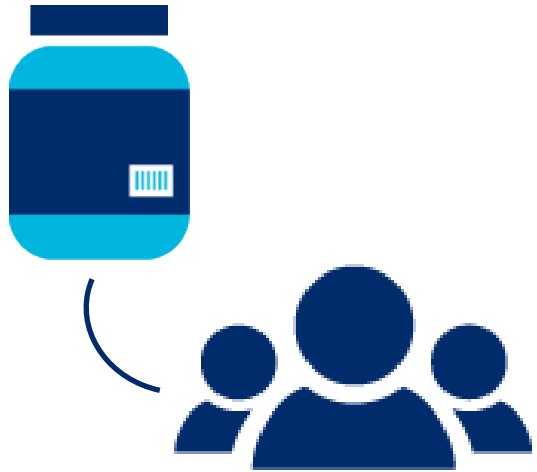


Tuotetiedot Nyt 23.4.2026

English version

# GS1 Synkka

---



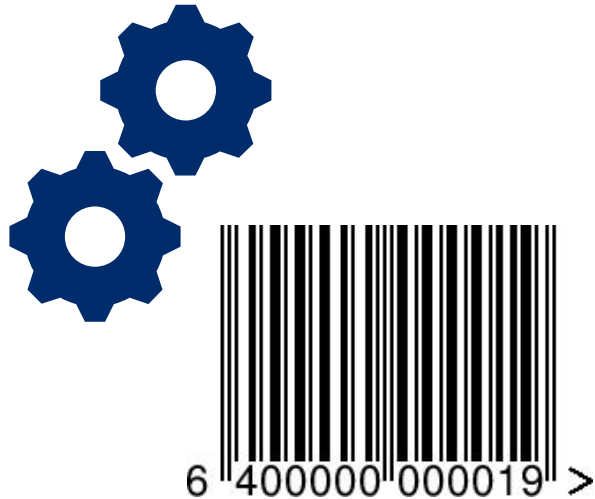
**A service** for transmitting and receiving product data and images



**A tool** for internal management of product data and images

# GS1 Rekisteri

---



**A tool**  
for creating and  
managing codes  
and generating  
barcodes



**A service**  
that makes products  
visible to trading  
partners both in  
Finland and  
internationally

## GS1 Rekisteri



**A tool**  
for creating and  
managing codes  
and generating  
barcodes



## GS1 Synkka



**A service** for  
transmitting and  
receiving product  
data and images



## GS1 Data

- A new service where data can be easily maintained, updated, and shared.
- Data management is smoother and clearer than before.
- The service is based on GS1's global standards and data models, ensuring data consistency and compatibility also internationally.

# GS1 Data implementation

# What the merging of GS1 Synkka and the GS1 Rekisteri means in practice

---

## Currently using both GS1 Rekisteri and GS1 Synkka

In the future, both the creation of GTIN codes and the maintenance of product data will take place in



## Currently using only GS1 Synkka and GTIN codes are maintained in your own system (or in Excel)

The creation of GTIN codes can continue as before

- The created GTIN code will be stored in GS1 Data as part of other product information

# Progress of Implementation for User Interface Customers

---

- Implementation will take place in phases, mainly during September–October
- You will be informed of your company's schedule at least 3 weeks before the service transition
- Service interruption up to a maximum of 1 week
- We will notify you by email when the interruption begins and when it ends
- User accounts and access rights will remain unchanged
- You will receive training recordings to ensure smooth use of GS1 Data



# Progress of Implementation for Integration Customers

---

## Remains unchanged

- The format and structure of the GDSN XML message used in integrations

## What will change

- **AS2 connection point:** only requires updating the URL endpoint and certificate
- **FTP connection** will be replaced with an HTTPS-based API
- **Media API** will be replaced with a new JSON API, used to manage media assets as part of other product data

## New

- **GS1 Data** will introduce new API interfaces for more versatile product data management

# Progress of Implementation for Integration Customers

---

Possibility to test message transitions in test environments

- Data providers: information about testing was sent to main users on April 22
- Data recipients: test environment available from June 1; more detailed information will be provided closer to that time

The transition to the new service will be agreed on a company-by-company basis



# What data will be transferred

---

- **Service users and access rights**
  - ❑ Main user: review users and remove unnecessary ones in the OmaGS1 service
- **From GS1 Synkka** product data will be **transferred** that are in the following statuses:
  - Published, uploaded, cancelled, discontinued
  - ❑ Ensure that published and uploaded product data **do not contain errors.**
- **From the GS1 Rekisteri, all data will be transferred** except products already transferred from Synkka

# What will not be transferred

---

- Draft products from Synkka will not be transferred to GS1 Data
- ☐ Go through your drafts in Synkka and publish those draft products that you want to be transferred to GS1 Data



# GS1 Data, what changes compared to GS1 Synkka?

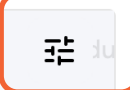

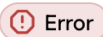


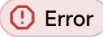




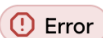


# User interface navigation

# Product listing















The product listing shows base units by default.

The number of columns is not limited.

<input type="checkbox"/>	Image	GTIN	Product name	Remarks	Publication status	GPC Category Code	
>		06429830177654 Base unit	Katan Namit Pear fruit sweets 200 g	 Error	Draft	10000047	
>		06400001069015 Base unit	Katan Pääkallo Pear fruit sweets 200 g	 Error	Published <span>Has modification</span>	10000047	
>		06440000100180 Base unit	Katan garlic macaroni and mince casserol...	 Warning	Published		
>		Base unit	Katan garlic macaroni and mince casserol...	 Error	Draft		

Valitse sarakkeet

+ Lisää sarake

-  Kuva 
-  GTIN 
-  Tuotenimi Järjestelmän kieli (suomi) ▾ 
-  Julkaisun tila 
-  Huomiot 
-  Viimeksi muokattu 
-  GPC-kategoria 

Opens the packaging hierarchy

Infinite scroll, no maximum number of search results.

# Product search and filtering

- With quick search, you can search using any text-based information.
- The search can be refined with product filters, e.g., publication status.

Products (16)

kata × Remarks is Publish status is Clear filters

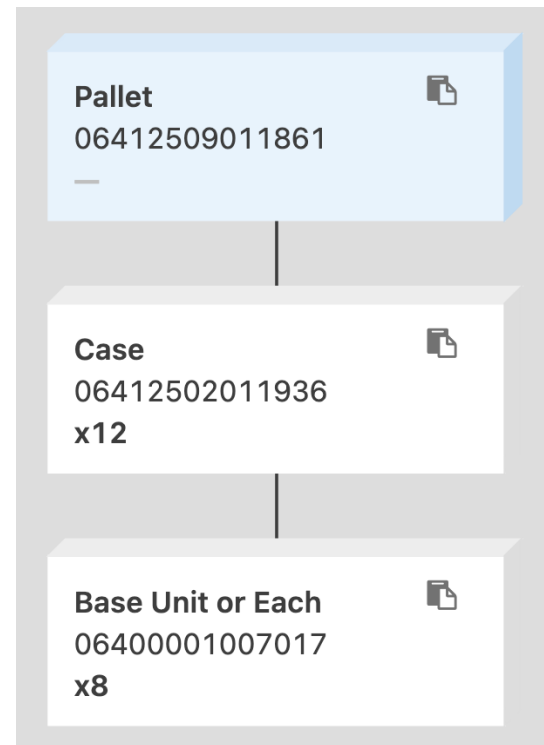
<input type="checkbox"/>	Image	GTIN	Product name	Remarks
> <input type="checkbox"/>		06429830177654 Base unit	Katan Namit Pear fruit sweets 200 g	Error
> <input type="checkbox"/>		06400001069015 Base unit	Katan Pääkallo Pear fruit sweets 200 g	Error
> <input type="checkbox"/>		06440000100180 Base unit	Katan garlic macaroni and mince casserol...	Warning
> <input type="checkbox"/>		Base unit	Katan garlic macaroni and mince casserol...	Error

Search

- Draft
- Published
- To be discontinued
- Discontinued
- Archived
- Has modifications

# Packaging hierarchy, improved visual clarity

- The top level of the hierarchy is the base unit
- The product name is displayed at all levels of the hierarchy
- The product status, errors and warnings are visible
- The package quantity is clearly indicated at the respective package level



The detailed view shows a 'Package hierarchy' window with three levels. The top level is a 'Base unit' for 'Sonjan rhubarb jam with ginger 200g' (barcode 06438488000290), with status 'Published' and 'Has modifications', and a red 'Error' indicator. The middle level is a 'Case' for 'Sonjan rhubarb jam with ginger gift pack 200g x 1' (barcode 16438488000297), with status 'Published' and 'Incl. 1 pcs', and 'Has modifications' and 'Error' indicators. The bottom level is a 'Case' for 'Sonjan rhubarb jam with ginger 200g x 1 x 10' (barcode 26438488000294), with status 'Published' and 'Incl. 10 pcs', and 'Has modifications' and 'Error' indicators.

# Single edit view

- From the product list, you move to the product edit view, where you maintain product information and images
- No separate draft/published tab
  - All fields are visible, both filled and empty

You save product information faster – more horsepower compared to GS1 Synkka!

06438488000290

Sonjan rhubarb jam with ginger 200g

Base unit Published

Has modifications

and recipients

Descriptions ✓

Lifecycle ✓

Identification information ✓

Classifications ✓

Tax ✓

### Allergens

Last saved 4/23/26, 9:18 PM

Allergen type code	Level of containment code
Oat and oat products	<input checked="" type="radio"/> Contains <input type="radio"/> May contain Clear
Barley and barley products	<input checked="" type="radio"/> Contains <input type="radio"/> May contain Clear

+ Add allergen type code

# Create a new product



# The GTIN code

---

- First, select how the GTIN code is created
- Choose from the following options
  - Create new GTIN code
  - Enter a GTIN code
  - Leave GTIN code empty

The screenshot shows a dialog box titled "Add product" with a close button (X) in the top right corner. It contains two sections with red warning icons:

- GTIN-code**: Three radio button options:
  - Create new GTIN-code
  - Input GTIN-code
  - Leave GTIN-code empty
- GPC-category**: A dropdown menu with the text "Select category" and a downward arrow.

At the bottom left is a "Cancel" button, and at the bottom right is an "Add product" button with a checkmark icon.

# Create new GTIN code

- Select this option when you want to create a GTIN code from your own company prefix
- Use automatic GTIN code generation **only if** all previously created codes have been saved in the GS1 Registry

Add product

×

- GTIN-code
- Create new GTIN-code
  - Input GTIN-code
  - Leave GTIN-code empty

Company prefix for GTIN-code

Make sure before automatically generating a GTIN code that all codes previously created from the company prefix have been saved in GS1 Data. The code generation does not take unsaved codes into account, which may lead to overlaps in GTIN codes.

06440002 / Prefix 5: GTIN-12 allowed (Not in GRP)

Free GTIN-codes: 9992



GPC-category

Select category

- You can see the remaining available codes next to the company prefix
- If your company has multiple prefixes, you can choose which one the new GTIN code is created from

# Enter a GTIN code

- Select this option when you want to enter an existing GTIN code:
  - that belongs to another company, e.g. imported products
  - that has been maintained elsewhere (e.g. Excel, PIM), a GTIN code created from your company prefix, with or without a check digit

Add product

GTIN-code

Create new GTIN-code

Input GTIN-code

Leave GTIN-code empty

GPC-category

Select category

- The validity of the entered GTIN code is checked (e.g. incorrect format, already existing code)
- The leading zero (0) of the GTIN code does not need to be entered separately

# Leave GTIN code empty

- Select this option if you want to add product information without a GTIN code
- You can add the GTIN code later, but no later than before the product is published

## Add product

GTIN-code

Create new GTIN-code

Input GTIN-code

Leave GTIN-code empty

GPC-category

×

### Basic information

GTIN ⓘ

Trade Channel Code ⓘ

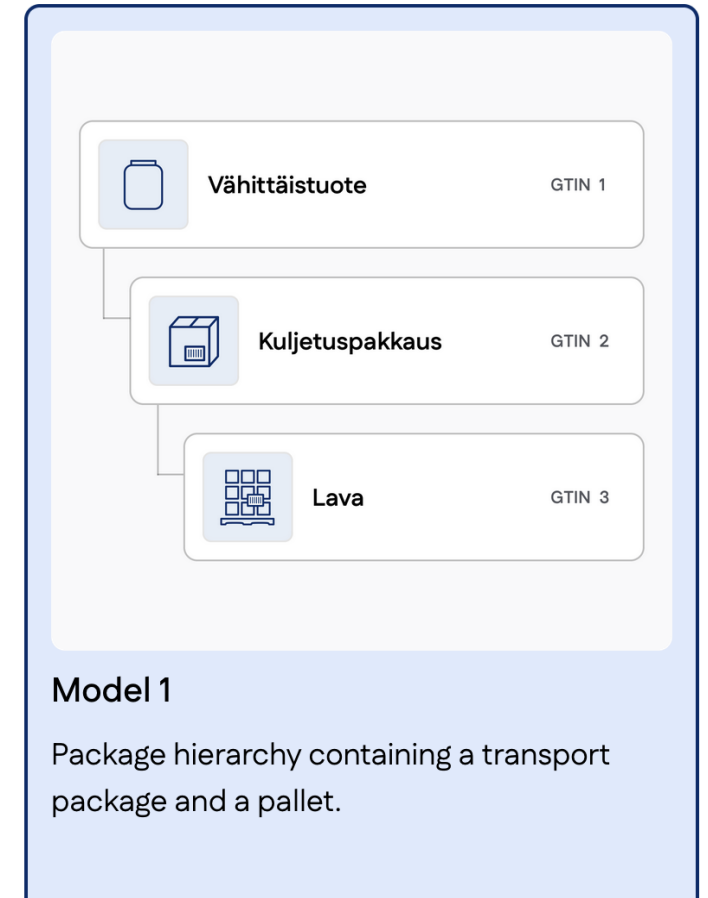
Information Provider GLN ⓘ

Information Provider Party Name ⓘ

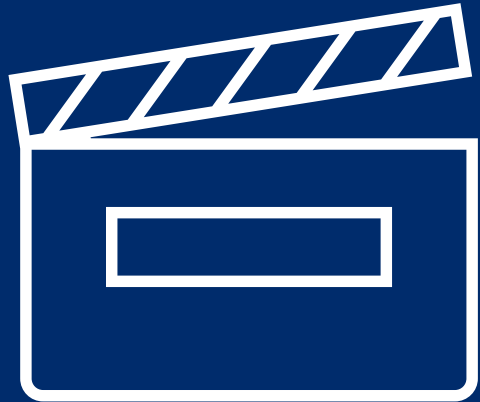
# Helpers for creating product and packaging hierarchy

# New healpers

1. Create product from hierarchy model
  - Choose from five different hierarchy models
2. Copy product
  - Create a product and packaging hierarchy based on an existing product
3. Copy hierarchy from another product
  - Copy hierarchy from another existing base unit



# Create product from hierarchy model



Products (15)

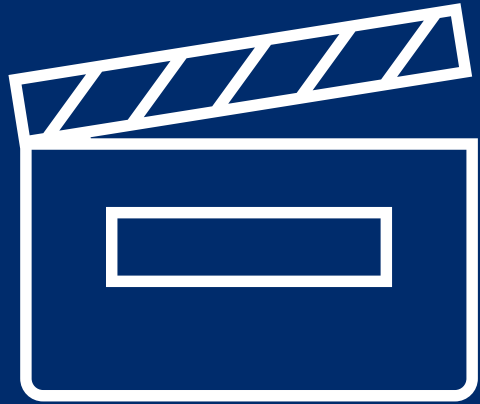
+ Add product or package

× 
  is 
 is

<input type="checkbox"/>	Image	GTIN	Product name	Remarks	Publication status	GPC Category Code	
>		06429830177654 Base unit	Katan Namit Pear fruit sweets 200 g	<span>Error</span>	<span>Draft</span>	10000047	
>		06400001069015 Base unit	Katan Pääkallo Pear fruit sweets 200 g	<span>Error</span>	<span>Published</span> <span>Has modification</span>	10000047	
>		06440000100180 Base unit	Katan garlic macaroni and mince casserol...	<span>Warning</span>	<span>Published</span>	10000293	
>		Base unit	Katan garlic macaroni and mince casserol...	<span>Error</span>	<span>Draft</span>	10000293	
>		Base unit	Katan Eläin Pörris Peto 1 kpl	<span>Error</span>	<span>Draft</span>	10000522	
>		06429811166769 Base unit	Katan Eläin Pörris Peto 1 kpl	<span>Error</span>	<span>Draft</span>	10000522	
>		Base unit	Katan garlic macaroni and mince casserol...	<span>Error</span>	<span>Draft</span>	10000293	
>		Base unit	Katan garlic macaroni and mince casserol...	<span>Error</span>	<span>Draft</span>	10000293	
>		06400001000636 Base unit	Katan testi	<span>Warning</span>	<span>Published</span> <span>Has modification</span>	10005155	

- 
- 
- 
- 
-

# Copy product



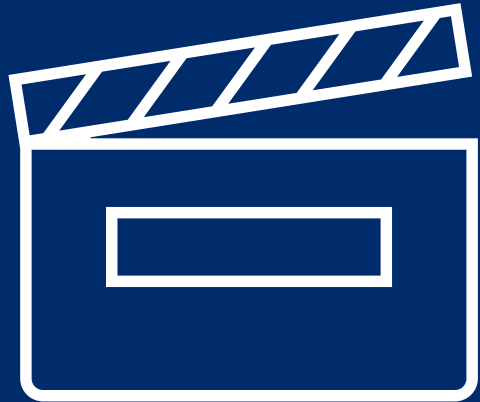
Products (15)

+ Add product or package

× 
  is 
 is

<input type="checkbox"/>	Image	GTIN	Product name	Remarks	Publication status	GPC Category Code	
>		06429830177654 Base unit	Katan Namit Pear fruit sweets 200 g	<span>Error</span>	<span>Draft</span>	10000047	
>		06400001069015 Base unit	Katan Pääkallo Pear fruit sweets 200 g	<span>Error</span>	<span>Published</span> <span>Has modification</span>	10000047	
>		06440000100180 Base unit	Katan garlic macaroni and mince casserol...	<span>Warning</span>	<span>Published</span>	10000293	
>		Base unit	Katan garlic macaroni and mince casserol...	<span>Error</span>	<span>Draft</span>	10000293	
>		Base unit	Katan Eläin Pörris Peto 1 kpl	<span>Error</span>	<span>Draft</span>	10000522	
>		06429811166769 Base unit	Katan Eläin Pörris Peto 1 kpl	<span>Error</span>	<span>Draft</span>	10000522	
>		Base unit	Katan garlic macaroni and mince casserol...	<span>Error</span>	<span>Draft</span>	10000293	
>		Base unit	Katan garlic macaroni and mince casserol...	<span>Error</span>	<span>Draft</span>	10000293	
>		06400001000636 Base unit	Katan testi	<span>Warning</span>	<span>Published</span> <span>Has modification</span>	10005155	





# Copy hierarchy from another product



# Products (4)

+ Add product or package

dumle x Remarks is Publish status is Clear filters

<input type="checkbox"/>	Image	GTIN	Product name	Remarks	Publication status	GPC Category Code	
> <input type="checkbox"/>		06440000100524 Base unit	GS1 Dumle banana toffee seet 200g	<span>Warning</span>	<span>Published</span> <span>Has modification</span>	10000047	⋮
> <input type="checkbox"/>		06429830177647 Base unit	GS1 Dumle banana toffee seet 200g	<span>Error</span>	<span>Draft</span>	10000047	⋮
<input type="checkbox"/>		06440000100562 Base unit	GS1 Dumle original toffee seet 200g	<span>Error</span>	<span>Draft</span>	10000045	⋮
<input type="checkbox"/>		06440000100531 Base unit	GS1 Dumle liquorice toffee seet 200g	<span>Warning</span>	<span>Draft</span>	10008044	⋮

Edit product information



# Helper for creating a product name

- The value of the product name field is automatically formed by combining the following fields:
  - Brand name
  - Sub brand
  - Variant
  - Description short
- The suggestion generated by the helper can be edited by the user

Descriptions Last saved 4/22/26, 12:09 PM

Brand Name ⓘ	<input type="text" value="Katan Namit"/>
Sub Brand ⓘ	<input type="text"/>
Variant Description ⓘ	<input type="text" value="Finnish Päärynä"/> ⋮
	<input type="text" value="Swedish Päron"/> ⋮
	<input type="text" value="English Pear"/> ⋮
Description Short ⓘ	<input type="text" value="Finnish hedelmäkarkki 200 g"/> ⋮
	<input type="text" value="Swedish fruktgodis 200 g"/> ⋮
	<input type="text" value="English fruit sweets 200 g"/> ⋮
Trade Item Description ⓘ	<input type="text" value="Finnish Katan Namit Päärynä hedelmäkarkki 200 g"/> ⋮
	<input type="text" value="Swedish Katan Namit Päron fruktgodis 200 g"/> ⋮
	<input type="text" value="English Katan Namit Pear fruit sweets 200 g"/> ⋮

# Name on case and pallets

- Product names are copied to case and pallets
- The number of contained items is shown in connection with the following fields:
  - Description short
  - Trade item description
- The number of contained items is added to the beginning of the name

Description Short ⓘ

Finnish 10x hedelmäkarkki 200 g

Swedish 10x fruktgodis 200 g

English 10x fruit sweets 200 g

Inherit value ⓘ

Trade Item Description ⓘ

Finnish 10 x Katan Namit Päärynä hedelmäkarkki 200 g

Swedish 10 x Katan Namit Päron fruktgodis 200 g

English 10 x Katan Namit Pear fruit sweets 200 g

Inherit value ⓘ

# Product images and documents

- Product images are managed in their own data group
- Primary product images, MRHI image, and additional images are in their own sections

- Documents are added in connection with product information, e.g. user instructions or a safety data sheet

### Product images

Last saved 4/22/26, 12:09 PM

▼ Primary product image

The primary product image refers to images intended for the sale and marketing of the product. The product is fully visible in the product image, and there is nothing else in it.

Drag and drop images here, or click to select

Upload from device

Upload from URL

Supported formats: JPEG, PNG, TIFF.

▼ MRHI-image

A Mobile Ready Hero Image (MRHI) is a digital shelf image. An MRHI image is suitable for situations where the image is displayed in small sizes, for example in listing and grid views of online stores and on small screens.

Drag and drop an image here, or click to select

Upload from device

Upload from URL

### Consumer instructions

Last saved 4/22/26, 12:09 PM

^ Instructions for use file

Add a document by dragging it here or uploading from your device

Upload from device

Add from URL


# Product image

- The first added primary product image is automatically set as the primary image
- Changing the primary image designation is easier
- The image can be replaced

Product images Last saved 4/24/26, 7:06 AM

▼ Primary product image

The primary product image refers to images intended for the sale and marketing of the product. The product is fully visible in the product image, and there is nothing else in it.



06429830177661\_A1C1.jpeg  
24.4.2026 7.05

★ Primary image

- View image details
- Download image to device
- Replace image
- Remove

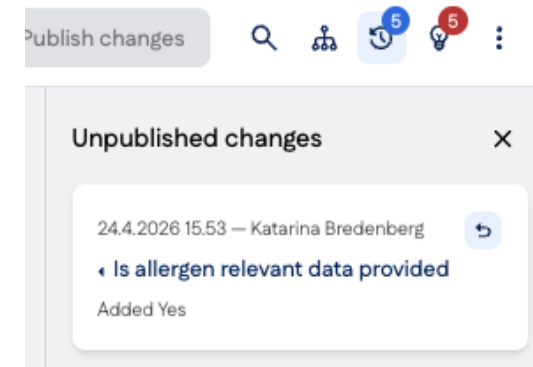
✕ ▼

Image type	Product image
Facing	Front
Orientation	Centre

# Updating a Published Product

---

- Unpublished changes view shows modifications made to product data
  - You can see who made the change and when
  - You can undo the changes with a single click
- Product status information shows whether the published product contains changes



# Product discontinuation and archiving

# Discontinue and Archive Date

---

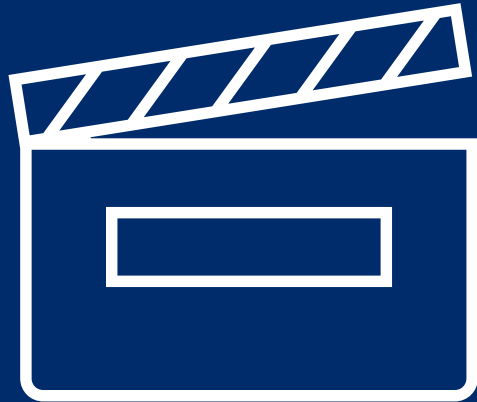
- Discontinue by adding an end date to the lowest level to be discontinued; the end date will be copied to the other levels
- You can choose which packages or hierarchy branches you want to discontinue

**Discontinue Details** Edit Cancel

Discontinued Date

Archive Date

# Discontinue a product



Products (16)

+ Add product or package

katan



Remarks

is

Publish status

is

Clear filters

<input type="checkbox"/>	Image	GTIN	Product name	Remarks	Publication status	GPC Category Code		
>	<input type="checkbox"/>		06400001055476 Base unit	Katan garlic macaroni and mince casserol...	<span>Error</span>	<span>Draft</span>	10000293	
>	<input type="checkbox"/>		06429830177654 Base unit	Katan Namit Pear fruit sweets 200 g	<span>Error</span>	<span>Draft</span>	10000047	
>	<input type="checkbox"/>		06400001069015 Base unit	Katan Pääkallo Pear fruit sweets 200 g	<span>Error</span>	<span>Published</span> <span>Has modification</span>	10000047	
>	<input type="checkbox"/>		06440000100180 Base unit	Katan garlic macaroni and mince casserol...	<span>Warning</span>	<span>Published</span>	10000293	
>	<input type="checkbox"/>		Base unit	Katan garlic macaroni and mince casserol...	<span>Error</span>	<span>Draft</span>	10000293	
>	<input type="checkbox"/>		Base unit	Katan Eläin Pörris Peto 1 kpl	<span>Error</span>	<span>Draft</span>	10000522	
>	<input type="checkbox"/>		06429811166769 Base unit	Katan Eläin Pörris Peto 1 kpl	<span>Error</span>	<span>Draft</span>	10000522	
>	<input type="checkbox"/>		Base unit	Katan garlic macaroni and mince casserol...	<span>Error</span>	<span>Draft</span>	10000293	
>	<input type="checkbox"/>		Base unit	Katan garlic macaroni and mince casserol...	<span>Error</span>	<span>Draft</span>	10000293	

# Also familiar features

- Instructions
  - A link to instructions is available next to each field
- Data model
  - The Finnish data model remains unchanged; the same familiar data is reported in GS1 Data
- Errors and warnings
  - Errors and warnings are shown in the Remarks list, and the relevant field is highlighted
- Field search
  - Search by field name or code and navigate directly to the field

## Remarks



All

Current group

Errors (22)

Warnings (5)

1850

Error

For Country Of Sale Code  
(targetMarketCountryCode)  
<targetMarketCountryCode Country  
name>, Trade Item Trade Channel Code...

Show more ▾

< Trade Channel Code

1004

Error

The startAvailabilityDateTime must be  
populated for the trade item.

< Start Availability Date Time

1010

Error

isTradeItemADespatchUnit must be  
populated for the trade item.

< Is Trade Item A Despatch Unit

# INFOWEBINAARI: **GS1 DATA**



Puhujana:

**KATARINA BREDEBERG**

GS1 Finland

In  
August





**SYKSYN**  
**TUOTETIEDOT**  
**NYT**  
**22.10.2026**

Thank you!