



A Standard for Collaborative Development of private label products... ...allows you to better develop and promote your new products

Developing a new private label product requires **an efficient collaboration not only between business partners, but also internally between the different company departments** (R&D, quality control, logistics, marketing...).

In fact, this process requires **an intensive exchange of information** between retailers and manufacturers – one that is formalized by co-creating a Collaborative Product Development. In response, GS1 France developed a standard that

meets these needs by facilitating an automated and electronic exchange process as well as interoperable solutions.

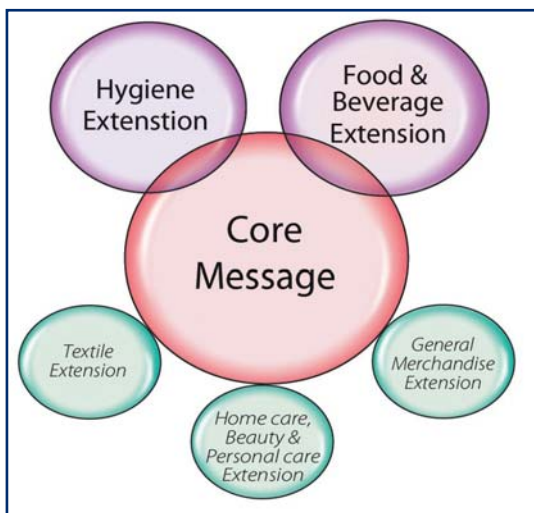
Improved collaboration means reduced time to market for your products.



Information exchange - the key to Collaborative Product Development for private label products

How the standard works

- It covers the complete business process starting with the **call for tender** through the **specification proposal** to the **specification's signature**.
- It includes a complete list of product specifications:
 - Trade item
 - Raw materials
 - Packaging
 - Manufacturing process
 - Control plan
 - Logistics
 - Traceability
- It consists of a single message based on **standard GS1 XML** language structured as a **core message** and **sector extensions** (food and hygiene are available).
- It is applicable to all different levels of collaboration.
- It does not include certain terms and conditions (ie. price, term, delivery, confidentiality...) which will be exchanged via the commercial contract.



> Collaborative Product Development message structure



Advantages

- **Time to market reduction:** better collaboration and electronic data management among trading partners;
- **Business process improvement:** faster data processing and integration;
- **Interoperability** of Product Lifecycle Management (PLM) solutions and services;
- **Administrative cost reduction:** eliminates costs of information re-entry, printing and paper communication;
- **Master data quality improvement:** simpler methods of updating data regarding new regulations or modifications in a product's composition.

A standard that fits with Product Lifecycle Management software

Product lifecycle management (PLM) is the process of managing the entire lifecycle of a product from its conception, through design and manufacture, to service and disposal. PLM integrates people, data, processes and business in order to lower costs, improve quality and reduce time to market.

(Source: wikipedia.org)

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