

Amazon GDSN Vendor Guide

January 11, 2021

2 GDSN Overview

3 Amazon supports the use of GDSN for enhancing the quality of your existing Amazon catalog
4 on a specific set of attributes detailed later in this guide.

5 GDSN is also a helpful way to provide your packaging hierarchies for the upcoming Supplier
6 Pack Hierarchy (SPH) program. As part of SPH, you will need to provide package hierarchy
7 details for your products, as well as unique identifiers and dimension/weight information for
8 each package level. The unique identifiers, also known as Merchant SKUs (MSKU), could either
9 leverage the Global Trade Identification Number (GTIN) as per GS1 guidelines or be your
10 internal model/part number, as long as you can guarantee their uniqueness across package
11 levels.

12 To provide this information, you will have the flexibility to use automated feeds (i.e., Global
13 Data Synchronization Network (GDSN)) or Vendor Central. These catalog changes will be
14 critical in establishing a common language between Amazon and you, as we will start using
15 these identifiers and package hierarchy information in creating and communicating our
16 Purchase Orders (PO). We will expect you to use the same identifiers in your PO Confirmation,
17 Advance Shipment Notice (ASN) and Invoice documents in return.

18 To ingest the new attributes under SPH, Amazon will support the Global Data Synchronization
19 Network (GDSN), through the data synchronization process under GS1 Global Standards
20 authority.

21 To synchronize your product information with Amazon through GDSN, please follow the simple
22 steps outlined in the Implementation Guide. Please review the attributes guide and FAQs for
23 further information.

- 24 1. [GDSN Implementation guide](#)
 - 25 2. [Amazon GDSN attributes guide](#)
 - 26 3. [How do I know my item was successfully synchronized?](#)
 - 27 4. [Amazon GDSN FAQs](#)
- 28

29 **1. GDSN IMPLEMENTATION GUIDE**

30 1.1 Amazon's data synchronization information

31 Amazon's Global Location Number (GLN) - Publish To Production: **0848719000016** (for US)

32 1.2 Steps to begin syncing your data with Amazon

33 1.2.1 Check data availability

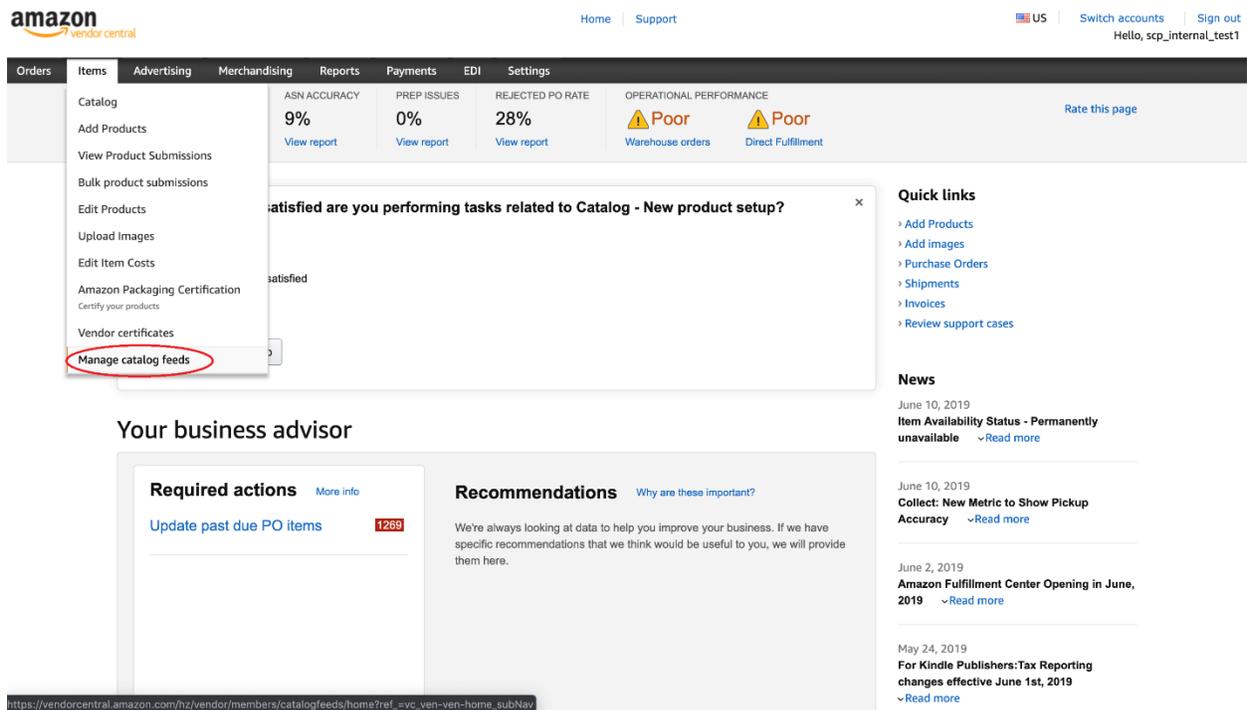
- 34 a. If not already a member, join the GDSN data pool of your choice.
- 35 b. Have your accurate item data loaded into your home data pool and insure it is ready for
36 publication.
 - 37 ⇒ Contact your data pool for any education you might require to complete this
38 step.
 - 39 ⇒ Please review the Amazon Attribute Guide and ensure you're meeting the
40 attribute requirements.

41 c. If you believe that you are already publishing data to Amazon via GDSN, please ensure
42 that you are publishing your complete catalog along with all relevant hierarchies. If you
43 would like to get in touch about your existing subscription, please refer to **Section 1.2.3:**
44 **“How to Report a Problem”** to contact the Catalog Feeds Management team within
45 Amazon.
46

47 **1.2.2 (CRITICAL) Connect to Amazon GDSN through your Vendor Central account**

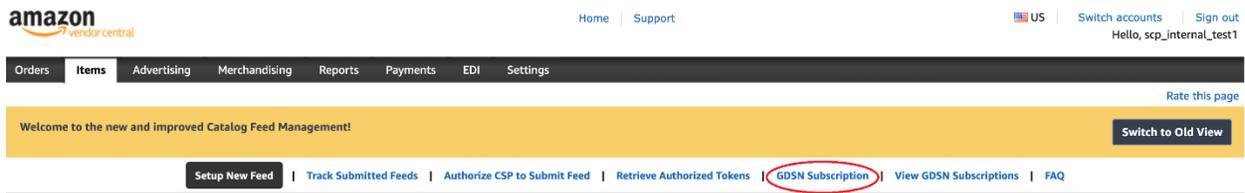
48 **NOTE: This is a critical step! Forgetting to connect to Amazon GDSN through Vendor Central**
49 **will result in Amazon not receiving your GDSN data.**

50 **Step 1:** Login into Vendor Central and select ‘Manage Catalog feeds’ under ‘Items’.



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52
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54 **Step 2:** Select 'GDSN Subscription' as shown below.



Catalog Feeds

Catalog feeds are automated solutions that allow vendors to add new products and send catalog updates to existing products without any manual involvement in the submission process. This application enables vendors to do a one-time setup to onboard onto feeds and subsequently to monitor and manage ongoing feed submissions

Step 1: Setup Feed	Step 2: Validate Feed	Step 3: Submit Catalog Data
<ul style="list-style-type: none">* Choose feed format* Setup feed drop point	<ul style="list-style-type: none">* Drop feed for validation* Check for feedback on Vendor Central and resolve issues* Drop updated feed* Launch feed	<ul style="list-style-type: none">* Drop feed for submission* Check for feedback on Vendor Central and resolve issues* Drop updated feed

We support the following specifications for receiving automated catalog feeds: ONIX v2.1, ONIX v3.0, ACFE and PIES.

[Add another feed](#)

55

56

57 **Step 3:** Enter your Global Location Number (GLN) in highlighted box and click validate GLN



58

59 **Step 4:** Post successful validation of GLN, you can choose appropriate vendor code(s) against
60 which your GDSN product content will be submitted (see following screenshot).

61 Our recommendation is to choose the vendor code:

62 1) Choose the vendor code(s) against which you submit content using Vendor Central

63 2) On the right side of the screen, you will see the business groups corresponding to
64 vendor codes as additional information.

65 3) You can choose as many vendor codes as possible. This means your GDSN submission
66 will be applied to all the selected vendor codes.

67 4) GLN and vendor codes are not one on one mapping, but many to many mapping. You
68 can map many vendor codes to a GLN. If you have multiple GLNs, you can link multiple
69 GLNs to a single vendor code as well.

70 a. Note: If you are attempting to connect multiple GLNs to a vendor code (or
71 multiple GLNs to multiple vendor codes), Amazon support will need to do this
72 for you. Please see [section 1.2.3](#) in this guide on how to reach out to Amazon
73 support with this information. Provide all vendor codes and GLNs that you are
74 trying to connect.

Welcome to the new and improved Catalog Feed Management!

Switch to Old View

GDSN Subscription

What is GLN? GLN is an identification key used in GS1 specification to identify a legal entity, a physical location or a function or digital entity.

1234567891234

Validate GLN ID

✓ GLN ID validation successful. Please choose vendor codes to subscribe to this GLN, up to a maximum of 3

Vendor code

Available Vendor Codes (16)

<input type="checkbox"/> MERDG	Available Business Group:SPORTING GOODS
<input type="checkbox"/> LASK9	Available Business Group:HOME
<input type="checkbox"/> ASSPG	Available Business Group:BOOKS
<input type="checkbox"/> NE6NW	Available Business Group:PETS
<input type="checkbox"/> XEDX1	Available Business Group:SPORTING GOODS
<input type="checkbox"/> JLAH9	Available Business Group:HOME
<input type="checkbox"/> GALZV	Available Business Group:TOYS
<input type="checkbox"/> BADDM	Available Business Group:TOYS
<input type="checkbox"/> TWAP9	Available Business Group:GROCERY
<input type="checkbox"/> TESL9	Available Business Group:GROCERY
<input type="checkbox"/> BEXAV	Available Business Group:LAWN AND GARDEN

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76

77 **Step 5:** Post successful mapping of GLN to vendor codes, you can choose 'View GDSN
78 Subscription' to see the mapped vendors as needed.

Welcome to the new and improved Catalog Feed Management!

Switch to Old View

GDSN Subscriptions

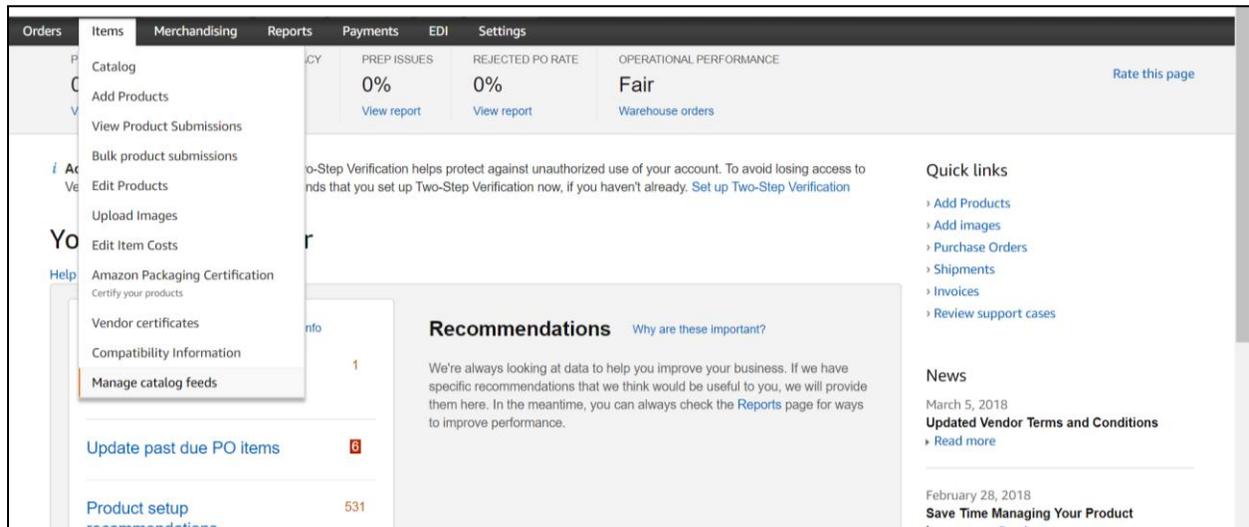
79

80

81 [1.2.3 How do I report a problem?](#)

82

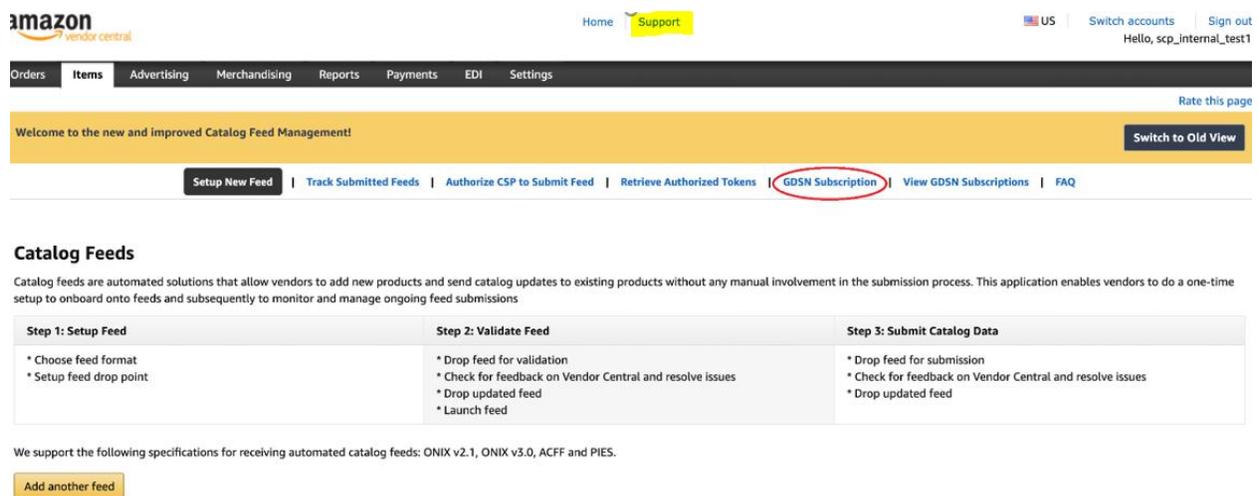
83 **Step 1:** Login to Vendor Central and go to the Manage Catalog Feeds tab under Items.



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85

86 **Step 2:** Choose link "Support" at the center top shown in below screen



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88

89 **Step 3:** Choose the link "Contact Us" at the center bottom shown in below screen

Help [View all help](#)

[Vendor Orientation](#)
[Vendor Setup](#)
[Account Management](#)
[Business Advisor](#)
[Product Management](#)
[Images](#)
[Cost Management](#)

[Purchase Orders](#)
[Invoices](#)
[Direct Fulfillment](#)
[Shipping](#)
[Dispute Management](#)
[Vendor Operational Performance \(Chargebacks\)](#)
[Amazon Retail Analytics \(ARA\)](#)

[Electronic Data Interchange \(EDI\)](#)
[Returns](#)
[Marketing and Promotions](#)
[Amazon Vine](#)
[Amazon Packaging Certification](#)
[Product Preparation Requirements](#)
[A+ Detail Pages](#)

[CoOp](#)
[Current Balance](#)
[Import Policy and Process](#)
[CPSIA](#)
[Contact Us](#)

Support sections

Training topics

Contains videos, walkthroughs, and tours of popular sections of Vendor Central.

[View training](#)

Forms and other downloads

Contains vendor manuals, guides, templates, codes and other notes for everyday operations.

[View forms and downloads](#)

Case log

Contains any on-going correspondence between vendor account and Amazon.

[View case log](#)

Still need help?



Let us know how we can assist you.

[Contact Us](#)

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92 **Step 4:** Choose Issue "Manage My Catalog" and then "Catalog Feeds Management".

[←](#) [→](#) [↻](#) [Secure](#) | <https://vendorcentral.amazon.com/hz/vendor/members/contact>

[← Back to Support](#)

Contact Amazon support

What can we help you with?

[Accounting](#)

[Advance Shipment Notification](#)

[Amazon Business](#)

[Images and Video](#)

[Manage My Catalog](#) [^](#)

[ACFF Feeds](#)

[Amazon Feeds \(AFS\)](#)

[Amazon Packaging Certification](#)

[Availability change](#)

[Catalog Feeds Management](#)

[Cost correction due to item setup error](#)

[Cost Decrease](#)

93

94

95 Step 5: Choose “Send Email”, describe your problem, and submit.

[← Back to Support](#)

Contact Amazon support

Manage My Catalog [Change issue](#)

Catalog Feeds Management

Subject (required)

Describe your issue (required)

Attachments

No file is selected.

You will receive a copy of this case at palanich@amazon.com

▸ [Include additional email addresses](#)

or [Request a call](#) instead

96

97 1.2.4 Publish your content to Amazon via your home data pool

98 a. If not already a member, join the GDSN data pool of your choice.

99 b. Have your accurate item data loaded into your home data pool and insure it is ready
100 for publication. Contact your data pool for any education you might require to
101 complete this step.

102 c. publish your catalog to Amazon’s GLN : 0848719000016

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2. AMAZON GDSN ATTRIBUTE GUIDE

As of April 2020, Amazon has implemented 58 attributes in US, which means Amazon has access to these 58 attributes only. Amazon will ignore attributes outside of these 58 when a vendor publishes their catalog through GDSN. It is not mandatory for vendors to publish all 58 attributes to us, however, items 44 to 52 are SPH mandatory attributes (highlighted in green below).

#	Amazon Attribute	GDSN Attribute Role Name	Category
1	age_range_description	targetConsumerAgeGroup	Food Regulatory
2	alcohol_content	percentageOfAlcoholByVolume	Food Regulatory
3	allergen_information	allergenTypeCode levelOfContainmentCode	Food Regulatory
4	country_of_origin	countryCode	Food Regulatory
5	country_string	countryCode	Food Regulatory
6	nutritional_info	gpcCategoryCode nutrientTypeCode measurementPrecisionCode quantityContained nutrientBasisQuantity	Food Regulatory
7	primary_ingredient_country_of_origin	countryCode	Food Regulatory
8	rtip_directions	preparationInstructions	Food Regulatory
9	rtip_ingredients	ingredientStatement	Food Regulatory
10	serving_recommendation	servingSuggestion	Food Regulatory
11	special_ingredients	additiveName	Food Regulatory
12	storage_instructions	consumerStorageInstructions	Food Regulatory
13	use_by_recommendation	compoundStringAVP	Food Regulatory
14	warranty_description	warrantyDescription	Food Regulatory
15	display	displayScreenSize	Product Classification
16	fabric_type	materialCode materialContent materialPercentage	Product Classification
17	flavor	tradeItemVariantTypeCode tradeItemVariantValue	Product Classification
18	item_form	tradeItemFormDescription	Product Classification
19	scent	tradeItemVariantTypeCode tradeItemVariantValue	Product Classification
20	size	sizeTermDescription	Product Classification
21	skin_type	productCharacteristicValueDescription productCharacteristicCode	Product Classification
22	solid_net_weight	drainedWeight quantity	Product Classification
23	specialty	dietTypeCode	Product Classification
24	department	sizeGroupCode	Product Identity
25	gtin	gtin	Product Identity
26	item_type_name	regulatedProductName	Product Identity
27	manufacturer	partyName	Product Identity
28	model_number	additionalTradeItemIdentification	Product Identity

29	rtip_manufacturer_contact_information	contactAddress	Product Identity
30	style	styleDescription	Product Identity
31	batteries_included	areBatteriesIncluded	Safety and Compliance
32	batteries_required	areBatteriesRequired	Safety and Compliance
33	battery	batteryWeight batteryTechnologyTypeCode	Safety and Compliance
34	external_testing_certification	packagingMarkedLabelAccreditationCode	Safety and Compliance
35	fc_shelf_life	minimumTradeltemLifespanFromTimeOfProduction	Safety and Compliance
36	flash_point	flashPointTemperature	Safety and Compliance
37	ghs	gHSSymbolDescriptionCode	Safety and Compliance
38	hazmat	unitedNationsDangerousGoodsNumber	Safety and Compliance
39	lithium_battery	batteryTechnologyTypeCode batteryWattHourRating areBatteriesBuiltIn	Safety and Compliance
40	num_batteries	batteryTypeCode batteryTechnologyTypeCode quantityOfBatteriesRequired quantityOfBatteriesBuiltIn	Safety and Compliance
41	rtip_battery_type	batteryTypeCode batteryTechnologyTypeCode	Safety and Compliance
42	rtip_safety_warning	stringAVP	Safety and Compliance
43	safety_data_sheet_url	uniformResourceIdentifier	Safety and Compliance
*44	is_trade_item_orderable_unit	isTradeltemAnOrderableUnit	Supplier Package Hierarchy
*45	item_package_dimensions	height width depth	Supplier Package Hierarchy
*46	net_content_area	netContent	Supplier Package Hierarchy
*47	net_content_count	netContent	Supplier Package Hierarchy
*48	net_content_length	netContent	Supplier Package Hierarchy
*49	net_content_volume	netContent	Supplier Package Hierarchy
*50	net_content_weight	netContent	Supplier Package Hierarchy
*51	package_level	tradeltemUnitDescriptorCode	Supplier Package Hierarchy
*52	unit_count	priceComparisonMeasurement quantity	Supplier Package Hierarchy
53	container	packagingMaterialTypeCode	Supply Chain
54	contains_liquid_contents	chemicalPhysicalStateCode	Supply Chain
55	is_expiration_dated_product	tradeltemDateOnPackagingTypeCode	Supply Chain
56	is_fragile	packagingMaterialTypeCode	Supply Chain
57	is_heat_sensitive	packagingFunctionCode	Supply Chain
58	liquid_packaging_type	chemicalPhysicalStateCode packagingTypeDescription	Supply Chain

109 * SPH mandatory attributes.

110 **3. How do I know my item was synchronized successfully to Amazon**
 111 **catalog?**

112 We are pleased to announce that in July 2020, Amazon has launched a Catalog Item
 113 Confirmation (CIC) feedback loop for our suppliers connected through GDSN.

114 With this new CIC messaging, our selling partners receive synchronization feedback for items
 115 they have submitted to Amazon via GDSN. Messages are at a GTIN level and can be of two
 116 types: 1) **synchronized** (successfully processed) and 2) **Review** (error). In case of errors, the CIC
 117 message informs selling partners why the data flow is blocked. Partners should check that all
 118 active vendor codes listed in Vendor central > “manage my feeds” tool (see 1.2.2. Step 4).

119

CIC Status	Message received by GDSN vendors	Explanation	Vendor to action
SYNCHRONIZED	'synchronized'	Submitted data flows directly to Amazon catalog for these GTINs. GTIN submitted by selling partner via GDSN was successfully mapped to an ASIN in Amazon catalog and catalog was synchronized for shared attributes.	No action needed.
REVIEW	'Product not created through Vendor Central using any of the vendor codes listed in Vendor Central>"item">"manage catalog feeds" – Code1 Code2'	Submitted data does not flow to Amazon catalog for these GTINs. GTIN submitted by selling partner via GDSN failed to be mapped to an ASIN in Amazon catalog for listed vendor codes. There are two possible reasons to this: 1) the vendor code used to create the related ASIN was not listed by the selling partner in vendor central > "manage catalog feed", 2) no ASIN has been created for this GTIN hierarchy.	Selling partner should check that all their active vendor codes are listed in "manage my feeds".

120 Keep in mind:

- 121 • CIC messaging is a GDSN standard.
- 122 • CIC messaging applies only to new updates. GDSN updates that happen before CIC launch will not
 123 be submitted to CIC.
- 124 • This feedback loop was developed to improve selling partner experience by giving more visibility
 125 on submission status. It is at selling partner’s discretion to act upon receiving these messages.

126

127 **IV. AMAZON GDSN FAQs**

128 **1. Why is Amazon inviting suppliers/vendors to publish their product content via the** 129 **GDSN?**

130 Amazon is interested in leveraging the GDSN to ingest SPH information (i.e. package
131 hierarchy attributes) and enrich product content in an automated manner. To reduce
132 manual touchpoints and obtain the full benefit of automated feeds, we encourage you
133 to publish your complete catalog to Amazon.

134 **2. What information is Amazon taking through the GDSN?**

135 Currently Amazon is taking in a combination of pack hierarchy, regulatory and
136 consumer-facing attributes via the GDSN with a plan to ingest more attributes in the
137 future. See [II. Amazon GDSN attribute guide](#) for details.

138 **3. Should suppliers share all GTINs in an underlying product hierarchy for SPH through** 139 **GDSN?**

140 Vendors should share all GTINs from the same underlying item package hierarchy (e.g.
141 pallet, master pack, inner pack, each).

142 **4. What does Amazon use as the product identifier in Vendor Catalog, after receiving** 143 **the contributions via GDSN?**

144 If you choose GTIN as MSKU, Amazon uses GTIN to map between GDSN and Amazon
145 catalog, whenever we find a match, we will update the Amazon catalog information.
146 Please be sure to provide the right MSKU value for your Amazon items, otherwise, we
147 will have mismatch issues that could cause PO defects.

148 If you choose Vendor_SKU as MSKU, Vendor_SKU maps to the
149 "additionalTradeItemIdentification" field in GDSN. Only when the Vendor_SKU and
150 additionalTradeItemIdentification match with each other, Amazon will treat it as a
151 match and update the catalog information accordingly. For GDSN vendors, please make
152 sure the Vendor_SKU / additionalTradeItemIdentification is unique at every package
153 level for any selling item, otherwise, it won't work. You can either create new
154 Vendor_SKUs to distinguish across package hierarchy, or turn to GTIN as your unique
155 item identifier (MSKU).

156 **5. Is the GDSN initiative still in the evaluation/testing phase?**

157 No. Today, Amazon is live with multiple vendors synchronizing their product content
158 via the GDSN and is ready to receive product content and updates from all Consumables
159 Retail vendors who subscribe to the GDSN integration.

160 **6. How does this affect the current New Item Setup process performed via Vendor** 161 **Central?**

162 This initiative does not change the current New Item Setup process via Vendor Central
163 (through NIS template or VSSC template). If the product has not yet been created as an

164 ASIN in Amazon's systems, Amazon will still accept the GDSN contribution for the
165 product. Then, when you complete New Item Setup through Vendor Central, Amazon
166 will use the GDSN data and combine it for the newly created ASIN.

167 **7. When a supplier submits content through GDSN, can they use Vendor Central to**
168 **confirm if the submission is successfully synched with Amazon?**

169 Yes, you can. Refer to [Section III](#).

170 **8. Do data poolers have access to Vendor Central?**

171 No.

172 **9. Does Amazon process the submissions made through Vendor Central NIS excel**
173 **templates and GDSN differently?**

174 No. The product data submitted through Vendor Central spreadsheets and the GDSN
175 will be processed the same by Amazon. The last set of values for integrated attributes,
176 regardless of the source i.e. Vendor Central or the GDSN, will be the values used by
177 Amazon.

178 **10. The data I submitted via GDSN is not the same quality as my Vendor Central Excel**
179 **sheets (NIS). What should I do?**

180 We expect the data you provide through GDSN or Vendor Central to be of the same high
181 quality. If you are unsure, we recommend **not** to subscribe and submit content through
182 GDSN for the attributes you are unsure of.

183 **11. Does the GDSN information flow directly to Amazon.com?**

184 Yes, the information received via GDSN flows directly to Amazon. The last set of values
185 for integrated attributes, regardless of the source i.e. Vendor Central or the GDSN, will
186 be the values used by Amazon.

187 **12. When will Amazon be taking all attributes required for item maintenance?**

188 Due to the data quality and Amazon prioritization decisions, we will not take all
189 attributes. We are prioritizing Regulatory, Supply Chain and other attributes (see [II](#),
190 [Amazon GDSN attribute guide](#) for the list).

191 **13. After Vendor Central attributes are ingested, will full item update and maintenance**
192 **be performed via the GDSN, eliminating the need to update attributes through**
193 **Vendor Central spreadsheets?**

194 That is correct. Today, once you publish your item to Amazon via the GDSN, you will no
195 longer need to send item maintenance updates on the currently ingested attributes via
196 the manual VC spreadsheet process. You are free to choose the feed you would like to
197 use to enrich your Amazon catalog data for the given 58 attributes: you can choose VC
198 and/or GDSN.

199 **14. How often is Vendor Central syncing with GDSN?**

200 Data synchronization occurs continuously whenever there is a Publish and Subscription
201 match (Pub-Sub match) between 2 GLNs. If Amazon is subscribed to a data provider

202 GLN that publishes updated data on GDSN, then the data gets pushed to the Amazon
203 Catalog as well.

204 Amazon treats data from GDSN sources and non-GDSN (NIS, Vendor Central edits, etc.)
205 sources equally. However, since GDSN contributions are handled separately in the data
206 pipeline, the ingested GDSN data will not show up on your Vendor Central "Edit Item"
207 interface. Any changes to GDSN contributions will need to be made through GDSN.

208 **15. Does Amazon support product creation through GDSN?**

209 No. In order to list products for sale, you will need to use Vendor Central. However, since
210 you will be using consistent identifiers (either GTIN or your own identifier), it will make
211 no difference which channel is processed first. As long as the identifiers are consistent,
212 the 2 channels can be used to update the same product record.

213 **16. Our products are already on Amazon.com. What do we have to do next?**

214 Your next step is to syndicate product content for the items currently sold on
215 Amazon.com via the GDSN.

- 216 • Publish your GDSN product content for the items currently sold on Amazon.com to
217 the Amazon GLN **0848719000016**, through your data pooler.
- 218 • Connect to Amazon GDSN via Vendor Central (follow steps from [Part 1.2.2](#))
219

220 **17. How is Amazon prohibiting other GDSN attributes (aside from the ones requested by
221 Amazon as part of this initiative) from being synced?**

222 The integration between the GDSN and Amazon will happen at an attribute level. If
223 suppliers send data outside of the attributes, we ignore them.

224 **18. Do we have to provide data for items we manufacture but are only sold on Amazon
225 by 3P sellers?**

226 We recommend providing information for all of your items sold on Amazon by you

227 **19. Can suppliers opt out of this initiative?**

228 You can opt out from this initiative by stopping publishing to Amazon recipient GLN or
229 contacting your GDSN data pool provider.

230 **20. Do suppliers still need to manage the GTIN gold list (aka GTIN library) after moving
231 to SPH?**

232 Yes, suppliers will still need to manage the GTIN gold list after moving to SPH. Amazon
233 is working on automating this effort, but in the interim you will need to manage the
234 GTIN gold list.