

E-commerce data service for online retailers and marketplaces



The data service from the Blue Angel reduces the workload for online retailers and marketplaces and enables them to use structured Blue Angel product data in an easy and automated way.



E-commerce data service | Content and features

The Blue Angel export files will be fully updated once a day and made available via the interface. This will ensure that users can access a complete and fresh file of all the products and items on a daily basis. The file therefore includes all recently added products and is continuously growing during the year.

The Blue Angel export file contains more than 20,000 up-to-date product datasets, of which more than 80% also include valid product codes (GTIN/EAN/UPC/ASIN). And both the number of datasets and the percentage of entries including product codes is continuing to rise.

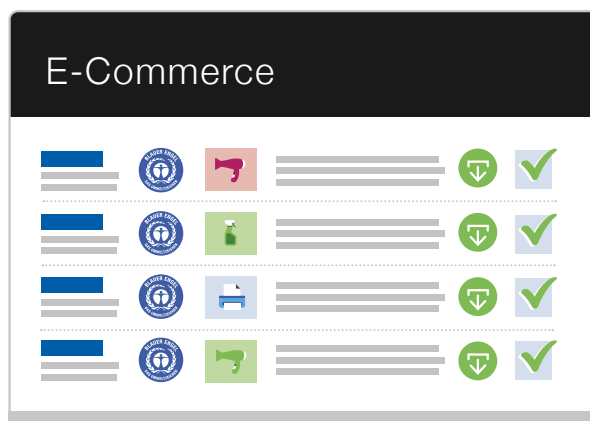
All data is provided at the level of the individual Blue Angel item or respectively the product contract. The product code (GTIN/EAN/UPC/ASIN) is the key piece of information for reference and identification purposes.

The item and product-specific data are provided voluntarily and maintained by the manufacturers / licence holders of the Blue Angel products. In addition, the export files contain other product-specific data and content such as e.g. the manufacturer or licence holder, brand, links to the Blue Angel logo files and the Basic Award Criteria, as well as their accompanying environmental label number, title and term of validity.

Internal use and connection options for online retailers and marketplaces

After their company IP address has been authorised, registered online retailers and marketplaces can use the e-commerce interface free of charge to access Blue Angel product data easily and automatically on a daily basis or less frequently and then integrate this data into their own shop processes and systems (e.g. PIM).

The central piece of information in the export files is the specific PRODUCT CODE in GTIN, EAN, UPC or ASIN format. It serves as the key identifier for the completion of standardised product comparisons, matching processes and referencing purposes.



<https://www.blauer-engel.de/en/trade/e-commerce>



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Product characteristics such as e.g. ITEM NAME, SUPPLIER or BRAND can also be used for product-specific data validations.

Product-specific information on the relevant ENVIRONMENTAL LABEL NUMMBERS (Basic Award Criteria) also plays an important role. The ISSUE DATE and EXPIRY DATE that are provided for every product indicate the term of validity of the relevant Basic Award Criteria and can thus be used for automated “delisting” processes in the shop systems.

Manufacturers are permitted to use the Blue Angel logo for their advertising and communication measures, as well as for e-commerce, after concluding a contract on the use of the environmental label with RAL gGmbH. However, the Blue Angel logo may only be used in combination with a short link to the relevant Internet address and ENVIRONMENTAL LABEL NUMBER (Basic Award Criteria). For this reason, the export file also includes the BE_LOGO_URL and BE_LOGO_SHORTLINK. More details can be found in the [Logo Guidelines](#) that are also relevant for online retailers and marketplaces who use data from the e-commerce data service.

Onboarding process

- 1 Register using the [registration form](#) on the Blue Angel website
- 2 Enter a fixed company IP address for online access and downloading the data
- 3 Authorisation of this fixed company IP address by RAL
- 4 Communication of the access data for the server for the e-commerce data service
- 5 Download the Blue Angel product data in the export formats **xlsx**, **json** and **xml** that are updated on a daily basis



Please don't hesitate to contact RAL gGmbH if you have any questions:

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E-commerce export file Overview and characteristics



- **PRODUCT CODE** (GTIN/EAN/UPC) as key piece of information and “identifier”
- **TYPE OF PRODUCT CODE** (GTIN or EAN or UPC)
- **ITEM NAME**
- **SUPPLIER** (manufacturer or licence holder)
- **BRAND**
- **ASIN** (optional)
- **MANUFACTURER'S ITEM NUMBER** (optional)
- **ITEM DESCRIPTION** (optional)
- **OTHER ITEM SPECIFICATIONS** (optional)
- **CONTRACT NAME** (precise name of the Blue Angel product contract)
- **CONTRACT REFERENCE NUMBER** (Hashcode-ID for referencing purposes)
- **ENVIRONMENTAL LABEL NUMBER** (Basic Award Criteria e.g. DE-UZ 132)
- **ISSUE DATE** (start of the term of validity e.g. 01.01.2017)
- **EXPIRY DATE** (end of the term of validity e.g. 31.12.2022)
- **BE_LOGO_URL** (link to the corresponding logo file)
- **BE_SHORTLINK** (link to the corresponding Basic Award Criteria)
- **CHECKBOX-DEEPLINK** (link to the corresponding item)
- **ENVIRONMENTAL LABEL TITLE** (e.g. Sanitary paper made from recovered paper)
- **PRODUCT CODE RELEVANCE** (0 = entry of codes rather not relevant for this environmental label; 1 = rather relevant)
- **UZ-EDITION** (Combination of environmental label number and year of issue as a unique reference information e.g. DE-UZ 217a-2021)
- **ADVANTAGE_TEXT_DE** (listing of UZ-specific benefits to the environment and health in HTML code formatting; German version)
- **ADVANTAGE_TEXT_EN** (listing of UZ-specific benefits to the environment and health in HTML code formatting; English version)