

Topco Data Synchronization Initiative



Objective

The primary objective is to obtain clean, complete, quality product information from our supplier trading partners to support business operations and sales efforts. Information includes Trade Item Specifications, Marketing Claims, Images and Nutritionals/Allergens (for food items).

Why Is GDSN Important to Topco?

- Topco is asking suppliers to start synchronizing product information for all items currently sold to Topco's Members. In order to increase sales opportunities, we ask suppliers to include all items that could potentially be sold in the future.
 - Streamline Item Set Up Process – Suppliers will send data straight to Topco, instead of filling out set up forms and rekeying
 - Streamline Item Changes – Real time data, fewer blocked PO's due to weight, cube, or pallet structure discrepancies
 - Data accuracy – data is entered by the supplier in one place, instead of multiple hands

Steps for Suppliers to Sync with Topco

1. Call IWorldSync at 866.280.4013, Option 2, Option 1 or email businessdevelopment@lworldsync.com and IWorldSync will assist with implementation options
2. Visit the Topco landing page: www.lworldsync.com/topco to review our Implementation Guide and Attribute Listing
3. Publish ALL products as initial load to the Topco GLN: 0036800000001
4. **NOTE: All item changes are required to be sent via the GDSN. Suppliers must email Topco at masterdata@topco.com when changes are sent so that the Topco Master Data team can validate the item changes.**

Resources

- Topco Data Sync Landing Page: www.lworldsync.com/topco
- IWorldSync Technical Contact: technicalsupport@lworldsync.com; 866.280.4013, Option 2, Option 2
- IWorldSync Business Contact: businessdevelopment@lworldsync.com; 866.280.4013, Option 2, Option 1
- Topco Master Data: masterdata@topco.com
- Topco Master Data: Melissa Hluchy; mhluchy@topco.com