

# One-pagers product information for suppliers

# Why is Colruyt asking to connect to MPM/GDSN?



## Standardized data exchange

With GDSN, all suppliers and retailers work according to the same **international standards**.

As a supplier, you will always be asked to share your data in the same way.



## Efficiency and cost savings

By using a unified solution, you avoid multiple ways to share your data with retailers, **avoiding duplication of effort and reducing the margin of error**.



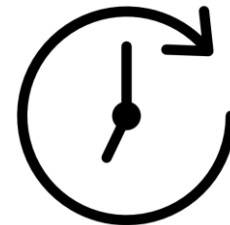
## Global connectivity

GDSN is a **global** network with more than 45 data pools. Sharing your data with Colruyt via GDSN also gives you the opportunity to share the same data **with other retailers**.



## Better data quality & compliance

Retailers such as Colruyt have **legal, logistical and commercial requirements** for product information, which they expect their suppliers to actively cooperate in order to guarantee this.



## Faster time to market

By sharing product information via GDSN, a retailer can **include your products in the range more quickly**.

# What is a subscription to My Product Manager Share?

## Automatic annual renewal

Subscription formula with **annual renewal** in January.

If you join during the year, you pay **pro rata**.

Are you a **private label or bulk supplier**, and do you pay **per GTIN in your subscription formula**?

Then at the end of the year, the number of GTINs in your account will be looked at, in order to correctly draw up the invoice for the following year.

## Share your data globally

Connection to **GDSN**, the **worldwide network** to share your data with Colruyt and other data customers connected to My Product Manager and/or GDSN.

Are you a **private label or bulk supplier**, and do you pay **per GTIN in your subscription formula**?

Then you can only share your data with Colruyt.

## Unlimited number of product sheets and customers

Sharing an **unlimited** number of **products** with an **unlimited** number of **data consumers**.

Are you a **private label or bulk supplier**, and do you pay **per GTIN in your subscription formula**?

Then it is limited to the number of GTINs you have paid for, and to share your data exclusively with Colruyt.

## Unlimited number of users

**Unlimited** number of **users** who can log in to My Product Manager to register the data.

Managing users who can use **My Product Manager or MyGS1** is done in MyGS1.

# How do I start my My Product Manager Share subscription?

Fill in the [webform](#) and register your company on [My GS1](#) if you are not yet known to GS1 Belgilux.

GS1 contacts supplier to obtain all necessary information

The supplier provides the necessary information to GS1 Belgilux

GS1 draws up the invoice. You will receive this via email, and it is available via MyGS1

The subscription to MPM Share is activated after payment

The supplier can get to work creating and publishing its product sheets to Colruyt

*Using the webform, GS1 Belgilux can contact the supplier and start the onboarding.*

*Filling in the web form is not a contractual agreement.*

*Registering on MyGS1 is free of charge, and ensures that GS1 Belgilux receives your correct company details. This step is always required, even if you are already a member of another GS1 organization.*

*In this step, the rate of your connection is determined. This is based on the type of product you supply to Colruyt. A national brand supplier pays based on its turnover, a private label or bulk supplier on the basis of turnover or the number of GTINs they wish to share with Colruyt.*

*Invoicing based on turnover = providing proof of turnover  
GTIN-based billing = total number of GTINs delivered*

*Has your MyGS1 account been created, and have you provided GS1 with the proof of turnover or number of GTINs? Then GS1 Belgilux can draw up the invoice.*

*Without an invoice, no account can be started.*

*The sooner you pay your invoice, the sooner GS1 Belgilux can start your account.*

*So do you want to start sharing your product information as soon as possible? Then pay the invoice as soon as possible.*

*As soon as the payment has been received by GS1, they will activate your account, and confirm this activation via email, along with the necessary instructions.*

*If you pay online, they will receive the payment the same day, if you pay by bank transfer, we charge 2-3 working days for processing before the payment arrives at GS1 Belgilux.*

*You can create product sheets with:*  
*- The manual that is sent by email when activating your account*  
*- The [Knowledge Base](#) that contains all kinds of manuals and tutorials about My Product Manager*  
*- My Data Capture, if you want to leave the creation of the product sheets to GS1 Belgilux. Info and rates can be found [here](#)*

# Why does a private label or bulk supplier need a paid connection on My Product Manager?

Colruyt started the PI Fast Project in 2024, where it was decided that only **one source** could be used to exchange data with their suppliers, namely **GDSN**.

The **use** of their **other platforms** (such as Sync Manager) was phased out, and now completely **stopped**.

In addition to national brands, Colruyt also sells **private labels**.

However, Colruyt requires **more product information** for their **private label and bulk products** than what is possible to share via the GDSN data model.

GS1 Belgilux has therefore designed a **'private label' data model** exclusively for Colruyt.

This gives the supplier the opportunity to provide all **additional information** to Colruyt, via My Product Manager, which is connected to **GDSN**, the global network for exchanging data.

This data model is **exclusively available** in the GS1 Belgilux platform, **My Product Manager**.

You cannot **fill in** these fields in another **data pool**.

If you, as a supplier, are asked to share **private label or bulk product information** with Colruyt, you are **obliged** to connect to My Product Manager.

If you want to share **private label or bulk product information** as a supplier, you must have a **paying account** on MPM to be able to fill in the attributes from this data model.

It is therefore possible that as a supplier you have **two connections** on GDSN, if you were previously connected to another **data pool**.

## How do you share product sheets with Colruyt? (1)

### National brands (excl. bulk items)

Already connected to a GDSN-certified data pool?



- Use your data pool to create and publish **your product sheets**
- Request a **free connection to My Product Manager** via this [web form](#), if you use a data pool other than MPM.
- **Publish** your data to the BE target market (public), or to Colruyt's GLNs 5400141000009 & My Product Manager 5410000876546
- **Need help** ? Contact your data pool.



- Use this [web form](#) to **request** your **connection** to the GS1 Belgilux data pool
- GS1 Belgilux will contact you on the basis of this web form to discuss the further steps
- **Publish** your data
  - Via MPM targets either public, or to Colruyt's GLN 5400142000008 (private)
  - Via GDSN targets to the BE target market (public), or to Colruyt's GLN 5400141000009 (private)
- **Need help**? Check out the [GS1 Belgilux Knowledge Base](#) for more information about the platform, or **contact [fmcg-foodservice@gs1belu.org](mailto:fmcg-foodservice@gs1belu.org)**

## How do you share product sheets with Colruyt? (2)

### Private label and bulk items

#### Already connected to a GDSN-certified data pool

- **It is not possible to use a different data pool to share your private label or bulk product information with Colruyt.** Only My Product Manager can be used for this, as you have to share additional attributes via this platform, which are not available in another data pool.
- Use this [web form](#) to request your **connection** on My Product Manager
- GS1 Belgilux will contact you on the basis of this web form to discuss the further steps
- **Don't** publish your data publicly! Publish your data
  - **Via MPM targets** privately to Colruyt's GLN 5400142000008
  - **Via GDSN targets** privately to Colruyt's GLN 5400141000009
- **Need help?** Check out the GS1 Belgilux Knowledge Base for more information about the platform, or contact us met [fmcg-foodservice@gs1belu.org](mailto:fmcg-foodservice@gs1belu.org)

#### Not yet connected to a GDSN-certified data pool

- Use this [web form](#) to request your **connection** on My Product Manager
- GS1 Belgilux will contact you on the basis of this web form to discuss the further steps
- **Don't** publish your data publicly! Publish your data
  - **Via MPM targets** privately to Colruyt's GLN 5400142000008
  - **Via GDSN targets** privately to Colruyt's GLN 5400141000009
- **Need help?** Check out the GS1 Belgilux Knowledge Base for more information about the platform, or contact us met [fmcg-foodservice@gs1belu.org](mailto:fmcg-foodservice@gs1belu.org)

# Some GS1 terms

**My Product Manager**

*The platform managed by GS1 Belgilux, to share master data their customers. My Product Manager is a data pool, connected to GDSN. It gives both national brand and private label suppliers the ability to enter both label and logistics information.*

**GDSN**

*GDSN is the Global Data Synchronization Network, on which master data can be exchanged worldwide. Colruyt is connected to GDSN to receive data from their suppliers.*

**Datapool**

*A data pool is a local platform that has access to GDSN to exchange data. My Product Manager is a data pool connected to GDSN, for example.*

**Datamodel**

*The data model is a collection of attributes (fields to fill in) and validations (set of rules when/whether you have to fill in the field), which serve as the guideline for filling in a product sheet. Depending on the target market, the type of product, whether it is a consumer unit, ... other fields are expected to be filled in.*

**My GS1**

*The user platform of GS1 Belgilux on which the supplier needs a free account to provide his company details to us, and where he can use eg. can find their invoices, or add users on My Product Manager.*

**Onboarding**

*The process in which a supplier is activated on My Product Manager Share. Once the supplier has paid their invoice and gained access to the platform, the onboarding is complete.*

**National brand**

*Products with a national brand (A-brand), which can be shared with Colruyt via any GDSN-certified data pool.*

**Private label en bulk**

*Products with a private label, eg. Boni or Everyday, or products that are delivered in bulk/vrac to Colruyt (eg. Fruit and vegetables, dairy, meat, fish, bake-off products, etc.), which can only be shared with Colruyt via My Product Manager.*

