

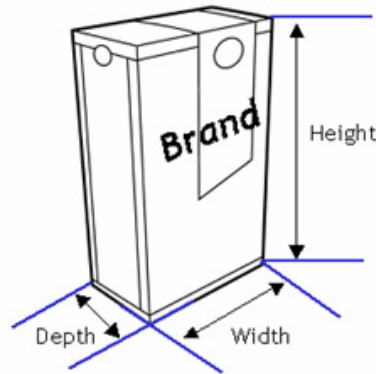
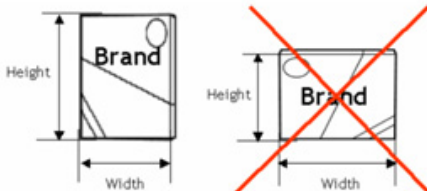
Product Dimensions Example



Product Dimension - Consumer Unit

- After the Default Front has been determined, it is possible to determine the height, width and depth of Consumer (End-User) Item:

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



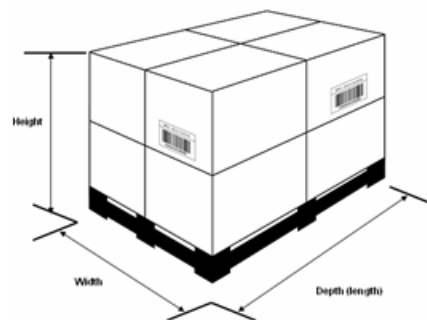
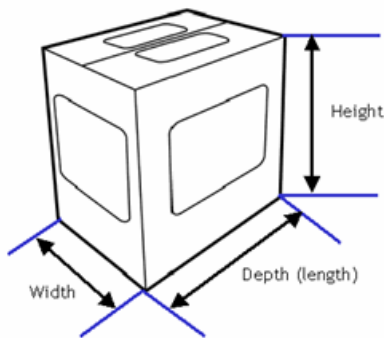
If there is multiple faces on a product, always take the **Portrait Face** as the Default Front



Product Dimension - Non-Consumer Unit

- After the Natural Base has been determined, it is possible to determine the height, width and depth of a non-consumer item:

Height: The measure from the base to the top
Width: The shortest side of the base
Depth: The longest side of the base



- For detailed package measurement guidelines

http://www.gs1.org/docs/gsm/gdsn/GDSN_Package_Measurement_Rules.pdf