

4. Consumer Trade Items

Consumer Trade Items are identified with a GTIN. Items that are measured as Consumer Trade Items will fulfill these three criteria:

- They are meant to pass through Point of Sale
- They have a Default Front
- They are marked with one of the barcodes shown below



**Note:** If a Consumer Trade Item is also traded as a Logistics trade item, it is treated as a Consumer Trade Item for measurement purposes and measured accordingly.

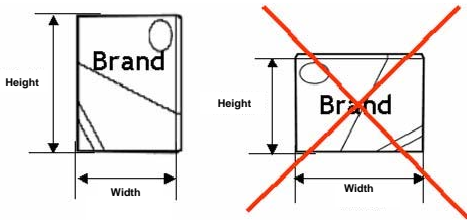
4.2 Determining the Default Front of a Consumer Trade item

Prior to measuring a Consumer Trade Item, the Default Front must be determined. The Default Front is the side with the largest surface area that is used by the manufacturer to 'sell' the product to the consumer.



**Note:** If a product package has more than one possible front, the highest side is considered to be the Default Front.

Figure 4-2 Determining Default Front of an Item with more than one front with the same surface area

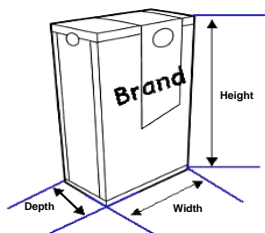


4.3. Determining Height, Width and Depth

After the Default Front has been determined, it is possible to determine the height, width and depth of an item. While facing the Default Front:

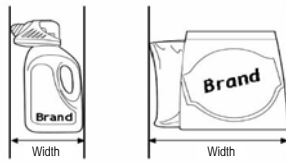
- Height: from the base to the top
- Width: from the left to the right
- Depth: from the front to the back

Figure 4-3 Height, Width and Depth of an Item



After the height, width and depth have been determined, the dimensions can be measured. Always measure the maximum distance, i.e. include things such as projections, caps, lids and complimentary products (e.g., on-packs, collectables, or samples) in the measurement.

Figure 4-4 Always Measure the Maximum Distance

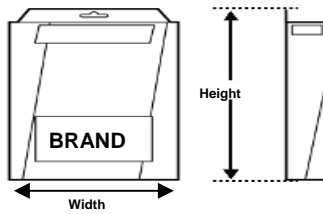


4.4. Hanging-Items

These Consumer Trade Items that contain a hole for hanging must be measured as though they were hanging, even if the item is presented horizontally or stacked. Be sure to always measure the maximum distance including the hanger tab.

Exceptions to this rule have been made for trade items in flexible packaging.

Figure 4-5 Always Measure Hanging Items in the Hanging Position



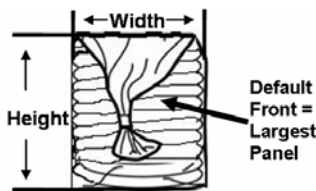
4.5. Flexible Packaging

Flexible packaging is defined as any package or part of a package the shape of which can be readily changed. Flexible packaging includes but is not limited to bags, pouches, and wraps utilizing paper, plastic, film, metalized or coated paper or film, or combinations of these materials. Consumer trade items in flexible packaging should be measured lying flat with the contents settled unless a specific exception is noted in the following sections.

**Important:** Hanger Holes in flexible packaging are irrelevant in the orientation to default front.

4.5.1 Flexible Packaging with No Markings

Trade items in flexible packaging with no markings may be of various packaging types, and should therefore be measured based on the measurement rules defined in the appropriate section below.



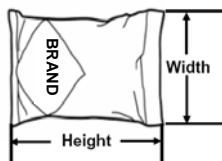
4.5.2 Flexible Packaging—Formed, Filled, and Sealed without Gussets

These Consumer Trade Items are measured edge to edge including the sealed seams while lying flat after evenly settling the contents. Before measuring, pull out and then release the seams so the seams are measured while they are in a relaxed state.

- Height is from the bottom to the top
- Width is from left to right
- Depth is from the Default Front to the flat surface the trade item is lying on

Examples: bags of chips, snacks and candy.

Figure 4-8 Formed, Filled, and Sealed Without Gussets



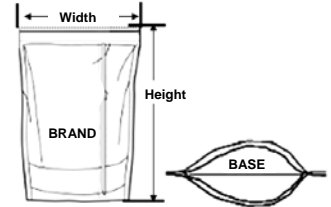
4.5.3 Stand up Pouches

These Consumer Trade Items where the seal or seam is intended to serve as a base which allows the item to stand up on its end will be measured while standing upright on a flat surface from edge to edge including the sealed seams.

- Height is from the flat surface to the top
- Width is from the left to the right
- Depth is from the front to the back

Examples: pouches of nuts, beverages and snacks.

Figure 4-9 Stand Up Pouches



4.5.4 Flexible Packaging – Size or Shape Defined by Contents

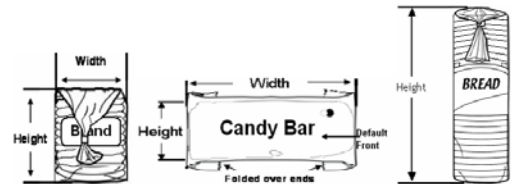
Consumer Trade Items where the size or shape of the trade item is defined by its contents will be measured by folding the excess flexible material to the product and then measuring the trade item.

Measurements are made with the trade item resting naturally on a flat surface.

- Height is from the bottom to the top
- Width is from the left to the right
- Depth is from the Default Front to the flat surface

Examples: candy bars, cookies in trays, disposable cups, bread, and vacuum packed items such as cheese or coffee.

Figure 4-10 Product or Internal Packaging that defines the size and shape of the package



4.5.4.2 Gusseted Bags - 15 Lbs (6.8 kgs) or Less

These Consumer Trade Items are measured standing with the intended base on a flat surface.

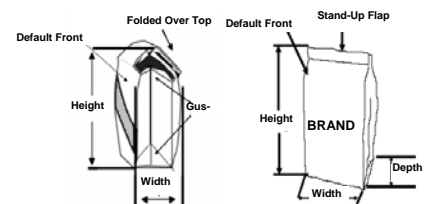
**Important:** The Height of the trade item will be measured with the package head-space extended, with the exception that if the material is not rigid enough to stand by itself on the package, the head/flap is folded over.

**Note:** This rule applies **only** to gusseted bags.

- Height is from the flat surface to the top
- Width is from the left to right
- Depth is from front to the back.

Examples: pet food, cat litter, charcoal, coffee, pasta and snack foods.

Figure 4-11 Gusseted Bags



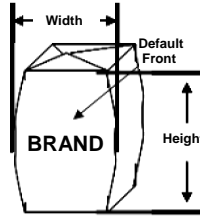
**Disclaimer:** This is a simplified version of the GSDN Package Measurement Rules. To download the complete rules, visit: [www.gs1us.org/dimserv](http://www.gs1us.org/dimserv)

**4.5.4.3 Block Bottom (Flat Bottom) Bags**

These Consumer Trade Items are measured standing with the intended base on a flat surface.

- Height is from the flat surface to the top
- Width is from the left to right
- Depth is from front to the back

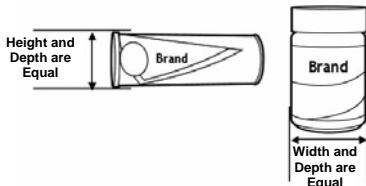
Examples: flour, sugar, and salt.



**4.6 Cylindrical Items**

For cylindrical items two dimensions will be nominally equal. Which dimensions are equal is determined by the result of determination of the Default Front for the consumer trade item.

**Figure 4-13 Cylindrical Item Measurements**



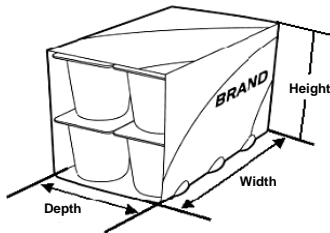
**4.7. Multi-packs**

Multi-packs are Consumer Trade Items themselves but contain a multiple of single Consumer Trade Items that can also be sold individually. These items are measured with the intended base on a flat surface.

- Height is from the flat surface to the top
- Width is from the left to right
- Depth is from front to the back

**Note:** If a multi-pack can be hung, it must be measured as though it were hanging.

**Figure 4-14 Determine the Default Front of a Multi-pack**



**4.10 Soft Paper Products with a Vertical Core – Paper Towels & Toilet Paper**

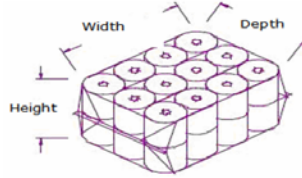
**4.10.1 Overview**

This section covers the measurement of Soft Paper products with a vertical core (Toilet Paper, Paper Towels) where the placement of promotional art could change the default front under current rules.

**4.10.2 Determining the Default Front of Soft Paper Products**

The Default Front for paper products where the product is wrapped around a paperboard core would be determined with the core in a vertical orientation as shown:

**Figure 4-75 Determining Default Front**



**Step 1-** Position the paperboard core(s) vertically

**Step 2-** Establish the Default Front- The default front is the side panel with the largest surface area used by the manufacturer to “sell” the product to the consumer, in other words, the side panel with markings such as the product name

**Step 3-** While facing the default front, determine the height, width and depth as follows:

- Height: From the base to the top, positioning the paperboard core(s) vertical to the store shelf.
- Width: From the left to the right.
- Depth: From the front to the back.

**5. Non-consumer Trade Items**

**5.1. Overview**

These trade items are identified with a GTIN and are intended for General Distribution scanning. This includes outer cases up to the largest form of bulk packaging for trade items and may include pallets or units such as sea containers if they are explicitly traded.

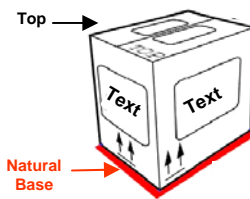
If the trade item could be considered as a consumer trade item, the requirements in Section 4, Consumer (End-user) Trade Items take precedence.

**5.2 Determining the Natural Base of a Non-Consumer Trade Item**

Prior to measuring a Non-Consumer Trade Item, the Natural Base must be determined. The Natural Base is the natural underside of the Non-Consumer Trade Item.

If text, arrows or other graphics indicate a top or bottom orientation, they take precedence in determining the Natural Base.

**Figure 5-1 Natural Base -Top**

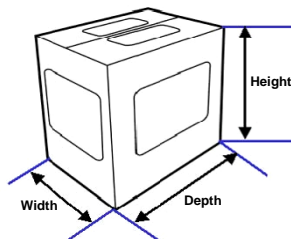


**5.3. Determining the Height, Width and Depth of a Non-Consumer Trade Item**

After the Natural Base has been determined, it is possible to determine the Height, Width and Depth of a Non-Consumer trade item:

- Height is from the natural base to the top
- Width is the shorter side of the natural base
- Depth is the longer side of the natural base

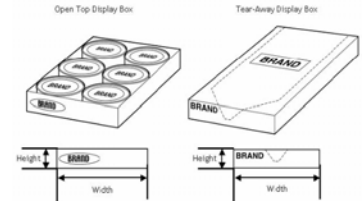
**Figure 5-3 Dimensions of Non-Consumer Trade Items**



It is important that the measurement of non-consumer trade items is done in a free and unrestricted manner (e.g., not in a stack). The item being measured must also be in good condition and not damaged (e.g., damp, torn).

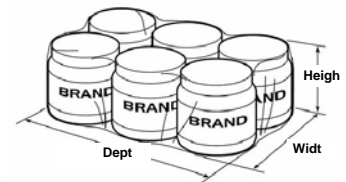
The Natural Base rule is used to measure display boxes. This rule is independent of whether the display box has an open top or a tear-away top.

**Figure 5-4 Dimensions of Non-Consumer Trade Items (Display Box)**



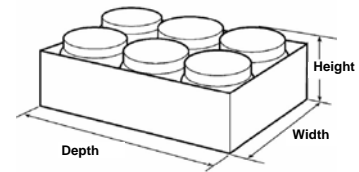
The Natural Base rule is used to measure shrink-packs. Shrink-packs are defined as groups of consumer trade items shrink wrapped together for the purpose of being a shipping container (see figure 5.5)

**Figure 5-5 Dimensions of Non-Consumer Trade Items (Shrink-pack)**



The Natural Base rule is used to measure tray-packs. Tray-packs are defined as groups of consumer trade items shrink packaged for shipment in a tray, which provides a bottom structure and some structure to the four sides with no top structure (see figure 5.6)

**Figure 5-6 Dimensions of Non-Consumer Trade Items (Tray-packs)**



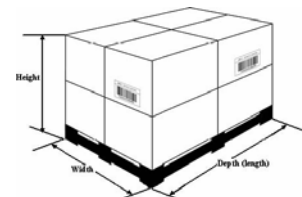
**Determining the Height, Width and Depth of Unit Loads on Shipping Platforms**

After the Natural Base has been determined, it is possible to determine the Height, Width and Depth of Unit Loads on Shipping Platforms.

- Height is from the natural base to the top
- Width is the shorter side of the natural base
- Depth is the longer side of the natural base

**Note:** The Height, Width, Depth, and Gross Weight of the shipping platform are not always included in the dimensional measurements. To designate exclusion of shipping platform level measurements the PalletTypeCode-List code value must be set accordingly

**Figure 5-7 Dimensions of Non-Consumer Trade Items (Pallets)**



**Disclaimer:** This is a simplified version of the GDSN Package Measurement Rules. To download the complete rules, visit: [www.gs1us.org/dimserv](http://www.gs1us.org/dimserv)