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March 29, 2022

Dear Valued Suppliers,

SAS has integrated the Global Data Synchronization Network (GDSN) via 1WorldSync to receive item content. Moving forward, we are requesting that you submit your item content to us via the GDSN with a certified Data Pool.

We need you to synchronize the item attributes listed in our [Attribute Guide](#) as soon as possible.

This process will help ensure SAS has quality, accurate, and up-to-date information on all items in your catalog and ultimately get your products on store shelves faster. Additional benefits:

- In using GDSN for new item set up and maintenance, you will be able to house all item records in one localized application, and streamline item set up.
- All updates performed on existing items, within GDSN, will automatically flow to SAS allowing for real-time updates of your product content.

We will expect all new suppliers to be set up with this process and are working on adding all current suppliers as well. Thank you for supporting this initiative.

Suppliers should direct their data team to take the following required steps:

1. If you are not a current subscriber of a GDSN certified Data Pool, or need assistance loading your data, get started by contacting 1WorldSync at 866-280-4013, businessdevelopment@1worldsync.com, or by visiting www.1worldsync.com
2. If you are a current subscriber of a GDSN certified Data Pool, review the SAS [Implementation Guide](#) on how to synchronize your item information with SAS, or visit <https://1worldsync.com/community/find-a-trading-partner/s-Abraham-sons/> to learn more.
 - a. Complete the [SAS Trading Partner Form](#) (Including all GLN(s) for the items that you represent)
 - b. Publish your GDSN product content to the **SAS GLN: 0860000016308**

For technical support assistance regarding synchronizing GDSN content with SAS, please contact:
technicalsupport@1worldsync.com or call 1-866-280-4013

For SAS specific data questions, contact the data team at: datasync@sasinc.com

We look forward to the mutual benefits that this initiative will provide.

With Gratitude,



George Bennett
Chief Marketing Officer