	Type of external source (GDSN code) <i>Name in GS1 web interface</i>	ASSEMBLY_INSTRUCTIONS <i>Assembly instructions</i>
6,446	URL external source	No example available.
6,447	URL external source language code	NL
7,206	File format name of external source	PDF
6,448	External source file name	08712345678906_ASSEMBLY_INSTRUCTIONS_NL
8,457	End date of file	2025-02-25T00:00:00
8,458	Start date of file	2021-02-25T00:00:00

1.2.12 Product image with dimensions

URL (link) to a website or image of the product with its dimensions or a drawing of the product.



FieldID	Attribute	Example
6,445	Type of external source (GDSN code) <i>Name in GS1 web interface</i>	TRADE_ITEM_IMAGE_WITH_DIMENSIONS <i>Product image with dimensions</i>
6,446	URL external source	No example available.
6,447	URL external source language code	NL
7,206	File format name of external source	TIFF
6,448	External source file name	GTIN_TRADE_ITEM_IMAGE_WITH_DIMENSION S_NL
8,457	End date of file	2025-02-25T00:00:00
8,458	Start date of file	2021-02-25T00:00:00

1.2.13 Product label image

A visual representation of the label that appears on the packaging of the product (consumer unit). The product image is shared via a URL (link) to a file (without clipping).



FieldID	Attribute	Example
6,445	Type of external source (GDSN code) <i>Name in GS1 web interface</i>	PRODUCT_LABEL_IMAGE <i>Product label image/photo</i>
6,446	URL external source	No example available.
6,447	URL external source language code	NL
7,206	File format name of external source	PDF
6,448	External source file name	08712345678906_PRODUCT_LABEL_IMAGE_ NL
8,457	End date of file	2025-02-25T00:00:00
8,458	Start date of file	2021-02-25T00:00:00

1.2.14 Technical datasheet

The product specification drawn up by the manufacturer is a summary of the technical characteristics and other properties of the product for technical and commercial purposes.

FieldID	Attribute	Example
6,445	Type of external source (GDSN code) <i>Name in GS1 web interface</i>	TECHNICAL_DATA_SHEET <i>Technical datasheet</i>
6,446	URL external source	Example link
6,447	URL external source language code	FR
7,206	File format name of external source	PDF
6,448	External source file name	08712345678906_TECHNICAL_DATA_SHEET_NL
8,457	End date of file	2025-02-25T00:00:00
8,458	Start date of file	2021-02-25T00:00:00

1.2.15 Video

Link to a video that is relevant to the product. Examples are unboxing videos, instruction videos and DIY videos.



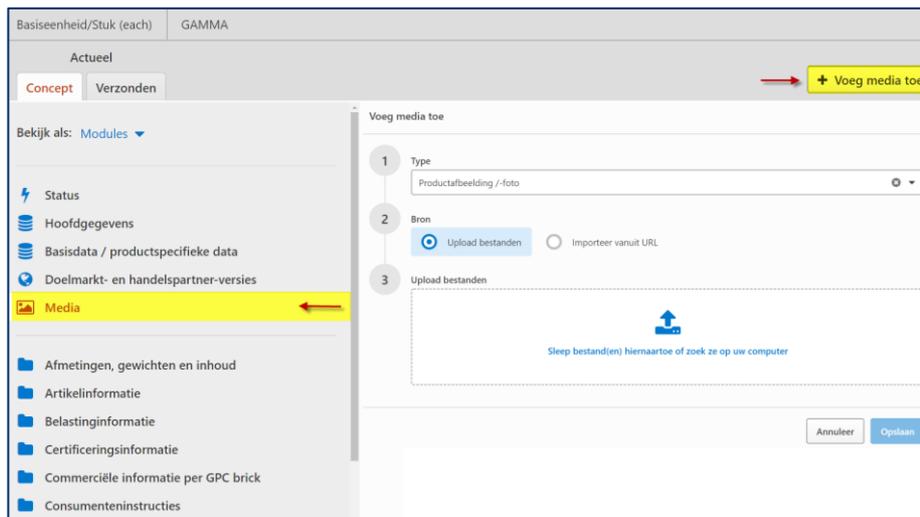
FieldID	Attribute	Example
6,445	Type of external source (GDSN code) <i>Name in GS1 web interface</i>	VIDEO <i>Video</i>
6,446	URL external source	Example link
6,447	URL external source language code	ENG
7,206	File format name of external source	MP4
6,448	External source file name	GTIN_UNBOXING_VIDEO_NL
8,457	End date of file	2025-02-25T00:00:00
8,458	Start date of file	2021-02-25T00:00:00

Appendix 1: Sharing digital assets via GS1 web interface

Below is a brief explanation of how to add digital assets in the GS1 web interface.

Netherlands

- Go to the 'Media' tab
- Select the type of digital asset (1)
- Select the source 'Upload files' or 'Import from URL' (2)
- Upload files or import a URL (3)
- Save it and publish the digital assets to your customers



Belgium and Luxembourg

- Open your article in the edit mode
- Go to the 'Images and documents' tab
- Click on the 'plus' to add a new file or image
- Do not forget to provide the necessary information about expiry date, language, etc.
- Save the article and publish the full article (with digital assets) to your customers

Appendix 2: Overview of GDSN digital asset codes

Here you will find all digital assets that you can exchange via the GS1 Data Pool: product images and digital assets, whether or not requested by the sector. A number of digital assets are marked with an '*'. These are product images that are described in the product image guidelines. These can be found on the websites of [GS1 Belgium & Luxembourg](#) and [GS1 Netherlands](#).

GDSN code Dutch translation	GDSN code	Requested by sector	Dutch GDSN description
Certificate – organic product	ORGANIC_CERTIFICATE	Yes	A certificate that is awarded to an organic product. The certificate is shared via a URL (link) to a website or file.
Certificate w.r.t. prizes awarded	AWARD_CERTIFICATE	Yes	The certificate is a written document drawn up by an awarding committee and contains the terms and conditions of the award.

DOP sheet (Declaration of Performance)	DOP_SHEET	Yes	A URL (link) to a file containing a presentation statement for CE-marked construction products. This file can be shared via an image or a document.
Energy label	ENERGY_LABEL	Yes	URL (link) to the energy label of a product. On 19 May 2010, the EU adopted Directive 2010/30/EU on energy labels. Energy labels help consumers to choose products that save energy. They can be found on a selection of white goods and other products and are intended to show customers how energy-efficient a product is.
Guarantee information	WARRANTY_INFORMATION	Yes	URL (link) to a file containing information on a guarantee given by a company that a product is reliable and free from known defects and that the seller will repair or replace defective parts free of charge within a certain period and under certain conditions.
Instructions for use and storage by consumers	CONSUMER_HANDLING_AND_STORAGE	Yes	URL (link) to a website, file or image containing the manufacturer's recommendations on how the consumer or end-user can use and/or store the product.
Instructions for use/leaflet	IFU (Instructions For Use)	Yes	The instructions for use/leaflet provides instructions on how the product should be used. The instructions for use are shared via a URL (link) to a PDF file.
Data on hazardous substances	HAZARDOUS_SUBSTANCES_DATA	Yes	URL (link) to a file where the additional 'out of network' data to be located for the control of hazardous substances can be found. This is therefore not a product safety data sheet (SDS).
Logo	LOGO	Yes	URL (link) to a file containing the manufacturer or brand logo of the product.
Assembly instructions	ASSEMBLY_INSTRUCTIONS	Yes	URL (link) to a PDF file that explains how the product should be assembled/put together.
Product label image/photo of product label	PRODUCT_LABEL_IMAGE	Yes	A visual representation of the label of the product. The product image is shared via a URL (link) to a file.
Product image with dimensions	TRADE_ITEM_IMAGE_WITH_DIMENSIONS	Yes	URL (link) to a website or file containing the image of the product with dimensions. This is especially important for built-in products such as ovens and refrigerators.
SDS/Safety data sheet	SAFETY_DATA_SHEET	Yes	URL (link) to a file containing the safety data sheet (SDS) of the product. This file can be an image or a document.
Technical datasheet	TECHNICAL_DATA_SHEET	Yes	The product specification drawn up by the manufacturer is a summary of the technical characteristics and other properties of the product for technical and commercial purposes.
Video	VIDEO	Yes	URL (link) to a video that is relevant to the product. Examples include commercials, trailers or instructional/operational instructions.

360 degree image	360_DEGREE_IMAGE	*	Image that enables an interactive X-axis rotation of the product on websites.
Image for a mobile device	MOBILE_DEVICE_IMAGE	*	Product image that represents the product to the consumer for mobile applications. This could be a pack shot or image of the product, optimised for digital mobile viewing or added elements that make the product recognisable to consumers. This should not be used as a Mobile Ready Hero Image. Some regulations require a real image of the product and do not allow Mobile Ready Hero Images.
Image of article removed from the packaging	OUT_OF_PACKAGE_IMAGE	*	URL (link) to an image of a product removed from its packaging and (if required) assembled and ready for use by the end-user. This type of file is covered by the current version of the GDSN Product Image Specification Standard.
Optimised hero image	OPTIMISED_HERO_IMAGE	*	The image is intended to help retailers, consumers, distributors and hospitality operators create websites. These images give consumers specific information about the products they are buying. The image is an actual representation of a product, created specifically for use on larger screens, that may differ from a standard pack shot but which retains most of the key elements of the physical package, such as design, shape and colour, and is therefore recognisable on a digital shelf.
Mobile ready hero image	MOBILE_READY_HERO_IMAGE	*	An image of the actual product that may differ from standard packaging, but retains most of the key elements of physical packaging in terms of design, shape and colour, and is therefore recognisable on a digital shelf. In addition, the image must contain elements of the 4 W's: Which is the brand, what is it, what kind is it and how much. The Mobile Ready Hero Image (MRHI) is specified in the GS1 Mobile Ready Hero Image Guideline .
Product image/photo	PRODUCT_IMAGE	*	URL (link) to a file containing a visual representation of the product.
Other external information	OTHER_EXTERNAL_INFORMATION	No	UTL (link) to a file containing product information of an unspecified type.
Audio	AUDIO	No	URL (link) to a file with an audio clip that is relevant to the product. Examples are commercials or instructions for use.
Barcode	BARCODE	No	URL (link) to a file containing a visual representation of the barcode which appears on the product or packaging.
Internal view	INTERNAL_VIEW	No	The image of the inside of an article, mainly used for non-food products. For example, the inside of a refrigerator or a suitcase.
Certificate	CERTIFICATION	No	Document with special certification by a third party. For example International Food

			Standard [IFS] or bio audits.
Certificate w.r.t. dietary characteristics	DIET_CERTIFICATE	No	Link to a website or a file with a dietary certificate awarded to the product.
Certificate of food contact	FOOD_CONTACT_CONFORMITY_CERTIFICATE	No	The certificate indicates that the product is suitable for coming into contact with foodstuffs. It is a document issued by the manufacturer or the person bringing the product onto the European market. It certifies that the product sold complies with EC Regulation 1935/2004.
Chemical safety report	CHEMICAL_SAFETY_REPORT	No	The report provides insight into the risks associated with the production and/or use of a substance and that it is adequately controlled. The report can be shared via a URL (link) to a file.
Document	DOCUMENT	No	URL (link) to a document or text file containing product information. Examples are instructions for use, assembly instructions or warranty documents
Image cross-section	CROSS-SECTION_VIEW	No	An image of a product in which a vertical plane has been cut away. For example, a cross-section of a tyre in which the steel belts and the tyre tread are visible.
Printing proof of packaging	PACKAGING_ARTWORK	No	Design files for packaging printed matter. For example, Adobe source files.
EU Declaration of Conformity	DECLARATION_OF_CONFORMITY	No	A declaration of conformity is a document in which the manufacturer declares that the product complies with the essential requirements of the applicable legislation(s), for example for toys, medical devices or electrical equipment. By drawing up and signing the EU declaration of conformity, the manufacturer indicates that it is responsible for ensuring that the product complies with legislation.
Nutritional data	NUTRITION_FACT_LABEL	No	URL (link) to a file containing a visual representation of the product label with the nutritional information.
Data on medicinal products	DRUG_FACT_LABEL	No	The file link to information on a medicinal product. An information sheet on a medicine contains things like active ingredients, uses, warnings, purpose, instructions, etc.
Assembled image	ASSEMBLY IMAGE	No	An assembly image is the physical superimposition of different images to create a final digital image. This makes it possible to add or remove an element without having to return to the studio for correction.
Group characteristic	GROUP_CHARACTERISTIC_	No	No description available.

sheet	SHEET		
Ingredients' label	INGREDIENTS_LABEL	No	The image of the list of ingredients on the packaging. This may appear in different languages in different places on the packaging.
Inspection report of regulatory authority	REGULATORY_INSPECTION_AUDIT	No	Inspection report of, for example, foodstuffs, pharmaceutical products and other types of products that must comply with regulations.
Quality control plan	QUALITY_CONTROL_PLAN	No	Document containing detailed information on the amount of laboratory/analytical tests and the parameters assessed.
Marketing information	MARKETING_INFORMATION	No	URL (link) to a file containing the product information for selling a product or service.
Description of the product	TRADE_ITEM_DESCRIPTION	No	Refers to an external description of a product. The link (e.g. URL) to the external description is in the designated attribute.
Planogram	PLANOGRAM	No	URL (link) to a file illustrating how and where products are placed in a shelf plan.
Product formulation statement	PRODUCT_FORMULATION_STATEMENT	No	URL (link) to a file containing the product formulation declaration according to the rules and regulations of a relevant regulatory authority for the target market.
Test methodology results	TESTING_METHODODOLOGY_RESULTS	No	Document containing the microbiological and physico-chemical findings of the product established during the testing of the product.
Risk Analysis Document	RISK_ANALYSIS_DOCUMENT	No	Document describing how the supplier has ensured quality control of the end products or during the production process. This can be an internal control system of the supplier, a simple type of risk analysis or a systematic preventive approach according to Hazard Analysis and Critical Control Points (HACCP).
Summary of the chemical assessment	CHEMICAL_ASSESSMENT_SUMMARY	No	URL (link) to a file containing information on chemical ingredients that has been sent to the supplier after evaluation by a third party.
Summary of product characteristics	SUMMARY_OF_PRODUCT_CHARACTERISTICS	No	Specific document that is required before a medicinal product or a biocidal product is allowed on the market. For example, the European Commission
Technical drawing	TECHNICAL_DRAWING	No	An accurate and detailed technical drawing of an object, as used in mechanical engineering, construction, architecture, etc.
Safety information summary	SAFETY_SUMMARY_SHEET	No	A link to a summary document for workers to understand how to deal with chemicals in an emergency situation.
Reference to a QR code	QR_CODE	No	URL (link) to a QR code URL / URI.
Visual verification image	VISUAL_VERIFICATION_IMAGE	No	URL (link) to a file containing a visual representation of the product for verification purposes. This file can be used to compare the master data of the item with the image of the

			product. Note: these images do not necessarily comply with the guidelines as they are intended for visual verification.
Feeding instructions for pets	PETFOOD_FEEDING_INSTRUCTIONS	No	URL (link) to a file containing a visual representation of the feeding instructions for pets that appear on a package.
Children's nutrition label	CHILD_NUTRITION_LABEL	No	URL (link) to a file containing the packaging of children's food in the layout according to the rules and regulations of a regulatory authority relevant to the target market.
Nutrition label with ingredients	NUTRITION_FACT_LABEL_WITH_INGREDIENTS	No	URL (link) to a file containing a visual representation of the nutritional information and the listing of the ingredients on the product packaging.
Examples of finishes	MATERIAL_SAMPLES	No	URL (link) to a website or images where the potential material and finishes of the product may be available.
Example of a shipping order	SAMPLE_SHIPPING_ORDER	No	The document is an example of a transport/shipping order. This is not required for each item (GTIN), but may vary from GTIN to GTIN. For example, if an item is an organic product, the sample packing slip must contain the number of the origin of the organic product according to Article 31 of EC Regulation no. 889/2008. This information is not necessary for non-organic products.
Website	WEBSITE	No	URL (link) to a website with product or manufacturer's information.
Website with information about the product	PRODUCT_WEBSITE	No	URL (link) to product information website This could be a link to a special website about the product or a link to the manufacturer's or brand owner's website where the product information can be found.
Website with recipes	RECIPE_WEBSITE	No	URL (link) to a website with recipes for the product.
Zoom view	ZOOM_VIEW	No	An image of part of a product. For example, the wheels of a suitcase or the list of ingredients of a foodstuff.
Preparation instructions	PREPARATION_INSTRUCTIONS	No	URL (link) to a file containing a visual representation of the product label with the preparation instructions.

Appendix 3: Version control

Version	Date	Adapted by	Summary of revision
0.1	July 2021	Ro Van Hamme, GS1 Belgilux	First drafted guideline for different types of Digital Assets.
0.2	September 2021	Marco van der Lee, GS1 Netherlands	Feedback from the 'Data Quality' Task Force processed.

GS1, under its IP Policy, seeks to avoid uncertainty regarding intellectual property claims by requiring the participants in the Work Group that developed this document to agree to grant to GS1 members a royalty-free license or a RAND license to Necessary Claims, as that term is defined in the GS1 IP Policy. Furthermore, attention is drawn to the possibility that an implementation of one or more features of this Specification may be the subject of a patent or other intellectual property right that does not involve a Necessary Claim. Any such patent or other intellectual property right is not subject to the licensing obligations of GS1. Moreover, the agreement to grant licenses provided under the GS1 IP Policy does not include IP rights and any claims of third parties who were not participants in the Work Group.

Accordingly, GS1 recommends that any organization developing an implementation designed to be in conformance with this Specification should determine whether there are any patents that may encompass a specific implementation that the organization is developing in compliance with the Specification and whether a license under a patent or other intellectual property right is needed. Such a determination of a need for licensing should be made in view of the details of the specific system designed by the organization in consultation with their own patent counsel.

THIS DOCUMENT IS PROVIDED "AS IS" WITH NO WARRANTIES WHATSOEVER, INCLUDING ANY WARRANTY OF MERCHANTABILITY, NONINFRINGEMENT, FITNESS FOR PARTICULAR PURPOSE, OR ANY WARRANTY OTHERWISE ARISING OUT OF THIS SPECIFICATION. GS1 disclaims all liability for any damages arising from use or misuse of this Standard, whether special, indirect, consequential, or compensatory damages, and including liability for infringement of any intellectual property rights, relating to use of information in or reliance upon this document.