FAQ - UNFI Image and Global Data Sync Initiative (updated 2024-02-19)

Q1: Why is UNFI asking for my images?

As UNFI looks to grow digital sales on myUNFI.com for your brand, product images & attributes are essential components for visual presentation, transparency, and sales.

Q2: Why is UNFI leveraging Global Data Sync?

Global Data Sync is our preferred standard for receiving product attributes, including full package information & updates, images, product dimensions, and more. We have synchronized over half a million GTINs with our suppliers, and leveraging GDS allows a single process to create items as we enhance our enterprise new item processes.

UNFI expects all our suppliers to join us in this important industry initiative to drive efficiencies across the entire supply chain. By working together with UNFI, we drive the sales of your products to our over 30,000 retail customers.

Q3: What is the Global Data Synchronization Network (GDSN®)?

The GS1 Global Data Synchronisation Network (GS1 GDSN) is the world's largest product data network. GDSN makes it possible for any company, in any market, to share high-quality trusted product information seamlessly. Companies of all sizes need timely, reliable product information to drive sales, attain efficiencies and meet the needs of the consumer.

UNFI has leveraged the Global Data Synchronization Network (GDSN®) to drive efficiencies across the entire supply chain since its inception. By implementing Global Data Sync with GS1 Standards, you will be able to leverage your investment with hundreds of retailers, wholesalers, and food service operators across the United States and globally who are already leveraging GDSN.

Q4: Does this replace other existing item submission processes?

This does not replace item input into our core business systems. UNFI is on a journey to bring all our item setup and maintenance to a single process. Providing this information via this process will allow you to send images that are leveraged for both natural and conventional business on our digital platform. This is a starting point as we begin our transition to a common product information management platform.

In addition to our digital platform, this Global Data Sync feed ties into our conventional item set up process. As our transformation moves forward, we will leverage this feed to eliminate other item and image requirement processes. However, many of these separate processes will continue for a period of time.

Q5: How do I get the images to UNFI?

We expect our suppliers to be GDSN-capable, publishing all items to UNFI via the GDSN.

- BEFORE PUBLISHING - fill out the UNFI Trading Partner form to get set up in our system
  - if you don't have our Trading Partner form, email us at DataSync@unfi.com
- send your NEW publications to GLN **0041130079153** (which is labeled "UNFI Corporate")
  - you will need your own GDSN-capable GLN to publish to us
  - if you don't already have one, please work with your GDSN solution provider to set one up

If you are not GDSN-capable, work with one of the following third parties to assist you in capturing product images and getting them published to UNFI on your behalf:

- 1WorldSync
- The Data Council (IX-One / RIVIR)
- Syndigo

Q6: What kind of images is UNFI asking for?

Marketing-quality Consumer Unit Images (showing brand, description, net content)

- identified as **PRODUCT_IMAGE**
- images of product front, back, sides, top & bottom
- follow GDSN image naming standards to identify the image type

Facts Panel Images (Nutrition / Supplement / Drug) where applicable

- **DRUG_FACT_LABEL**
- **NUTRITION_FACT_LABEL** (or **NUTRITION_FACT_LABEL_WITH_INGREDIENTS)**
- **SUPPLEMENT_FACT_LABEL**

Ingredients Images where applicable (edible and chemical items)

- **INGREDIENTS_LABEL** (or **NUTRITION_FACT_LABEL_WITH_INGREDIENTS)**

Q7: What image formats can UNFI accept?

We're currently accepting JPEG images.

- Color Mode: RGB
- Image Resolution: at least 72 dpi
- Image Size: at least 1000 x 1000 pixels

Q8: How do I know which items UNFI needs images for?

Initially, you will be provided a priority list of the items we're targeting.

Ultimately, *all* active items sold to UNFI should be published via GDSN with images.

Q9: What other critical item attributes should I publish to UNFI?

- Long Product Description without abbreviations
- Marketing Text – the selling message that will be presented to the end consumer
- Ingredients Text
- Allergen Declarations
- Certifications and on-package product claims
  - Organic, Kosher, Non-GMO, Fair Trade, etc.

Q10: Once I've published my images to UNFI, does that mean I'm done?

No - we will need to review your published images to ensure that they meet our requirements. If necessary, we will work with you to address items that need attention.

We also expect all our suppliers to continue providing current/updated product data to us via Data Sync. The GDSN allows suppliers to provide automatic item updates, including updated product images. For more details on how this works, please work with your GDSN solution provider.

Q11: Where do I go for more information on Global Data Sync with UNFI?

- The UNFI GDSN Landing Page - https://1worldsync.com/unfi
- The UNFI GDSN team email address - DataSync@unfi.com