



## Document Summary

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## Change log

Version	Date of change	Changed by	Change description
1	2024-12-13	Ida Mlowe	First edition
2	2025-03-14	I Mlowe	Implementation of <a href="#">T4406 Target market country code</a>

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## 1 Introduction

This guide is designed to help companies (referred to as economic operators in the GPSR) ensure that the legally required information regarding the GPSR is provided. The guide contains attributes that, for legal reasons, need to be communicated digitally in the trade item information, in addition to other mandatory attributes.

## 2 Regulation (EU) 2023/988 on General Product Safety

This Regulation aims at protecting consumers and their safety. Some of its aspects require product master data to be shared between suppliers and retailers, especially when products are sold online or by another mean of distance selling.

This guidance is a technical document and is not intended to provide a legal interpretation of Regulation (EU) 2023/988, the ultimate official interpretation of which is the exclusive reserve of the judicial powers, i.e. the national courts and the Court of Justice of the European Communities.

### 2.1 Contact Information

Article 19 states following:

- (a): "name, registered trade name or registered trade mark of the manufacturer, as well as the postal and electronic address at which they can be contacted;"
- (b): "where the manufacturer is not established in the Union, the name, postal and electronic address of the responsible person within the meaning of Article 16(1) of this Regulation or Article 4(1) of Regulation (EU) 2019/1020;"

Attributes below can be used to share contact information required by these Articles.

#### 2.1.1 T3792 Contact type code ([BMS ID 127](#))

- **GDSN name:** contactTypeCode
- **Definition:** The general category of the contact party for a trade item for example Purchasing.
- **Instruction:** Always use code BZL (Licensee Registrar) to share contact details of a person responsible for the product in the EU market. This can be for example manufacturer established in the EU or importer. If article 19 (b) applies to your product, contact details of manufacturer not established in EU shall be shared in another iteration with code MAN (*Manufacturer*). Other codes like CXC (Consumer Support) etc. can be used additionally (as secondary).
- **Remark:** If multiple iterations with different type codes are provided, retailers are recommended to always use/display at least those with code BZL (Licensee Registrar) and MAN (Manufacturer) when selling online.
- **Example:** BZL

#### 2.1.2 T3790 Contact name ([BMS ID 126](#))

- **GDSN name:** contactName
- **Definition:** The name of the company or person associated with the contact type specified in *T3792 Contact type code*. For example, in case of a contact type of CXC (*Consumer Support*), this could be the company name as expressed on the trade item packaging or label.
- **Instruction:** Populate name or registered trade name (trade mark) of the manufacturer or responsible person as stated on the label
- **Example:** GS1 Sweden

### 2.1.3 T3791 Contact address ([BMS ID 123](#))

- **GDSN name:** contactAddress
- **Definition:** The address associated with the contact type specified in *T3792 Contact type code*. For example, in case of a contact type of *CXC (Consumer Support)*, this could be the full company address as expressed on the trade item packaging or label.
- **Instruction:** Populate postal address of the manufacturer or responsible person as stated on the label.
- **Remark:** Email address, social media etc. should be provided via attributes below (*T4392 Communication channel code* and *T4393 Communication value*).
- **Example:** Box 1178, 111 91 Stockholm, Sweden

### 2.1.4 T4392 Communication channel code ([BMS ID 134](#))

- **GDSN name:** communicationChannelCode
- **Definition:** Code specifying the type of communication channel, for example TELEPHONE.
- **Instruction:** Use code EMAIL, SOCIAL\_MEDIA, WEBSITE, TELEPHONE or TELEPHONE\_FREE\_NUMBER to indicate type of electronic address of the manufacturer or responsible person stated on the label.
- **Remark:** Use attribute *T4393 Communication value* to provide the actual address.
- **Example:** EMAIL

### 2.1.5 T4393 Communication value ([BMS ID 135](#))

- **GDSN name:** communicationValue
- **Definition:** Text identifying the endpoint for the communication channel, for example a telephone number or an e-mail address.
- **Instruction:** Populate electronic address of the manufacturer or responsible person as stated on the label.
- **Remark:** This is usually an email or social media – indicated in attribute *T4392 Communication channel code*. It can also be a website if contact information is provided there.
- **Example:** [info@gs1.se](mailto:info@gs1.se)

### 2.1.6 T4406 Target market country code ([BMS ID 138](#))

- **GDSN name:** targetMarketCountryCode
- **Definition:** The code that identifies the target market. The target market is at country level or higher geographical definition and is where a trade item is intended to be sold.
- **Instruction:** If contact details are the same for multiple countries, indicate list of those countries by repeating this attribute.
- **Remark:** Optional information only. It can be used by retailers selling the product in multiple countries but receiving data from GDSN only for one target market.
- **Example:** 203 (*Czech Republic*)

### 2.1.7 Example of providing contact information

It is possible to provide multiple contact information. Example below shows how to provide contact information for manufacturer and party having legal responsibility for the product in the market. It will also illustrate how to indicate that the second contact is the same for multiple markets (Denmark, Sweden and Norway). Iterations are indicated by [].

#### First iteration – party having legal responsibility

[1] contactTypeCode = BZL

[1] contactName = GS1 Sweden

[1] contactAddress = Box 1178, 111 91, Stockholm, Sweden

[1.1] communicationChannelCode = EMAIL

[1.1] communicationValue = [info@gs1.se](mailto:info@gs1.se)

#### Second iteration - manufacturer

[2] contactTypeCode = MAN

[2] contactName = GS1 in Europe

[2] contactAddress = Galerie Ravenstein 4 bus 10, 1000 Brussels, Belgium

[2.1] communicationChannelCode = EMAIL

[2.1] communicationValue = [info@gs1eu.org](mailto:info@gs1eu.org)

[2.2] communicationChannelCode = WEBSITE

[2.2] communicationValue = <https://gs1.eu/>

[2.3] targetMarketCountryCode (BMS ID 138, class tradeItemContactInformation) = 208 (Denmark)

[2.3] targetMarketCountryCode (BMS ID 138, class tradeItemContactInformation) = 578 (Norway)

[2.3] targetMarketCountryCode (BMS ID 138, class tradeItemContactInformation) = 752 (Sweden)

## 2.2 Identification of the Product

Article 19 (c) states following: *"information allowing the identification of the product, including a picture of it, its type and any other product identifier;"*

In GDSN, following attributes can be used to identify the product:

- **Product ID:** gtin (T0154 Trade item, GTIN, [BMS ID 67](#))
- **Product Description:** tradeItemDescription (T3810 Trade item description, [BMS ID 3517](#))
- **Product Image:** uniformResourceIdentifier (T3405 Uniform resource identifier, [BMS ID 3000](#)) and referencedFileTypeCode (T2231 Referenced file type code, [BMS ID 2999](#)) with code PRODUCT\_IMAGE.

## 2.3 Warnings and Safety Information

Article 19 (d) states following: *"any warning or safety information to be affixed to the product or to the packaging or included in an accompanying document in accordance with this Regulation or the applicable Union harmonisation legislation in a language which can be easily understood by consumers, as determined by the Member State in which the product is made available on the market."*

Selection of attributes to provide warnings and safety information depends on type of such information on product's label. Common attributes to exchange most of these warnings and safety information in Europe are listed below. There are no specific instructions for these attributes coming from this Regulation.

- **Additional Legal Product Information:** compulsoryAdditiveLabelInformation (T3850 Compulsory additive label information, [BMS ID 1457](#))

- **Hazard Statements:** hazardStatementsCode (T5047 Hazard statements code, [BMS ID 3240](#)), hazardStatementsDescription (T5050 Hazard statements description, [BMS ID 3241](#))
- **Precautionary Statements:** precautionaryStatementsCode (T5049 Precautionary statements code, [BMS ID 3244](#)), precautionaryStatementsDescription (T5050 Precautionary statements description, [BMS ID 3245](#))
- **GHS Pictograms:** gHSSymbolDescriptionCode (T3745 GHS Symbol description code, [BMS ID 3238](#))
- **GHS Signal Word:** gHSSignalWordsCode (T5044 GHS Signal words code, [BMS ID 3237](#))
- **Attached documents:** uniformResourceIdentifier (T3405 Uniform resource identifier, [BMS ID 3000](#)) and referencedFileTypeCode (T2231 Referenced file type code, [BMS ID 2999](#)) with code SAFETY\_DATA\_SHEET (*Safety Data Sheet*) or DOP\_SHEET (*Declaration of Performance Sheet*).<sup>1</sup>

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<sup>1</sup> For safety data sheets, some markets in Europe (e.g. The Netherlands) use attributes from Safety Data Sheet Module (BMS IDs 3164 and 3165) instead.