

CASE STUDY

How Reynolds' PIM Implementation Cultivates Trust in Data and Decisions

1WorldSync's Data Sync Direct PIM Solution Enables Trusted Content in Every Channel, Every Time



“1WorldSync had an excellent understanding of our current pain points. Working with them was actually one of the best project experiences we've had in recent years at Reynolds.”

Vernetta McDowell
Director of Sales & Operations Planning, Reynolds

Challenge

Decommissioning an existing Product Information Management (PIM) solution that would no longer be supported and replace with a new PIM that could:

- Replicate the functionality of their existing solution
- Provide robust integration & workflows
- Improve validations
- Streamline troubleshooting
- Syndicate data across omnichannel landscape

Solution

DATA SYNC DIRECT

- ✓ PIM provides a flexible, robust GDSN-compliant solution
- ✓ Supports product content & syndication requirements for all trading partners
- ✓ Aggregates data from disparate systems
- ✓ Validates data against *GSI Standards*, *Retailer Requirements*, *Reynolds' Validation*
- ✓ Provides enhanced communication & streamlined process

Results

- 👤 Expert advice from a team of seasoned professionals in PIM and GDSN
- 📄 Continuity in data flow to 1WorldSync and non-GDSN recipients from 1WorldSync certified PIM solution
- 🌐 Single point of aggregation to store product information from multiple sources
- 📝 Ability to add product information not stored in the backend system

About Reynolds

Reynolds Consumer Products is a leading provider of household products that simplify daily life so you can enjoy what matters most. Our Reynolds® and Hefty® brand products help make mealtime easier with preparation, cooking, cleanup, and storage solutions. Our namesake Reynolds® products include the iconic Reynolds Wrap® aluminum foil, Reynolds Kitchens® parchment paper, plastic wrap, oven bags, and slow cooker liners. The Hefty® brand is known for strong, dependable waste bags, slider bags, plates, and cups. Our products are available in the U.S. and internationally, including the Alcan® and Diamond® brands, which are leaders in their markets.

For more information, please visit <http://www.reynoldsconsumerproducts.com/>.

“Thanks to 1WorldSync, there was a significant improvement to our current state, and the capability to distribute non-GDSN product information to a retailer's information portal. We realized many benefits in working with the 1WorldSync team, including better management of activities via workflow, such as CIC responses from retailers, history and audit logs.”

Vernetta McDowell
Director of Sales & Operations Planning, Reynolds

[Learn More](#)

About 1WorldSync

1WorldSync® is the leading provider of omnichannel product content solutions, enabling more than 14,000 companies in over 60 countries to share authentic, trusted content that empowers confident commerce and intelligent consumer purchasing decisions. Through its technology platform and expert services, 1WorldSync solves revenue-impacting product content challenges faced by leading brands and retailers in the CPG/retail, DIY, consumer electronics, IT, healthcare, and food service industries.



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