Home (https://www.gs1.org/) > Standards (https://www.gs1.org/standards)
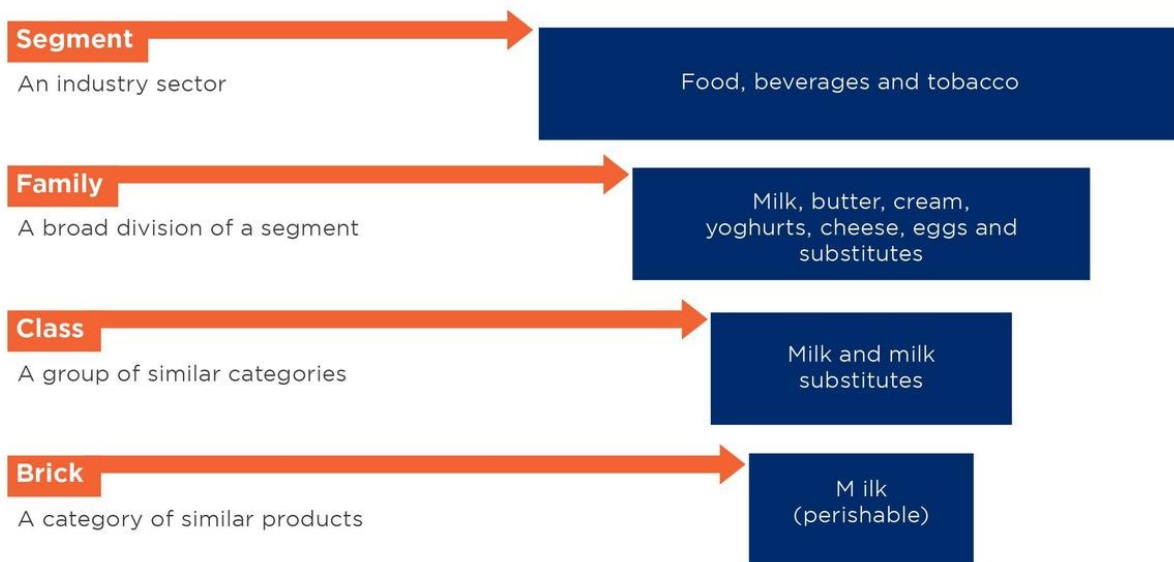 > How GPC works

How Global Product Classification (GPC) works

The GS1 Global Product Classification (GPC) standard helps global trading partners to group products in the same way, everywhere in the world. The resulting common business language is clear and instantly understandable.

The building block of GPC is a **product code known as a brick**. There are bricks for everything from a car to a bottle of milk. The highest level of the classification is a segment, which is defined as a particular industry. For example, a bottle of milk belongs to the food, beverages and tobacco segment.

The lowest level of the classification system is called a brick attribute which is defined as a particular **product detail**. For example, you can specify whether milk contains animal milk (cow, goat, etc.) or non-animal milk (soy, rice, etc.).

Example

Global Trade Item Number (GTIN) = 123456789123C

Brick

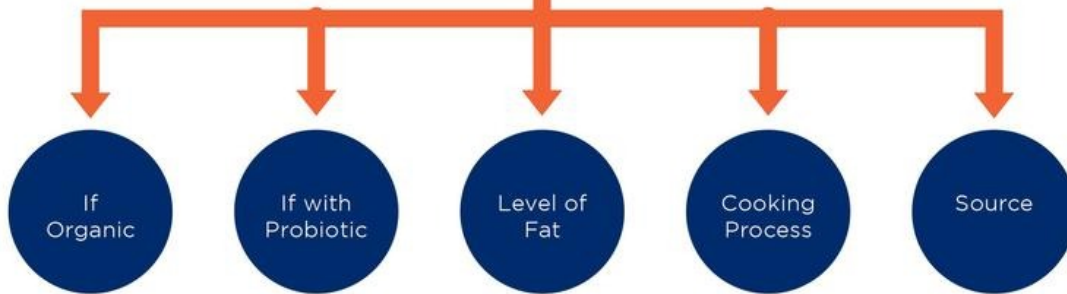**One GTIN, one brick**

A GTIN can be assigned to only one brick

Milk (perishable)

Brick code = 10000025

Attributes

One brick, many attributes

A brick can be assigned one or more attributes

| If Organic | If with Probiotic | Level of Fat | Cooking Process | Source |

Values

One attribute, many values

A brick attribute can be further broken down into values

| NO Unidentified YES | NO Unidentified YES | Full fat Half fat Low fat Non fat Reduced fat Unclassified Unidentified | Buffalo Camel Almond nuts Combination Cow Sheep Unclassified Unidentified | Buffalo Camel Combination Cow Donkey Goat Horse Moose Pig Sheep Unclassified Unidentified Yak |

Business benefits

Gives buyers and sellers a **common language** for talking about their products – within countries and regions as well as across the world

Improves **data accuracy** and integrity

Speeds up the **supply chain responsiveness** to consumer needs

Simplifies **reporting across product categories**

Find out more

GPC standards: user's guide (/gpc-get-started)

Find my GPC code (/gpc/browser)

FAQs about GPC standards
(http://xchange.gs1.org/sites/faq/Pages/topic.aspx?t=GPC)

Any questions?

We can help you get started with GPC.

Contact your local GS1 office (https://www.gs1.org/contact)

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Services (/)

GDSN (https://www.gs1.org/services/gdsn)

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