



# The Kroger Data Advantage



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Volume 1, Issue 7

**We welcome your feedback at [ItemMDMVIP@kroger.com](mailto:ItemMDMVIP@kroger.com) Please include the word 'newsletter' in your subject line.**

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**Questions on these topics or the Data Quality Scorecard?**

### Webinar Dates

Feb 12th, 1pm-2pm

Feb 14th, 2pm-3pm

Register [Here](#)

## To Our Valued Suppliers

### Images are required beginning February 16th!!

Throughout 2019, a major emphasis for Kroger will be working to improve product images.

For many aspects of Kroger's business, especially our digital endeavors, it is essential we have the most current/accurate product images. Currently, Kroger continues to have items available in-store that do not have adequate, accurate images to represent those items in the digital space.

The minimum requirements for an item image at Kroger are a front facing image. Additional images submitted should capture all other information about the product. Please try to include multiple angles as well, especially nutrition facts side and ingredients. **Beginning February 16th, images will be required for all new items and modifications with an item submission reason code and a Kroger Intended Sales Variant (KISV).** If you do not have images readily available for Kroger's consumption, there are a number of different options your company has at their disposal.

- Kwikiee ([KwikieeS@kwikiee.com](mailto:KwikieeS@kwikiee.com) or 888-263-2027)
- Gladson (Syndigo) ([Micah.Kushner@Syndigo.com](mailto:Micah.Kushner@Syndigo.com) or 312-766-4710)
- SMSB ([RBrown@SMSB.COM](mailto:RBrown@SMSB.COM) or 631-755-5800 ext. 555)
- 1WorldSync ([technicalsupport@1worldsync.com](mailto:technicalsupport@1worldsync.com) or 866-280-4013)

You can find Kroger's product image requirements on the [1Worldsync/Kroger Landing Page](#).

Each image vendor supports a method by which you can send your product in to get imaged and obtain data points. Kroger has equipped these vendors with the required image specifications.

If you have an image(s) of your product not hosted with Gladson, Kwikiee or SMSB, you can host it with 1WorldSync at no incremental cost and deliver it to Kroger via Kroger's Vendor Item Portal (VIP). You can accomplish this in one of two ways:

1. If you are a 1WorldSync Item Management (IM) supplier, upload your image into IM by using its digital asset management (DAM) functionality.
2. If you are a VIP only user, upload your image into VIP directly by using its digital asset management (DAM) functionality.

(Make sure to Enable DAM for your organization by signing the [Addendum for DAM](#). There is no fee for enabling DAM. You can also find the Addendum link on the [1WorldSync.com/Kroger landing page](#).)

All images will be reviewed before appearing in online platforms to make sure that they adhere to Kroger standards and match the item to which they are attached.

For questions, please reach out to the Supplier Engagement Group at 877-244-6165, option 1, or email [ItemMDMVIP@kroger.com](mailto:ItemMDMVIP@kroger.com) and include the word "images" in the subject line.

We are aware there are instances when a supplier does not have a finalized image available to submit to us for a new-to-market item. We do not want preliminary data in VIP, so we have an option for suppliers in this situation. Suppliers can choose “Product Final Packaging Not Available Yet” in VIP and still be able to submit their items for review by category managers. We will be putting together a plan to follow-up with suppliers that provide this response, so we can obtain images on all consumer items.

### Hosting Images with 1WorldSync

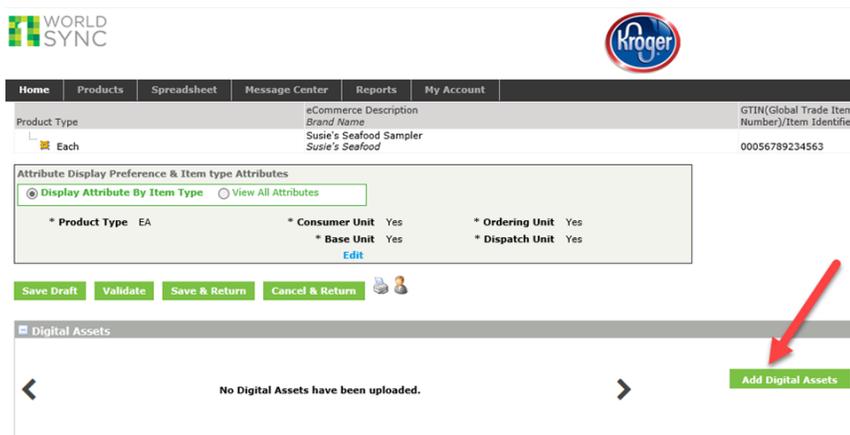
**Step 1:** Enable DAM for your organization by signing the [Addendum for DAM](#). There is no fee for enabling DAM. You can also find the Addendum link on the 1WorldSync.com/Kroger landing page.

**Step 2:** Upload your image to the appropriate item/selling unit in IM or VIP.

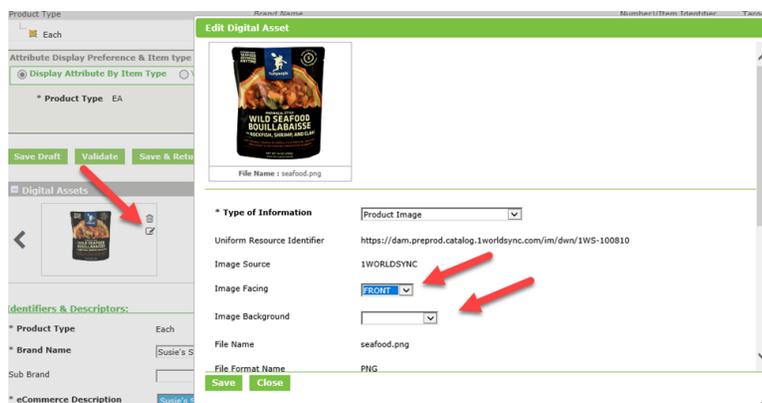
In IM, DAM is found here:



In VIP, DAM is found here:



**Step 3:** In VIP, edit the image to include the Image Facing (a single Front Facing image is required) and the appropriate Background.



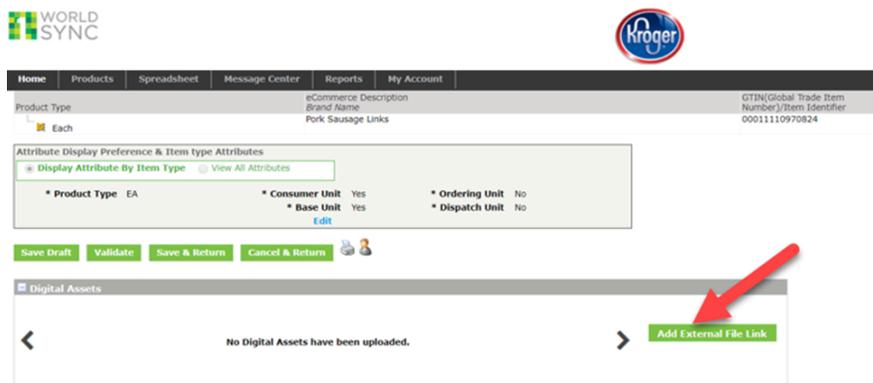
**Step 4:** Validate, Save and Submit the item/product hierarchy. Make sure the item is in either In Process Retailer or Complete status.



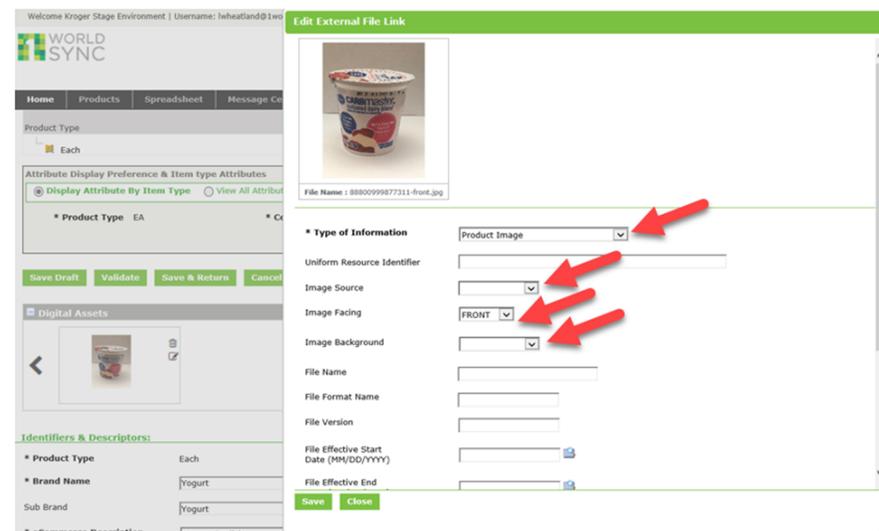
## Hosting Images with Kwiikee, Gladson, SMSB

If you have your images hosted with Kwiikee, Gladson or SMSB and you are not providing image information via GDSN, you must indicate this in VIP.

**Step 1:** Click the Add External File Link button in the DAM ribbon at the top of the page.



**Step 2:** Then enter Product Image as the Type of Information, the appropriate source (Kwiikee, Gladson, SMSB), facing, and background.



**Step 3:** Validate, Save and Submit the item/product hierarchy. Make sure the item is in either In Process Retailer or Complete status. (same as step 4 on the left page).

## Data Quality Checks on Nutrifacts

Suppliers may be getting a CIC message that some nutrient information is missing.

### Additional Information

- Comments ✓
- Attachments ✓
- Workflow History
- Change History

There are 5 nutrifacts that are checked for completeness when an item is submitted. Without these 5, items may not display nutritional information online.

- Calories
- Total Fat
- Sodium
- Total Carbohydrate
- Protein

If it's not blank in VIP, there's a couple of reasons we can't see it downstream.

One of the barriers to the information flowing downstream is when a supplier chooses BY\_MEASURE instead of BY\_SERVING for

Nutrient Basis Quantity Type Code. Make sure you are choosing BY\_SERVING as BY\_MEASURE is intended for foodservice, not retail.

The other thing preventing

information from flowing downstream is when suppliers choose the wrong valid values for the nutrifacts.

Here is an FDA recommended nutrifact chart to help you:

Nutrifact	Possible Choices in SDL	Valid Value Display in VIP
CALORIES	ENER-	energy; method of determination unknown or variable
TOTAL FAT	FAT	fat, total
SODIUM	NA	sodium
TOTAL CARBOHYDRATE	CHO-	carbohydrate, total; method of determination unknown or variable
PROTEIN	PRO-	protein, total; method of determination unknown or variable

## The Kroger Company

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**Accurate and complete data, in a timely manner, is our goal!**



## VIP Update

Roundy's (534) and Mariano's (531) will be moving from the "Other Formats" in Geographic Regions to the "Midwest" region. They no longer need to be separate division requests.

### How to Corner — Submitting an Item that has to register with UL WERCSmart

The supplier will be asked the following questions in the VIP or on a Kroger New Item form (NIF). If the supplier selects or answers "yes" to any of the questions, the product is classified as hazardous. Definitions of the WERCS classifications can be found on the last page of the supplier notification letter (link [here](#)).

Product classified as hazardous will require verification that it is registered in UL WERCSmart. This automated verification process can take up to 24 hours if it is the first time the product has been submitted to Kroger, or the first time after the product has been registered in UL WERCSmart.

The scenarios below will help to get a better understanding of how a hazardous product will be handled during the item setup process.

**Scenario 1:** *Product is registered in UL WERCSmart and is being submitted for the first time.* When the supplier first submits its product the automated verification process can take up to 24 hours before the item is visible in Venus. From there the item setup process will continue normally.

**Scenario 2:** *Product that has already been verified in UL WERCSmart is being re-submitted.* If a product has already undergone the UL WERCSmart verification process it will continue through

the item setup process without delay.

**Scenario 3:** *Product is not registered in UL WERCSmart and submitted.* When the supplier submits an unregistered item classified as hazardous, the automated verification process will reject the item. The supplier will need to register the product in UL WERCSmart prior to resubmitting the product to Kroger. This could take several days depending on how quickly the supplier registers its product. Once registered, the product will follow the same process as Scenario 1 above.

Questions about your item? Call 877-642-6753 or email [wercsinfo@kroger.com](mailto:wercsinfo@kroger.com)

#### WERCS Product Classification

Add Cancel

- BATTERY OR BATTERY-CONTAINING PRODUCT
- PERSONAL CARE PRODUCT
- CONTAINS A CIRCUIT BOARD OR ELECTRONICS
- LIGHT BULB-NON INCANDESCENT
- NONFOOD CHEMICAL-CONTAINING PRODUCT
- OVER THE COUNTER PHARMACEUTICAL AND/OR NUTRITIONAL SUPPLEMENT
- PRODUCT DISPENSED BY AEROSOL OR BAG-ON-VALVE METHOD
- FLAMMABLE/COMBUSTIBLE

Add Cancel