



## Simstore Partners with 1WorldSync to Receive Product Content from Global Manufacturers

[Simstore](#) has joined [1WorldSync](#) to receive brand validated product content from manufacturers. This technology partnership will allow Simstore to create virtual environments with efficiency and accuracy.

[Simstore](#), Ipsos' virtual testing technology platform, helps clients understand and predict behavior at the Point of Purchase in both, online and offline shopping environments. As the world's largest virtual market research platform, Simstore strives to provide valuable services to our global brand and manufacturer clients within the CPG and other industries. Simstore helps brands, manufacturers, and retailers all over the world to create winning strategies through our Virtual Testing environments. Therefore, we are looking to gather brand validated product content and images, and to ensure that it remains updated.

### Reasons Simstore Is Requesting Information Directly from Manufacturers

- We believe that manufacturers have the most accurate and complete product content for their products and continue to send new attribute values in a timely manner ensuring the consistency and accuracy of product information.
- We are looking to gather product content across our global markets most efficiently.

### What Product Content We Are Requesting

- Marketing and global standardized data that includes product titles and descriptions
- Photo images that display high-quality frontal views and optional imagery from various angles

### Next Steps:

1. Visit our Brand Owner / Manufacturer GDSN resource page to learn more about our request at: <https://1worldsync.com/trading-partners/simstore/>
2. If you are already subscribed to a GDSN certified data pool, load and send your product information including images to **Simstore (Ipsos) Production GLN: 7309861020107**
  - Send us the content for your associated products for these markets, in order of priority: US, UK, Italy, France, Denmark, Switzerland, Sweden, Germany, Netherlands, Spain
3. The goal is to present all of your items to Simstore customer base with the information supplied and verified by brand owners / manufacturers.

### Contact Resources

For any support needed regarding joining a GDSN Data Pool or how to send your product content to Simstore via the GDSN, you can contact 1WorldSync at 866-280-4013 or [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com).

Regards,

A handwritten signature in black ink, appearing to read 'Anneli McCracken'.

Anneli McCracken  
CEO, Simstore