

Trusted Content

The trusted source of product content



Access over 700,000 unique barcode records containing data for retail and healthcare products in Australia. Trusted Content also provides options for accessing over 200,000 product images.

Sourced from GS1 Australia's National Product Catalogue and eCommerce content management platform, our Trusted Content Service provides access to product data and images from over 1,500 companies.

Over 700,000 product records have been loaded onto the National Product Catalogue by suppliers, and every time new products are introduced, updated or deleted, this information is automatically sent to trading partners, ensuring real-time, accurate product master data.

Our Trusted Content Service allows companies to tap into a rich, aggregated database to meet their business requirements while avoiding the painful process of developing a database from scratch.

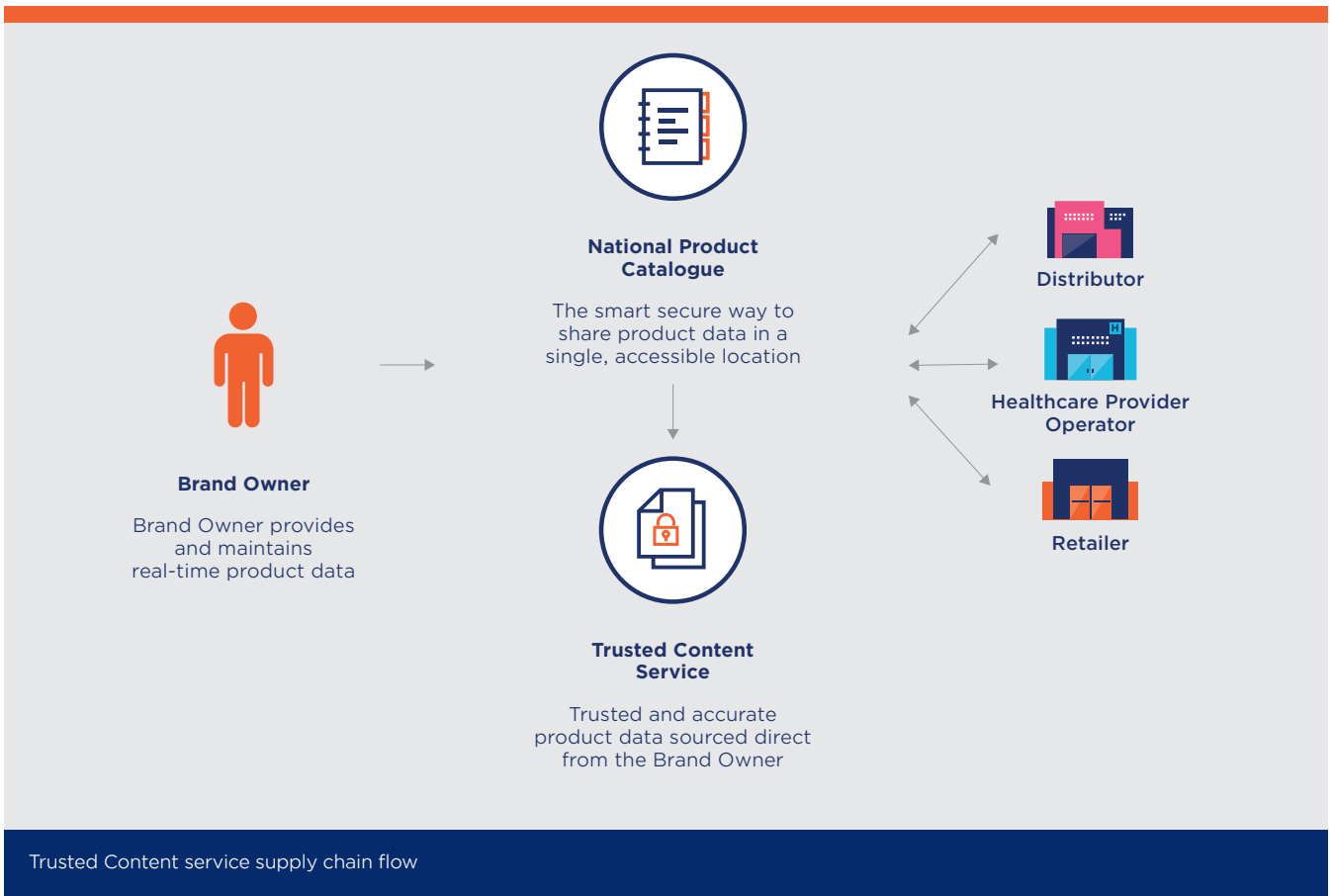
You can also filter these product records to suit your specific purpose, including:

- Particular product categories or types
- Specific product attributes
- Frequency of Trusted Content notifications

What you will get

Sourced from GS1 Australia's National Product Catalogue, our Trusted Content Service can provide you with access to:

- Barcode Number (GTIN)
- Brand Name
- Product Description
- Product Classification (Trade & Short)
- Packaging Type
- Dimensions
- ARTG ID (for Health products)
- Access product images for over 50,000 products



Benefits of Trusted Content

Save time and hassle

If you're creating or updating a product database, you can simply tap into pre-existing information in the National Product Catalogue, created and updated directly by suppliers. It is the supplier's responsibility to maintain accurate data to a high standard. GS1 Australia cannot guarantee the accuracy of brand owner data.

Real-time updates

Whenever a product is updated, introduced or removed from the market, suppliers are required to update their information in the National Product Catalogue - ensuring you have access to the latest details via Trusted Content Service.

Range of uses

Many research organisations, government agencies, analytics companies, web and smartphone application developers and third party solution providers are already tapping into this great data source. Current users include NielsenIQ, Australia Made Campaign, IRI Australia and Worldsmart Technologies.

More information

GS1 Australia Service Engagement

T 03 9548 6690

E tcs@gs1au.org

Flexible formats

When creating your database, simply choose which fields are relevant to you and your business. This could include barcode numbers, company names, product descriptions, packaging type, dimensions, healthcare specific attributes, delivery options and more.

Access to Product Images

A new addition to the Trusted Content service is the ability to access images published by brand owners to GS1 Australia Image Repository.

GS1 Australia

Head Office, 8 Nexus Court, Mulgrave VIC 3170
 Locked Bag 2, Mt Waverley VIC 3149
 T 1300 227 263 | F +61 3 9558 9551 | ABN 67 005 529 920
www.gs1au.org

GS1 is a registered trademark of GS1 AISBL.
 1719_0621

CONNECT WITH US

