



Media release

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One Complete Solution for Product Data and Images

GS1 Australia is rolling out an enhanced visual interface to simply drag and drop auto-validated images alongside product master data.

A significant milestone for current users of both GS1 National Product Catalogue and Smart Media, the main benefit of this development is that all product master data, on-pack data and images will be consolidated; users will be able to manage product content holistically via one user interface. This dovetails into retailer requirements, such as Woolworths, who will require all data and images from a single point of entry, into their Partner Hub by early 2022.

The introduction of this functionality will provide a streamlined process ensuring the most current data including detailed nutritional information and images are published online for consumers.

Benefits include:

- Compliance with major retailers including Woolworths and Coles
- A simple and easy-to-use interface for suppliers to manage all product information; master data for supermarkets, on-pack data and images for online retail
- Faster and more efficient supply chain data and image delivery to retailer trading partners
- Visual feedback from retailers for items or images
- Dedicated phone and online customer support

For Amy's Kitchen Country Manager, Hayley Hutton, the consolidation will enhance the service. "The main benefit for us is that we will be able to manage all product master data and images in one central location. While we access and maintain data and assets in a single interface, Woolworths will receive all our product information in a single feed," Hutton says.

Ends

About GS1 Australia

GS1 is a neutral, not-for-profit organisation that develops and maintains the most widely used global standards for efficient business communication. We are best known for the barcode, named by the BBC as one of "the 50 things that made the world economy". GS1 standards and services improve the efficiency, safety and visibility of supply chains across physical and digital channels in 25 sectors. With local Member Organisations in 115 countries, 2 million user companies and 6 billion transactions every day, GS1 standards create a common language that supports systems and processes across the globe. GS1 Australia has over 22,000 company members. For more information visit the [GS1 Australia website](#).

More information

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