

Product Certification 4.3.19

Release Notes for eCommerce and Nutritional Content

GS1 Canada is continually enhancing product attributes based on community business requirements, global standards alignment and feedback from our users.

Summary

This document describes several types of new and updated attributes and codes:

- [Global Product Classification Codes](#)
- [Front of Package Nutrition Symbol Labelling](#)
- [Ecommerce Marketing Enhancements](#)

Global Product Classification Codes

To align with global standards, and with the June 2023 GPC publication, we have removed and updated Global Product Classification (GPC) codes posted in the link below. The GPC codes that have been removed include products that are lubricants, fluids/fuels/gases, plumbing/heating/ventilation/air conditioning, and lawn/garden supplies.

These changes are not backward compatible.

Impact	Description
Data providers using: <ul style="list-style-type: none"> - ProSYNC (including EDI, GDSN, File Upload) data loading - Product Certification - Manage My GTINs 	TAKE ACTION: For products with removed GPC codes, reassign new applicable GPC codes.

For more details about the GPC changes, see the *ECCnet Registry Attribute Guide* on the [ECCnet Registry Technical Documents page](#).

[Back to Top](#)

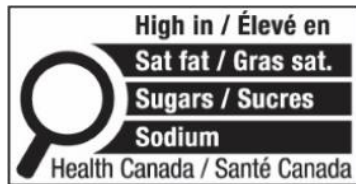
Front of Package Nutrition Symbol Labelling

This labelling strategy provides consumers with quick and accessible information about the nutritional content and healthiness of food products that contain high levels of ingredients of public health concern (saturated fat, sugars and sodium).

For details about FOP regulations, click [here](#).

Manufacturers need to be compliant with this labelling regulation by January 1, 2026.

There is only one new attribute for this purpose: Front-of-Package Nutrition Symbol



Example showing bilingual English-first nutrition symbol format.

Impact	Description
Data providers using: <ul style="list-style-type: none">- ProSYNC (including EDI, GDSN, File Upload) data loading- Product Certification	TAKE ACTION: To share product data with your trading partners, ensure that your internal processes and systems contain data with this attribute value for applicable food products.

[Back to Top](#)

Ecommerce Marketing Enhancements

These changes aim to enhance the consumer experience by offering digital content that tells a consistent brand story. This, in turn, helps customers discover products through brand-recommended suggestions with the potential to boost sales.

New brand-owner-provided information includes:

- Marketing copy that can include:
 - Search-optimized product names
 - Features and benefits
 - Short marketing description
 - Long marketing description
- Product recommendations that can include:
 - Associated family of products

- Alternative, substitute or equivalent products
- Replacement products
- Product pairings
- Limited time offerings or editions
- Search Keywords
 - Keywords that are Search Engine Optimized

For details about these changes, see the *Product Certification Attribute Guide for Ecommerce and Nutritional Content* on the [Help Library](#).

Impact	Description
Data providers using: <ul style="list-style-type: none"> - Product Certification 	TAKE ACTION: To share product data with your trading partners, ensure that your internal processes and systems contain data with these optional attribute values.

[Back to Top](#)