



U.S. General Services Administration

# Verified Products Portal (VPP)

## Manufacturer and Wholesaler Fact Sheet

GSA recently developed the Verified Products Portal (VPP), where manufacturers and wholesalers can provide **authoritative product content** for commercial off-the-shelf (COTS) products, including standardized manufacturer names, part numbers, and product specifications. The VPP also collects source files of product images, product videos, and pdf documents and manuals, allowing participating manufacturers and wholesalers to control how their products appear in GSA ecommerce platforms.

The VPP also collects and displays **authorized supplier information** directly from the participating manufacturers and wholesalers, enabling automated supplier authorization enforcement.

The VPP is **completely voluntary**, and there is **no cost** for manufacturers or wholesalers to participate. The product and supplier data provided will be used to identify prohibited products and standardize contractor catalogs, ensuring products with VPP coverage are accurately represented in GSA ecommerce platforms such as *GSA Advantage!*

### Benefits for Manufacturers/Wholesalers

- Ensures your products are **accurately represented** to your customers - *you control the product details and marketing content!*
- **Eliminates variability** among identical products through standardized catalog data provided directly by the manufacturer or a trusted source.
- Improves your **customer's experience** by providing rich syndicated product content such as videos and product manuals.
- Allows you to **authorize and deauthorize** products and resellers in near-real time to protect against supply chain risks and ensure product and reseller authenticity.
- **Reduces the burden** on your resellers to provide letters of supply and product specifications - *you control who can sell products and what product lines they can sell!*



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### Data Elements

After creating a VPP account for your company, you will be able to load your product data manually via **comma-separated values (CSV) file** or automatically via an **application program interface (API) connection** from your system to VPP. These data elements include:

<b>Supplier Authorization Details</b> such as their authorized resellers, product lines, and Doing Business As (DBA)	<b>Product Category Details</b> such as the product's brand name and manufacturer part number (MPN)	<b>Product Descriptions/ Images</b> including if the product is remanufactured, high and low resolution product images, and product features	<b>Supply Chain Attributes</b> such as Country of Origin (COO) and EnergyStar Labels	<b>Pricing Information</b> (optional) such as a threshold for which the authenticity of the item is questionable and date of upcoming price increases
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If you have any questions, feedback, or want a VPP account, please email us at [VPP@gsa.gov](mailto:VPP@gsa.gov).