



Ingredients: Chipotle Pepper, Distilled Vinegar, Water, Salt, Sugar, Onion Powder, Garlic Powder, Spices, Natural Flavoring, Tabasco Brand Pepper Pulp (Red Pepper, Distilled Vinegar, Salt).

U.P.C.	011210007703
Category	Hot Sauces
Mfg. Name	McIlhenny Company
Brand	Tabasco
Product	Pepper Sauce
Description	Smoked Chipotle
Container	Glass Bottle
Size	5
UOM	Fl Oz.



Do you need a U.P.C. Database?

Most people are just looking for the Company Information embedded within the standard Universal Product Code (or U.P.C.). So, where is that information?



In the image above, the first six digits – 021461 – comprise the Company Prefix assigned by GS1 US (formerly the Uniform Code Council).

The next five digits – 81726 – are the Company's internal Stock Keeping Unit (SKU) or product number.

The final digit - 6 - is a computer generated check digit.

While Company information is available from the GS1 US, product information (the SKU and corresponding U.P.C.) is not.

If you need the SKU or Item information, what you are really seeking is an:

Electronic Product Catalog

These "Catalogs" contain:

BASIC product information - such as U.P.C., Manufacturer, Brand, Item Name, etc.

for various CATEGORIES of items - such as Food, Health and Beauty, Spirits, etc.

and optionally, FULL data elements, such as:

NUTRITION FACTS – Total Fat, Fat UOM, % Daily Value, etc.

INGREDIENTS – (for Fritos Corn Chips) Corn, Corn Oil, Salt, etc.

SHELF MANAGEMENT – Product Dimensions, Case U.P.C., etc.

ADDITIONAL DATA – Endorsements, Allergy Information, Warnings, etc.

[Selected product images for Web and Planogramming applications are also available.]

Electronic Product Catalog Applications

Product Look-Up for:

Mobile Commerce (iPhone, gPhone Applications)
Web 2.0 Applications (User Reviews, Team Buying, etc.)
Price Book or Product Catalog Normalization and Completion

Product Research for:

Consumer Product Positioning and Strategy
Brand Name / Manufacturer Cross Reference
Medical / Health Content Applications and Studies

Regulatory Compliance for:

2005 Sunrise (GTIN) / 2010 Sunrise (DataBar) Issues
State Bottle Bill Initiatives
WIC Product Data

Product Load Services for:

Point of Sale (POS) Software Vendors
Inventory Verification Services
Grocery Delivery Services

Electronic Product Catalog Construction

Data is gathered from five primary sources:

Product or Item Manufacturers – who desire accuracy in product representations
Advertising Agencies – who produce Coupons, Flyers, and Promotional material
Data Aggregators – allied firms collecting movement and research information
Retail / Department / Specialty Stores, Brokers, and Wholesale Distributors
Staff Data Collection – for selected product categories (Tobacco, etc.)

Data is updated continually, and made available to clients either monthly or quarterly.

Data is verified through a series of procedures that includes: GS1 US Prefix Checks, Family Code Analysis, Mathematic Formula Application (against Nutrition Facts), etc.

Data is distributed in Excel, Access, or ASCII Text formats, and can be sent via E-Mail, or delivered via CD or FTP. Images are distributed via CD or FTP.

Data is maintained in the following General and Sub Categories:

Grocery:

Food (Packaged Goods, Perishable, Non Perishable)
Health & Beauty (Analgesics, First Aid, Skin Care)
General Merchandise (Office, Toys, Household)
Spirits (Beer, Wine, Liquor, Mixers)
Tobacco (Cigarettes, Cigars, Smokeless)

Miscellaneous:

Publications (Newspapers and Magazines)
Vending Machine Nutrition Compliance – HR 3962
Federal and State Compliance Data (Combat Meth Act, NABCA, etc.)

Image Libraries contain 2D (front facing) and 3D orientations, in GIF format. Standard pixel size is 160x160. Larger sizes are available, as well as Company / Product Logos, and Black & White images.

Electronic Product Catalog Licensing and Considerations

Purchasers are granted a non-exclusive, non-transferable, non-assignable, non-sub-licensable, worldwide Technology License to use the Database. Purchasers shall not rent, lease, loan, sell, sub-license, assign, disseminate, or otherwise transfer the Database to any third party including any subsidiaries or affiliates of Purchasers.

Purchasers shall not reverse-engineer, decompile, or disassemble the Database, and Purchasers shall not modify or create derivative works of the Database.

In English:

You are specifically forbidden from selling the data. If you are creating an application, you must do so in such a way as to prevent anyone from reverse engineering or decompiling the program and extracting the database.

You have complete License to use the data, in any application, with no encumbrances from the Manufacturer. You cannot, however, use the data to disparage the Product or Item Manufacturer or Brand Name.

Should you have a need to resell or embed Basic Data (Point of Sale Publishers and Vendors, Supply Chain Consultants, etc.), additional restrictions apply. Royalty and Master License arrangements can be created – on a Client by Client basis.

Electronic Product Catalog Optional Data

– ACNielsen / Information Resources (IRI) Category Management

ACNielsen is a leader in market research, information, analysis, and consulting. IRI provides sales and marketing research in the consumer goods industry. The ACN and IRI Key Cat Codes can be added to Electronic Product Catalogs.

– NACS Category Definition / Numbering Guide Cross Reference Table

The National Association of Convenience Stores (NACS) has created a four-position code for the purpose of C-Store industry standardization in category usage. Electronic Product Catalogs can contain the NACS code, in addition to basic product categories.

– Sales Tax Tables and Taxability Codes

Sales Tax applicability and amount varies by State and Local authorities. Electronic Product Catalogs can contain the Sales Tax percentage, by Taxing Authority, and an indicator as to Taxable and Non-Taxable.

– Pack / Multi-Pack Cross Reference

Advanced Point of Sale Systems have the ability to perform Inventory Consolidation (product view based on a chosen denominator: pack, carton, can, case, etc.). Electronic Product Catalogs can contain links between pack and multi-pack U.P.C.'s.

Electronic Product Catalog Standards

1 SYNC (the consolidation of Transora and UCCnet), an industry action group dedicated to electronic commerce standards, released the Item Attribute Starter Kit in the fall of 2004. Electronic Product Catalogs can contain the required "Item Attributes".

In January of 2005, GS1 US (formerly the Uniform Code Council) began implementing the new fourteen digit Global Trade Item Number (GTIN). This new code consolidates the current EAN-8, EAN-13, and UCC-12 codes. Electronic Product Catalogs contain the current UCC-12 and the GTIN.

In 2010, the United States Food and Drug Administration will revise the current Nutrition Fact Panel displayed on selected products. Electronic Product Catalogs will contain revised data, beginning in 2011, for selected Manufacturer products; and revised data for additional products, as released.

Electronic Product Catalog Pricing

Data and Images are available on a Per Database Price, and vary by Category selected, Depth of Data (Basic Data, Full Data Elements, Optional Data, etc.), and Application Platform (Single User System, Web Access, PDA, etc.).

Data and Images are also available on a Per SKU Price. Upon receipt of a valid list of U.P.C.'s, data matching will be performed, and a Per SKU "Match" fee will be charged. As above, Prices vary by Category, depth of data, and Application Platform.

Electronic Product Catalog – Added Services

Data Normalization – maintenance and revision of client supplied product catalogs, including conversion of incomplete or incorrectly formatted U.P.C.'s, validation of GS1 Prefix, standardized parsing of Data Elements (Fields), spell checks, SKU duplication routines, and data consistency rules.

2005 Sunrise (GTIN) / 2010 Sunrise (DataBar) Compliance – creation of fourteen digit GTIN, and GAP Analysis of back-end processes.

Electronic Product Catalog Clients

University of North Carolina, University of Virginia, The American Heart Association, The American Diabetes Association, Pepsi, Frito-Lay, Cadbury Schweppes, Kraft, General Mills, uPromise, Cuesol (for Stop & Shop) Mapco Express, Tiger Fuel, Albertsons, and Kroger.

Contact Information

For further information, or Sample Data and Images, please contact Gregg London at: 214-618-1726, or via E-Mail at: gregg@glondon.com, or via the Web at: <http://www.glondon.com/upcdatabase.html>

Appendices

Appendix One – Database Differentiators

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Or in English, what sets my data apart?

First and foremost, my U.P.C. Data is gathered from various data sources:

Product or Item Manufacturers, Advertising Agencies, Data Aggregators, Retail Store Chains, and Wholesale Product Distributors

Additionally, new Products are purchased for “in-house” data collection and review.

And, a series of proprietary technologies (encompassing on line and off-line systems) are employed to support product additions and changes.

So you may ask, can't anyone do that?

Yes, I suppose anyone could walk into major Grocery and Club Stores and purchase one of each product, and enter product information. Of course, my database already contains Basic Product information for more than 750,000 items, and Full Product information for close to 150,000 Food items.

On top of that, my data incorporates Category Management schema from A.C. Nielsen (ACN), Information Resources (IRI), and the National Association of Convenience Stores (NACS), and I am starting to provide Product Size and Unit of Measure in empirical and metric equivalents.

Endorsements are achieved through relationships with the Orthodox Union (the OU Symbol), the American Heart Association (the AHA Heart Healthy designator), and Pepsi (the Smart Spot indicator).

My data can also include Pack / Multi-Pack cross-reference indicators.

Proprietary Formulas are used to verify the FDA Nutrition Fact Panel Data and UCC Prefixes, and specialized dictionaries are used to verify the accuracy of Ingredient spelling and use.

Has anyone ever tried duplicating your effort?

Yes. However, none of my “competitors” are still here. They either ceased operations, or I acquired their DATA.

Put simply, the current data I have, coupled with “value added” items, a series of data maintenance “checks”, and an expertise developed over the past ten years, sets my data APART.