

Measurements Overview

- For non-consumer trade items the Natural Base must be determined
 - The orientation of a Non-Consumer Trade Item to determine dimensions **will not be dependent on how it is shipped**. Take note that for Non-Consumer Trade Items, the terms Depth and Length may be used interchangeably.
 - **The Natural Base is the natural underside of the packaged item pre-shipment** (e.g. case). The Natural Base is a Supplier defined surface.
 - Graphics indicating a top or bottom orientation take precedence
- Please refer to the GDSN Package Measurement Rules for specific examples: (http://www.gs1.org/docs/gsm/gdsn/GDSN_Package_Measurement_Rules.pdf)

Height, Width, & Depth Attribute Definitions

- **Depth / Depth UOM** (Global in GDSN CIN)
 - For **consumer trade items**: The measurement from front to back of the trade item after the Default Front is determined (this also applies to non-consumer trade items that go on a retailer shelf – for example, protein bars sold individually but merchandised on the retailer shelf in a carton)
 - For **non-consumer trade items**: The measurement of the longest side of the base of the trade item after the Natural Base is determined
- **Height / Height UOM** (Global in GDSN CIN)
 - The measurement of the height of the trade item. **The vertical dimension from the lowest extremity to the highest extremity, including packaging**
- **Width / Width UOM** (Global in GDSN CIN)
 - For **consumer trade items**: The measurement from left to right of the trade item after the Default Front is determined (this also applies to non-consumer trade items that go on a retailer shelf – for example, protein bars sold individually but merchandised on the retailer shelf in a carton)
 - For **non-consumer trade items**: The measurement of the shortest side of the base of the trade item after the Natural Base is determined

How to Measure a Consumer Unit



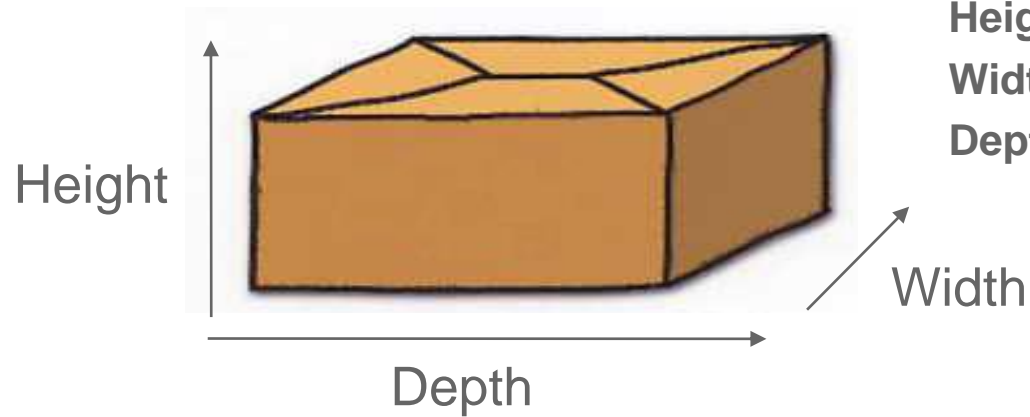
Height: Measurement from Base to Top

Width: Measurement from Left to Right

Depth: Measurement from Front to Back

- For consumer trade items: **Determine the Default Front.** The Default Front is the side with the product name used to sell the product. If products can be merchandised both vertically and horizontally then the highest side is considered the Default Front

How to Measure a Non-Consumer Unit



Height: Measurement from Natural Base to the top most point
Width: Measurement of the Shortest Side of the Natural Base
Depth: Measurement of the Longest Side of the Natural Base

- For non-consumer trade items: **Determine the Natural Base.** The Natural Base is the natural underside
- Visit the Solution Center for more details about package measurement:
 - Found on the Solution Center - **Education & Training** > Expanded Topics > *Product Dimensions – GDSN Package Measurement Rules*