



Wakefern's Data Synchronization Initiative

Implementation Guide for Wakefern Suppliers

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Wakefern's Data Synchronization Initiative Implementation Guide for Wakefern Suppliers

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1 OVERVIEW

This document is intended to be used by the trading partners of Wakefern Food Corporation, as a guide to be used for the preparation and on-going support for the synchronization of product data via the Global Data Synchronization Network (GDSN[®]).

Data synchronization is the electronic transfer of standardized **product** and **location** information between trading partners and the continuous synchronization of that data over time. When this data is exchanged via a central global repository - GS1 Global Registry™, it is referred to as Global Data Synchronization.

Product and location information includes the following, but is not limited to:

- Item attributes controlled by the supplier, e.g., Global Trade Item Number (GTIN), Size, Weight, Height, Brand, UPC code
- Global Location Number (GLN) - Locations involved in trade such as company headquarters, billing departments, and ship-to addresses

The Global Data Synchronization Network[®] (GDSN[®]) is an automated, standards-based global environment that enables secure and continuous data synchronization. This allows all trading partners to have consistent item data in their systems at the same time, ensuring that all parties in the supply chain are working with the same data. The GDSN helps to save time and money for all organizations by eliminating steps to correct inaccurate data.

As part of Wakefern's continuing focus to improve supply chain efficiencies for it and its trading partners, Wakefern has worked with other retailers and suppliers to help build the GDSN. Data synchronization provides tangible benefits for retailers and suppliers such as:

- Cost reductions within the supply chain
- Elimination of hand keying for creation and maintenance of items
- Enabling real time updates for item maintenance
- Elimination of data errors resulting in more accurate foundational data
- Increasing the efficiency of your business
- Building the foundation for electronic collaborative commerce

An entity that provides its customer's data synchronization services and a single point of entry to the Global Data Synchronization Network (GDSN) is called a data pool. Data pools must be certified per GS1 System standards to operate within the GDSN. Data pools interoperate with the GS1 Global Registry and each other. Example: 1SYNC Data Pool.

All Wakefern suppliers in the **Grocery, Dairy, Frozen, HBC and Non Foods** areas are being asked to publish product information via data synchronization. Suppliers in other departments are welcome to participate if they are currently synchronizing data with other retail trading partners.



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2 WAKEFERN'S DATA SYNCHRONIZATION INITIATIVE

2.1 Wakefern's Contact Information

Name:	Krystal Parmer	Michael Durning
Title:	Data Synchronization Specialist	Data Integrity Manager
Phone:	732.906.5082	732.906.5071
Email:	datasync@wakefern.com	michael.durning@wakefern.com
Wakefern GLN:	0341190000006	

2.2 Steps to Begin Synchronizing Data with Wakefern

1. Sign up with a GDSN-certified data pool, Wakefern uses 1SYNC for its data pool. The GDSN - certified data pool will educate trading partners about the implementation options offered.
2. Review documentation within this Implementation Guide to become familiar with GDSN and Wakefern's processes
3. Complete and return a copy of Wakefern's Data Synchronization Vendor Fact Sheet (see [9 Appendix](#)).
 - Return to datasync@wakefern.com or fax to 732-906-5072
4. Wakefern will send a subscription for your data (Catalog Item Subscription - CIS) based on your GLN and GPC to your GDSN-certified data pool
 - Prior to publishing data with Wakefern, make sure that you have received the subscription for your product data. Wakefern uses a combination of a supplier's Global Location Number (GLN) and Global Product Classification (GPC) to subscribe to product data. (See [Section 8](#) for definitions GLN and GPC)
 - For 1SYNC Users please refer to the "Subscription Visibility Report" on Item Management to view the subscription Wakefern has in place for your company GLN and GPCs.
5. Verify your data and load items into your data pool.
 - Register your items with the Global Registry
 - Perform an audit of all item data attributes (measurements, weights, etc.)
 - Load all item data for each level in your packaging configuration (hierarchy) - Each, Pack, Case, & Pallet
6. Publish items to Wakefern
 - Publish to the Wakefern GLN 0341190000006 a limited number of items (5 - 10)
 - If your items are already in Wakefern's item catalog, publish these items with a Publication Type of "Initial Load"



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3 DATA SYNCHRONIZATION MESSAGING

3.1 Publication Types

Wakefern is checking all **Initial Loads**, **Item Changes/Modifications**, and **New Item** messages for incoming Catalogue Item Notifications. If the publication type is sent incorrectly, the product will have to be resubmitted for publication (example - new Item published as an Initial Load).

"**New**" is to be used by a trading partner to introduce a new item to Wakefern.

"**Delete**" is used to stop the synchronization on an item. This publication type is not currently part of an automated process at Wakefern, and must be completed manually by the Data Synchronization Specialist. If you publish a delete please send an email notification to datasync@wakefern.com listing the GTIN's to be deleted.

"**Initial Load**" is used to synchronize item data for items presently carried by Wakefern. All existing items must be synchronized using this publication type.

3.1.1 ITEM CHANGES AND MODIFICATIONS

Item changes should be sent through your data pool. An item change or modification is not a publication type, but an operation within an Initial Load or New publication. At all times it is essential that you follow the GS1 Standards GTIN Allocation Rules. For example, if the consumer net content changes, then a new UPC must be assigned. For more information on GTIN Allocation Rules visit www.gs1.org/gtinrules. Contact your data pool for more information.

3.2 Catalogue Item Confirmation (CIC) - Responses from Wakefern

Wakefern has an auto-accept process to handle all publications received (CIC messages). After Wakefern receives the CIN, the message is subjected to matching and validation rules. The Catalogue Item Confirmation (CIC) response is generated immediately after those rules are executed.

For 1SYNC Users please view the "Sync Status Report" and the "Item Sync Exception Report" in the Item Management application to determine if synchronization was successful.

3.2.1 WAKEFERN CIC RESPONSES TO INITIAL LOAD AND ITEM CHANGES

Synchronized: Item has been successfully updated in the Wakefern database

Review: Item data has been received and data discrepancy identified.

3.2.1.1. CIC RESPONSE - REVIEW

A CIC Response of **Review** implies that discrepancies were found with the data published to Wakefern. A Review status generates an internal notification for a Wakefern associate to review the discrepancies found in the product data. Once an item is internally reviewed and audited, Wakefern has the ability to **Challenge** the vendors data.

Challenge: Wakefern may audit and challenge data elements, sending via email specific information regarding the data discrepancy. It is expected that the trading partner review the product data and where appropriate publish corrections to the data. If the trading partner, upon its own internal review process, determines the published data is correct, you must report this information back to Wakefern, via email to datasync@wakefern.com.



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Examples of discrepancies are dimensions, net content, unit of measure, and others.

Reject: The item record failed to match an item in the Wakefern item database, for one of the following reasons:

1. The UPC on the "Each" level GTIN could not be matched in Wakefern's internal systems, or
2. Wakefern could not find a match on the UPC on the GTIN's above the "Each" level GTIN in the item hierarchy, or
3. The Quantity of Next Level Items (formerly called Pack) on any of the published GTINs above the Each level GTIN (consumer unit) in the item did not match Wakefern's internal systems

Data synchronization standards support the use of Status Detail codes on Review or Reject CIC's to further explain the reason for those CIC's. Wakefern does not currently support these codes; however, we are planning to make system changes providing us with the ability to communicate Status Detail codes.

3.2.2 WAKEFERN CIC RESPONSES TO NEW ITEM PUBLICATIONS

Accept: New Item has been received by Wakefern, but no business decision has been made on the item.

Review: Your sales person (or broker) has supplemented GDSN data in the Wakefern New Item Portal, and has submitted the item for Category Manager Approval.

Synchronized: New Item has been added to our item database and been assigned a Wakefern item code.

Reject: New Item has been rejected for one of the following reasons:

3.2.2.1. CIC RESPONSE - REJECT

Data synchronization standards support the use of Status Detail codes to explain the reason for rejection. However, Wakefern does not currently support these codes. The following circumstances will explain the reasons for when a New Item is rejected:

1. Category Manager has decided not to purchase this item.
2. The data structure has failed our edit process requiring corrections and republication (example: *isDispatchUnit* indicator is false at all levels of the hierarchy).
3. No response generally means that Wakefern does not have the required subscription set up for the item. All subscriptions currently require both the GLN and GPC.
4. If you published a "new item" as an "initial load" item, you would receive a REJECT status, as the Wakefern system would not be able to find a matching consumable UPC for that item.
5. The new item was updated or modified in the GDSN and a change/correction/modify operation was sent to Wakefern to update the GTIN. In order to override the rejected status please republication as "New".



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4 ITEM HIERARCHY

4.1 Product Types

Trading partners are required to publish all *applicable* levels of the item hierarchy (each, pack, case, and pallet). Wakefern captures the item attributes published for each level of the item hierarchy and matches this data with the item data in our corporate item database.

All item hierarchies are assigned GTIN's to uniquely identify the item at each level of the published item hierarchy. The levels of the item hierarchy are determined by the logistical and retail characteristics of the item.

Wakefern currently supports the following hierarchical product types. Product types can be divided into two categories, **single instance** and **multiple instances**. A **single instance** product type may only have one immediate child (i.e. a "PL" is a single instance product type, as it may have only one instance of each product type below the PL level). A **multiple instances** product type may have more than one immediate child (i.e. a "DS" is a multiple instances product type, allowing for multiple occurrences at the next lower level of the hierarchy). Multiple Instance hierarchies are necessary to support logistical items containing multiple retail items.

Note: In an upcoming release of the Item Management standards for the GDSN, changes are planned for some Product Types. These changes will permit multiple instances for single instance product types. See information about the Item Management release, scheduled for 2012.

Single Instance Product Types

"PL" - Pallet - a pallet of a normal line or turn item. This product type may not have any parents, however may have children (DS, CA, PK, AP, and EA) in a single instance.

"CA" - Case - the standard shipping unit level. May be contained within one or more (PL, MX, or DS). Also, may contain children (AP, PK, and EA) in a single instance.

"PK" - Pack / Innerpack - the logistical or consumer unit between a case and each. May be contained within one of more (PL, MX, DS, CA), with a single instance of a child (EA).

"EA" - Each - the lowest level of the item hierarchy, intended to be the consumer unit. May be contained within one or more (PL, MX, DS, CA, AP, or PK).

Multiple Instances Product Types

"MX" - Mixed Mod - mixed module or display ready pallet that is not a normal line or turn item for ordering. This product type may not have any parents, however may have children (DS, CA, AP, PK, and EA) in multiple instances.

"DS" - Display / Shipper/Mixed Case - A display, shipper or mixed case, may be contained within one or more MX or PL parents. Also, may have (CA, AP, PK, or EA) children in single or multiple instances.

"AP" - Prepack / Assortment - contains multiple children (EA), every one of which represent a unique consumer unit. It may be contained within one or more (PL, MX, DS, or CA) parent.



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For easy reference here is a table of the appropriate product types with parents and children.

Trade Item	Unit Descriptor	Parents	Instances	Children	Instances
MX	Mixed Module	None	N/A	DS, CA, AP, PK, EA	Single/Multiple
PL	Pallet	None	N/A	DS, CA, AP, PK, EA	Single
DS	Display/Shipper, Mixed Case	MX, PL	Single/Multiple	CA, AP, PK, EA	Single/Multiple
CA	Case	MX, PL	Single/Multiple	AP, PK, EA	Single
AP	Assorted Pack/Setpack	MX, PL, DS, CA	Single/Multiple	EA	Single/Multiple
PK	Pack/Innerpack	MX, PL, DS, CA	Single/Multiple	EA	Single
EA	Each	PL, MX, DS, CA, AP, PK	Single/Multiple	None	N/A

4.2 Assortments

Wakefern defines assortments as an orderable item that contains multiple UPC's in the shipping unit (i.e. match box cars - an assortment of different car models within the master case). Assortments can be of two types; fixed or dynamic. A fixed assortment is defined where each case or pack contains the same quantity of each UPC, whereas a dynamic assortment may contain varying quantities of each UPC.

Note: When publishing a dynamic assortment hierarchy the *specialItemCode* attribute must be populated with *Dynamic_Assortment* on the level of the item hierarchy for which it would be applicable (i.e. a display with two unique consumer items, the *specialItemCode* attribute would apply to the display level of the hierarchy).

Currently Wakefern supports most hierarchies, common and complex. If you have any complex hierarchies not described here, please contact Wakefern for additional information regarding the requirements at datasync@wakefern.com.

5 MANDATORY ATTRIBUTES

5.1 GDSN Catalog Attributes

Wakefern has compiled a listing of all GDSN Attributes that are to be published for all application levels of a product hierarchy.

Please note the different statuses of these attributes.

Mandatory - GDSN attribute must be populated when publishing to Wakefern.

Dependent - are mandatory when related optional fields are populated. Please refer to the 1SYNC Participant Dictionary for clarification on specific attributes.

Recommended - these are additional attributes that Wakefern suggests populating for applicable hierarchies.



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1SYNC GUI Name	Attribute - GDSN Catalog Item Notification	Status	Level to be Published
Deposit Value Start Date	<i>depositValueEffectiveDate</i>	Recommended	All applicable
Alternate Item Identification Maintenance Agency	<i>additionalTradeltemIdentificationType</i>	Dependent	All applicable
Alternate Item Number	<i>additionalTradeltemIdentificationValue</i>	Dependent	All applicable
Barcode Type	<i>barCodeType</i>	Recommended	All applicable
Base Unit Indicator	<i>isTradeltemABaseUnit</i>	Mandatory	Lowest Level of trade item hierarchy
Brand Name	<i>brandName</i>	Mandatory	All applicable
Brand Owner Name	<i>nameOfBrandOwner</i>	1SYNC Defaults	All applicable
Child Item	<i>nextLowerLevelTradeltemInformation</i>	Mandatory	All lower levels of trade item hierarchy
Consumer Unit Indicator	<i>isTradeltemAConsumerUnit</i>	Mandatory	Consumer Unit
Country of Origin	<i>tradeltemCountryOfOrigin</i>	Recommended	All applicable
Coupon Family Code	<i>couponFamilyCode</i>	Mandatory	Consumer Unit
Dangerous Goods Class Code	<i>classOfDangerousGoods</i>	Recommended	All applicable
Deposit Value End Date	<i>depositValueEndDate</i>	Recommended	All applicable
Depth and Depth UOM	<i>depth and depth unitOfMeasure</i>	Mandatory	All applicable
Discontinued Date	<i>discontinuedDate</i>	Recommended	All applicable
Dispatch Unit Indicator	<i>isTradeltemADespatchUnit</i>	Mandatory	Dispatch Unit
EANUCC Code	<i>eanuccCode</i>	Mandatory	All applicable
EANUCC Type	<i>eanuccType</i>	Mandatory	All applicable
Effective Date	<i>effectiveDate</i>	Mandatory	All applicable
End Availability Date	<i>endAvailabilityDateTime</i>	Recommended	All applicable
File Effective End Date	<i>fileEffectiveEndDateTime</i>	Dependent	All applicable
File Effective Start Date	<i>fileEffectiveStartDateTime</i>	Dependent	All applicable
File Format Name	<i>fileFormatName</i>	Dependent	All applicable
First Order Date	<i>firstOrderDate</i>	Mandatory	All applicable
First Ship Date	<i>firstShipDate</i>	Mandatory	All applicable
Functional Name	<i>functionalName</i>	Mandatory	All applicable
Global Classification Code	<i>classificationCategoryCode</i>	Mandatory	All applicable
Global Trade Item Number (GTIN)	<i>globalTradeltemNumber</i>	Mandatory	All applicable
Gross Weight and Gross Weight UOM	<i>grossWeight and grossWeight unitOfMeasure</i>	Mandatory	Orderable Unit and Dispatch Unit
Height and Height UOM	<i>height and height unitOfMeasure</i>	Mandatory	All applicable
Information Provider	<i>informationProvider</i>	Mandatory	All applicable
IP Name	<i>nameOfInformationProvider</i>	1SYNC Defaults	All applicable





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Lead Time	<i>orderingLeadTime</i>	Recommended	Orderable Unit
Link File Name	<i>fileName</i>	Dependent	All applicable
Link Quantity	<i>quantityOfNextLowerLevelTradeItem</i>	Mandatory	All lower levels of trade item hierarchy
Manufacturer Name	<i>nameOfManufacturer</i>	Mandatory for Private Label	All applicable
Marketing Message	<i>tradeItemMarketingMessage</i>	Recommended	All applicable
Material Code Agency	<i>packagingMaterialCodeListMaintenanceAgency</i>	Mandatory	All applicable
Material Safety Data Sheet Number	<i>materialSafetyDataSheetNumber</i>	Recommended	All applicable
Max Order Quantity	<i>orderQuantityMaximum</i>	Recommended	Orderable Unit
Max Stacking Weight	<i>stackingWeightMaximum</i> and <i>unitofMeasure</i>	Recommended	All applicable
Min Order Quantity	<i>orderQuantityMinimum</i>	Recommended	Orderable Unit
Min Product Lifespan from Arrival	<i>minimumTradeItemLifespanFromTimeOfArrival</i>	Recommended	All applicable
Min Product Lifespan from Production	<i>minimumTradeItemLifespanFromTimeOfProduction</i>	Recommended	All applicable
Net Content and Net Content UOM	<i>netContent</i> and <i>netContent unitOfMeasure</i>	Mandatory	All applicable
Net Weight and Net Weight UOM	<i>netWeight</i> and <i>netWeight unitOfMeasure</i>	Mandatory	All applicable
Num of Complete Layers Cont in Item / GTIN Pallet Hi	<i>quantityOfCompleteLayersContainedInATradeItem</i>	Mandatory ¹	Pallet level
Num of Items in a Complete Layer / GTIN Pallet Ti	<i>quantityOfTradeItemsContainedInACompleteLayer</i>	Mandatory ¹	Pallet level
Number of Items / Pallet	<i>quantityOfTradeItemsPerPallet</i>	Recommended	Highest - Level of trade item hierarchy
Number of Layers Per Pallet / Non GTIN Pallet Hi	<i>quantityOfLayersPerPallet</i>	Recommended	Highest - Level of trade item hierarchy
Number of Trade Items Per Pallet Layer / Non GTIN Pallet Ti	<i>quantityOfTradeItemsPerPalletLayer</i>	Mandatory	Highest - Level of trade item hierarchy
Offer On Pack	<i>offerOnPack</i>	Recommended	Consumer Unit
Order Quantity Multiple	<i>orderQuantityMultiple</i>	Recommended	Orderable Unit
Ordering Unit Indicator	<i>isTradeItemAnOrderableUnit</i>	Mandatory	Orderable Unit
Own Label / Private Label	<i>ownLabelPrivateLabel</i>	Recommended	All applicable
Packaging Material Code	<i>packagingMaterialCode</i>	Mandatory	All applicable
Peg Hole Number	<i>pegHoleNumber</i>	Dependent	All applicable
Peg Horizontal	<i>pegHorizontal</i> and <i>pegHorizontal unitOfMeasure</i>	Dependent	All applicable
Peg Vertical	<i>pegVertical</i> and <i>pegVertical unitOfMeasure</i>	Dependent	All applicable
Pricing on Product	<i>isPriceOnPack</i>	Recommended	Consumer Unit
Product Description	<i>tradeItemDescription</i>	Mandatory	All applicable
Product Marked Recyclable	<i>isTradeItemMarkedAsRecyclable</i>	Recommended	All applicable





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Product Type	<i>tradeItemUnitDescriptor</i>	Mandatory	All applicable
Qty of Next Level Item(s)	<i>totalQuantityOfNextLowerLevelTradeItem</i>	Mandatory	All lower levels of trade item hierarchy
Quantity of Next Level GTIN within Inner Pack	<i>quantityOfNextLevelTradeItemWithinInnerPack</i>	Recommended	All applicable
Replaces GTIN	<i>replacedTradeItemIdentification</i>	Dependent	All applicable
Retail Price On Trade Item Currency	<i>retailPriceOnTradeItem currencyCode</i>	Dependent	All applicable
Returnable Package Deposit Amount	<i>returnablePackageDepositAmount</i>	Dependent	All applicable
Returnable Package Deposit Code	<i>returnablePackageDepositCode</i>	Dependent	All applicable
Returnable Package Deposit Currency	<i>returnablePackageDepositAmount currencyISOCode</i>	Dependent	All applicable
Short Description / POS Desc. 1	<i>descriptionShort</i>	Recommended	All applicable
Special Item Code	<i>specialItemCode</i>	Dependent *(for Dynamic Assortments only)	Highest - Level of trade item hierarchy
Stacking Factor	<i>stackingFactor</i>	Recommended	All applicable
Start Availability Date	<i>startAvailabilityDateTime</i>	Mandatory	All applicable
Suggested Retail Price	<i>retailPriceOnTradeItem</i>	Recommended	Consumer Unit
Target Market	<i>targetMarketCountryCode</i>	Mandatory	All applicable
Type of Information	<i>typeOfInformation</i>	Dependent	All applicable
Uniform Resource Identifier	<i>uniformResourceIdentifier</i>	Recommended	All applicable
Variable Trade Item Type	<i>variableTradeItemType</i>	Recommended	All applicable
Variable Weight Trade Item	<i>isTradeItemAVariableUnit</i>	Recommended	All applicable
Width and Width UOM	<i>width and width unitOfMeasure</i>	Mandatory	All applicable

5.2 Additional Wakefern Requirements

1. Wakefern requires that all trading partners publish the *isDispatchUnit* and *isOrderableUnit* as "true" for **at least one level of the hierarchy**.
2. Wakefern requires that **all** *netContent* and *netContent unitOfMeasure* to be published from the product packaging.
3. Dynamic assortment hierarchies must have the *specialItemCode* attribute populated with *Dynamic_Assortment* on the level of the item hierarchy for which it would be applicable.

6 PRIVATE LABEL

6.1 GTIN Allocation Rules for Private Label Products

All Private label products are required to be synchronized. Wakefern provides all private label suppliers with a unique UPC for all approved items. Data Synchronization requires the use of Global Trade Item Numbers to support the communication of item data through the Global Data Synchronization Network (GDSN). The Wakefern assigned UPC is the foundation to creating and assigning the required GTINs for an item hierarchy.



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- ShopRite Private Label UPC Prefix - 041190
- UPC example 0 41190 12345 X (X represents the check digit)
- In the GDSN, this UPC would be expressed as 0004119012345X
- Item Hierarchy - In the GDSN, Trade Item Unit Descriptors define the package level for the item (Each, Pack/Inner Pack, Case and Pallet)
- As you assign GTINs in the Item Hierarchy, the Package Level value changes at each level
 - P004119012345X (P represents the package level)
- Wakefern requires that you use the following Table to determine the value for each Package Level

Packaging Level Description	GDSN Trade Item Descriptor	'P' Value	
Mixed Mod / Display	MX or DS	*	For Special Use - please contact Wakefern at datasync@wakefern.com
Pallet	PL	5	Not mandatory
Case	CA	4	Mandatory
Pack / Inner Pack	PK	2	(For use when product is packaged in a logistical unit between the case and each)
Each	EA	0	Mandatory

- An item with Package Levels of Each, Pack and Case would have the following GTINs
 - EA 0004119012345X
 - PK 2004119012345X
 - CA 4004119012345X
- The Check Digit changes as the Package Level changes. If necessary, you can find a check digit calculator at:
 - http://www.gs1.org/barcodes/support/check_digit_calculator

6.2 Additional Wakefern Requirements for Private Label

- When a trade item is made specifically for Wakefern's Private Label - ShopRite or PriceRite - the Brand Owner GLN attribute must be Wakefern's GLN 0341190000006.
- the ownLabelPrivateLabel = "true"

For further assistance regarding Wakefern / ShopRite private label guidelines, please contact datasync@wakefern.com.

7 DATA POOLS AND SOLUTION PARTNERS

7.1 Choosing Data Pools

All trading partners are required to choose a data pool that best fits your company's needs. Visit the GS1 website at www.gs1.org/productssolutions/gdsn to obtain a list of certified data pools or contact 1SYNC at customersupport@1sync.org or +1 866.280.4013.





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7.1.1 1SYNC

1SYNC is a neutral, not-for-profit GDSN-certified data pool which works closely with Wakefern in implementing its data synchronization initiative. Wakefern uses the 1SYNC Data Pool Solution for its GDSN services and recommends 1SYNC for all data pool services.

A subsidiary of GS1 US, 1SYNC supports and works with over 50 retailers and 5,000 suppliers (of all sizes). To learn more about 1SYNC and its services, visit <http://www.gs1us.org/1sync> or call +1 866.280.4013, Option 1.

7.1.2 IMPLEMENTATION FEES

The cost will depend on the data pool your company chooses to work with. For example, if you choose to work with 1SYNC, as a not-for-profit neutral organization 1SYNC operates on a cost-recovery model and fees are calculated based on your company's total annual sales. Visit http://www.gs1us.org/1sync/getting_started for more details.

7.2 Solution Partners

A Solution Partner is a company that enables supply chain functions through the provision of products and services. A *1SYNC Certified Solution Partner* refers to a company that has been certified by 1SYNC to connect to the 1SYNC Data Pool. 1SYNC customers have the option to choose a certified Solution Partner to assist in managing their data synchronization initiative. For a full list of *1SYNC Certified Solution Partners*, visit http://www.gs1us.org/1sync/solution_partners and search for a Solution Partner that meets your needs.

7.2.1 1SYNC AS A SOLUTION PARTNER

1SYNC provides customers with multiple implementation options to successfully synchronize data with Wakefern. 1SYNC offers implementation tools for customers and has partnered with some of the largest and most well-known companies in the world, including many that suppliers may already be working with today. A supplier can implement data synchronization with the solution that best fits their needs and requirements.

7.3 Additional Resources

For questions associated with the GDSN, the first source for information should be your data pool. The data pool you select should be able to answer or provide proper direction for all your questions associated with data synchronization with Wakefern. For more information please contact 1SYNC customer support at customersupport@1sync.org or +1 866.280.4013.

8 FREQUENTLY ASKED QUESTIONS

I sell products to the Grocery and HBC division; do I need to support data synchronization?

Yes, all Grocery, HBC, Non Foods, Specialty Grocery, Frozen, and Dairy trading partners are being asked to synchronize all item data via the GDSN.

Do Direct Store Delivery (DSD) suppliers need to implement data synchronization?

No, not at this time but it will be required to at some point in the future.

Do random weight suppliers need to implement data synchronization?

Fresh meat, seafood, produce, and deli suppliers of random weigh items are not required to participate at this time. To be clear, regardless of the product division, vendors that supply



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items that are manufactured and packaged with a UPC are being asked to comply with this program.

Please note that Wakefern is currently testing random weight hierarchies to ensure accurate data processing. If you have any questions or are interested in testing random weight publications please contact datasync@wakefern.com for more information.

Are suppliers that sell to a distributor that sells to Wakefern required to implement data synchronization?

If a supplier only sells to the distributor and not directly to Wakefern, they would need to discuss this with the distributor.

Is there a timeline for a supplier to respond to this request?

Yes, suppliers are being asked to publish their first item to Wakefern and signed with a data pool. If you are not publishing yet, you need to start doing so immediately.

If a supplier is synchronizing with another retailer, can they publish to Wakefern?

If you currently synchronize product data with another retailer (excluding DSD products), we ask that you take immediate action to begin synchronizing item data with Wakefern.

Why should a supplier respond to this request?

Data synchronization is not just communicating item data on a one time basis. It is a process to keep data synchronized between trading partners during the life of a trade item. Data synchronization ensures that all changes that occur to an item are communicated to the retailers on a timely basis.

For these reasons, Wakefern has made Data Synchronization a standard business practice required of all vendors supplying Wakefern with bar-coded, consumer packaged products.

What is a Global Location Number?

A GLN is an acronym for "Global Location Number" and refers to the globally unique GS1 System identification number for legal entities, functional entities, and physical locations. A GLN is comprised of 13 digits that together represent a GS1 Company Prefix, Location Reference, and 'check digit'. Supply side trading partner locations generally include corporate headquarters, regional offices, warehouses, plants, and distribution centers. Demand side trading partner locations generally include corporate headquarters, divisional offices, stores, and distribution centers.

What is a GS1 Company Prefix?

A company prefix is a globally unique number assigned to companies by GS1 member organizations (GS1 US in the United States) to create the identification numbers to the GS1 system. It is comprised of a GS1 prefix and a company number.

What is a Global Product Category?

A GPC code is an 8-digit number that represents a classification of products. It is a 'flat' classification system based on attributes and values. Global Product Classification is a required element of the global data based on attributes, and values and is a required element of the GDSN.

A list of Valid GPC codes can be found on 1SYNC's Solution Center under the following: Implementation Tab > Attributes, Validations & Code Lists > Valid GPC Codes.



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Note: If you are not subscribing to 1SYNC you will need to contact your data pool provider for a list of valid GPC Codes. To request a GPC code to be added to standards, work with your data pool provider to submit a change request.

What is a GTIN?

GTIN is an acronym for "Global Trade Item Number" and refers to the globally unique GS1 System identification number for products and services. A GTIN may be 8, 12, 13, or 14 digits in length, represented as GTIN-8, GTIN-12, GTIN-13, and GTIN-14, respectively.

Is data synchronization just another term for EDI?

No. EDI is used in the transmission of many e-business transactions (purchase orders, invoices, etc.), whereas data synchronization is the electronic transmission of standardized product and location information.

Is data synchronization an Information Technology (IT) function? Does it require IT resources?

Data Synchronization is a business process that uses technology in its implementation. For a successful implementation, it is recommended to have executive sponsorship and technology resources allocated to this program.



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9 APPENDIX

Wakefern Food Corporation Data Synchronization Vendor Fact Sheet Wakefern GLN: 034119000006

Once you have signed with a GDSN certified data pool (ie. 1SYNC) please complete the entire form. When completed please return to DataSync@Wakefern.com or fax to 732.906.5072.

Date: _____

Section A: Contact Information

Company Name: _____ Wakefern Vendor #: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Data Synchronization Contact Name: _____

Phone: _____ Fax: _____

Email Address: _____

Business Contact (Sales person or Broker) Name: _____

Phone: _____ Fax: _____

Email Address: _____

Company Prefix (6-9 digit number assigned by GS1 US): _____

Section B: Subscription Information

Company Global Location Number (GLN): _____

Name of GDSN Certified Data Pool (ie. 1SYNC): _____

Global Product Category (GPC): For help identifying your Global Product Categories please refer to: <http://www.gs1.org/gdsn/gpc/browser> . Once identified, please list below.

GPC	_____	GPC	_____	GPC	_____
GPC	_____	GPC	_____	GPC	_____
GPC	_____	GPC	_____	GPC	_____
GPC	_____	GPC	_____	GPC	_____
GPC	_____	GPC	_____	GPC	_____

Please use a separate Data Synchronization Vendor Fact Sheet for additional GLN's and GPC's.

Section C: Auditing Information

Auditing your item data is a critical step in validating the data synchronization process. Wakefern would like to know who is responsible for verifying accurate data is being published through the GDSN. Please check if either your company uses a third party auditing service or has an internal process that audits dimensions, weights, labeling and bar code information for cases, innerpacks and retail units.

- 3rd Party or outside auditor (ie. Gladson)

Name of 3rd Party Auditing Service: _____

- Internal Process - company has a person that ensures data accuracy

Data Quality Contact Name: _____

Phone: _____ Fax: _____

Email Address: _____

Does your company audit your products using a CubiScan device? _____

Yes _____ No _____

Completed forms are to be sent to DataSync@Wakefern.com or Fax 732.906.5072.

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