



SUPPLIER WEBINAR

United Natural Foods (UNFI)

Product Image and GDSN Initiative Webinar



March 2024

TEAM INTRODUCTIONS



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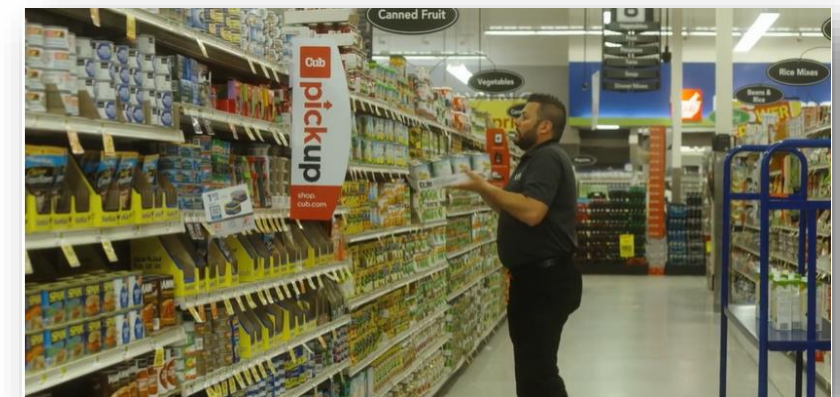
UNFI - Director Data Management & Governance



About



- Distribute over 250,000 food products to more than 30,000 customers in the US and Canada
- Customer experience and satisfaction is of premium importance
- Leading the way by:
 - Highly evolved logistics network
 - Accurate and complete product content
 - Expand digital footprint



Digital Platform Expansion



Goal:

- Improve the overall customer experience across digital platforms
 - [myUNFI.com](https://myunfi.com), our premier B2B website
 - [myUNFI.com](https://myunfi.com) provides access to brands & products, billing, claims, and other timely business information
- Synchronize complete and accurate product information such as pack size, weights and dimensions, marketing information, product images and more
- Leverage industry standards such as GDSN as a single method to create new items as we enhance our enterprise new item process

UNFI Data Synchronization Initiative



- Critical to every step in the supply chain; **reducing friction** that creates expense for retailers, distributors, and suppliers
- **Product images** and other **consumer facing data** is vital to the implementation of eCommerce selling strategies and developing successful marketing materials

Benefits to Suppliers:

- Increases speed-to-shelf for new items
- Facilitates the accuracy of product data reducing PO errors
- Enables the implementation of eCommerce solutions

What is GDSN and Data Synchronization?

Global Data Synchronization Network (GDSN) is world's largest product data network of:

1. **Information providers** such as brands, or suppliers
2. **Information requesters** such as convenience stores, retailers, ecomm companies, etc.
3. **Data pools** such as 1WorldSync who provide system or platform to enable the sharing of product information via GDSN method

Data Synchronization is the process of sharing all product data via a data pool with participating customers

1. Product attributes that can be exchanged via GDSN solution include supply chain, compliance, regulatory, marketing, digital assets and much more
2. Hundreds of retailers and distributors can be reached with trusted content.

UNFI Image and Global Data Sync Initiative

Ensuring Quality Content is Received and Featured for Our Customers

FAQ's - Image Data Sync Initiative

Deadline for Completion is April 19, 2024



Why is UNFI asking for my images?

- As UNFI looks to grow digital sales on [myUNFI.com](https://myunfi.com) for your brand, product images & attributes are essential components for visual presentation, transparency, and sales.

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.
- Send your NEW publications to GLN 0041130079153 (which is labeled “UNFI Corporate”)

Note – GDSN is UNFI’s recommended and preferred method.

Please work with one of the following service providers to assist you in providing product images

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



FAQ's - Image Data Sync Initiative



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)

FAQ's - Image Data Sync Initiative



GS1 Product Image Specification Standard

Mandatory

Position	1-14	15	16	17	18	19
Data	GTIN	underscore	Image Type	Facing	Orientation	State
value	(n14)	_	A - Primary Image Web	0 - Not applicable	C - Centre	(1) In packaging
				1 - Front	L - Left	(0) Out of packaging
				2 - Left	R - Right	(A) Case
				3 - Top	N - No plunge angle	(B) Innerpack
				7 - Back		(C) Raw/uncooked considered edible/consumable.
				8 - Right		(D) Prepared
				9 - Bottom		(M) Open Case
						(P) Pallet/Display

Optional

Position	20	21+				
Data	underscore	Language	Image End Date	Serialisation	Rendered Image	CPV
Value	_		(MMYY)	s(n2)	R	CPV(an...20)

FAQ's - Image Data Sync Initiative



What image formats can UNFI accept?

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

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.

Sample Images

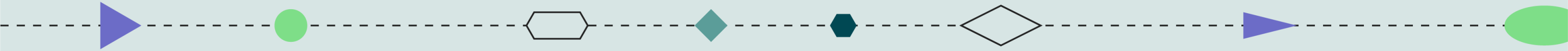


INGREDIENTS: CHEDDAR CHEESE (CULTURED PASTEURIZED MILK, SALT, ENZYMES, COLOR ADDED). CONTAINS MILK.

Nutrition Facts	
12 servings per container	
Serving size 1 piece (21g)	
Amount per serving	
Calories	90
% Daily Value*	
Total Fat 7g	9%
Saturated Fat 4g	20%
Trans Fat 0g	
Cholesterol 20mg	7%
Sodium 140mg	6%
Total Carbohydrate 1g	0%
Dietary Fiber 0g 0%	
Total Sugars 0g	
Includes 0g Added Sugars 0%	
Protein 5g	
Vitamin D 0.1mcg	2%
Calcium 150mg	10%
Iron 0mg	0%
Potassium 20mg	0%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.





Item Management (IM) & Solutions Demonstration

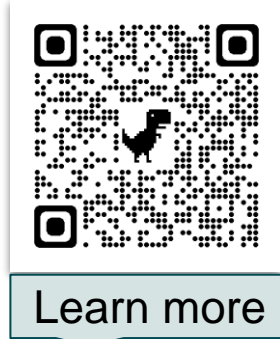
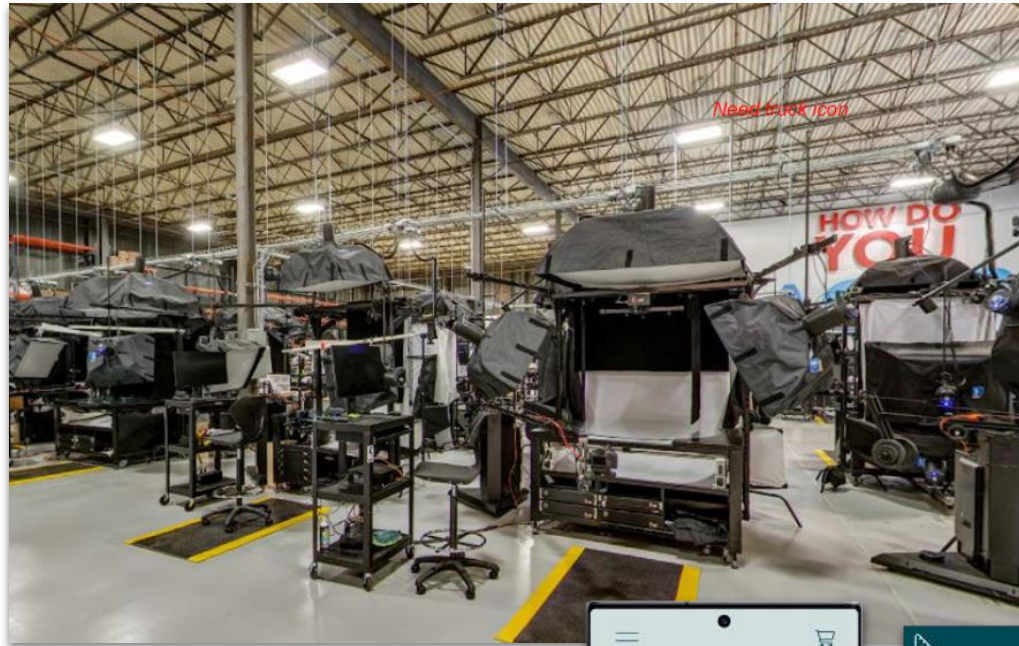


Neal O'Bryan

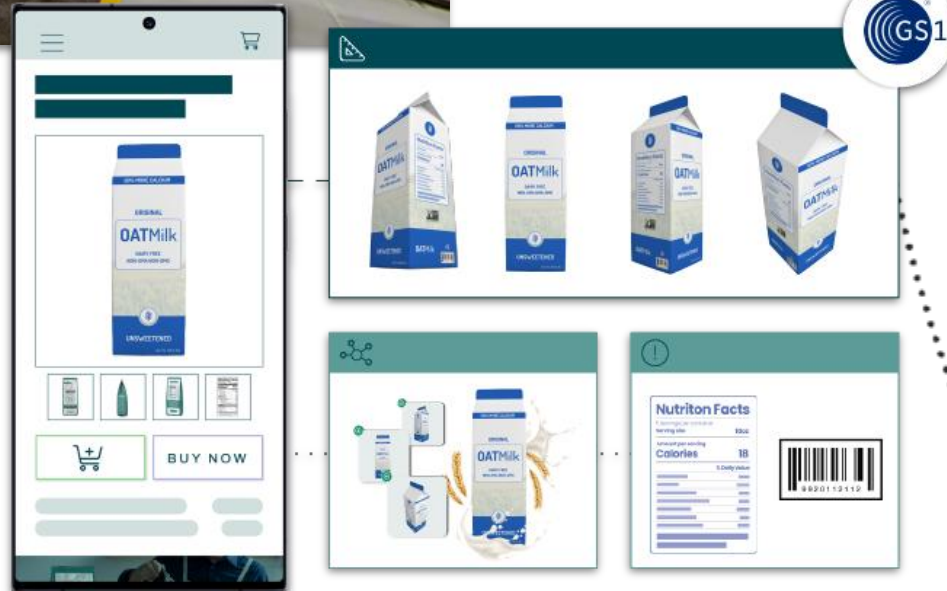
1WorldSync – Pre-Sales Engineer

1WorldSync Studio

Expertise. Quality. Full Ownership.



Learn more



1

GS1 Standards Compliant

All services comply with GS1 US

2

You Own it For Life

Retain full ownership over final assets and use for any purpose

3

In-Studio or On-Location

Ship your products to our state-of-the-art 30k sq ft studio or let us bring our studio to you!

4

Mass Image Uploading

Images are formatted and uploaded to 1WorldSync's DAM solution or delivered via shared folder

5

Retouching Included

Consumers expect high quality imagery so we've baked in retouching such as prop removal, color correction and imperfection cleanup to make your products look their very best!

How To Get Started?

Publish product data and images to UNFI
via the GDSN

How Do We Get Started?



1. Fill out the UNFI Trading Partner Form at: <https://1worldsync.com/trading-partners/unfi>
2. Review the [Steps to Start Synchronizing](#) with UNFI
3. Review [UNFI Product Image Requirements](#) document
4. Send all publications to the “**UNFI Corporate**” **GLN: 0041130079153**

If you are not currently participating in the GDSN and need to get started, contact your preferred GDSN data pool provider for assistance or reach out to 1WorldSync at:

- businessdevelopment@1worldsync.com
- call +1 866.280.4013

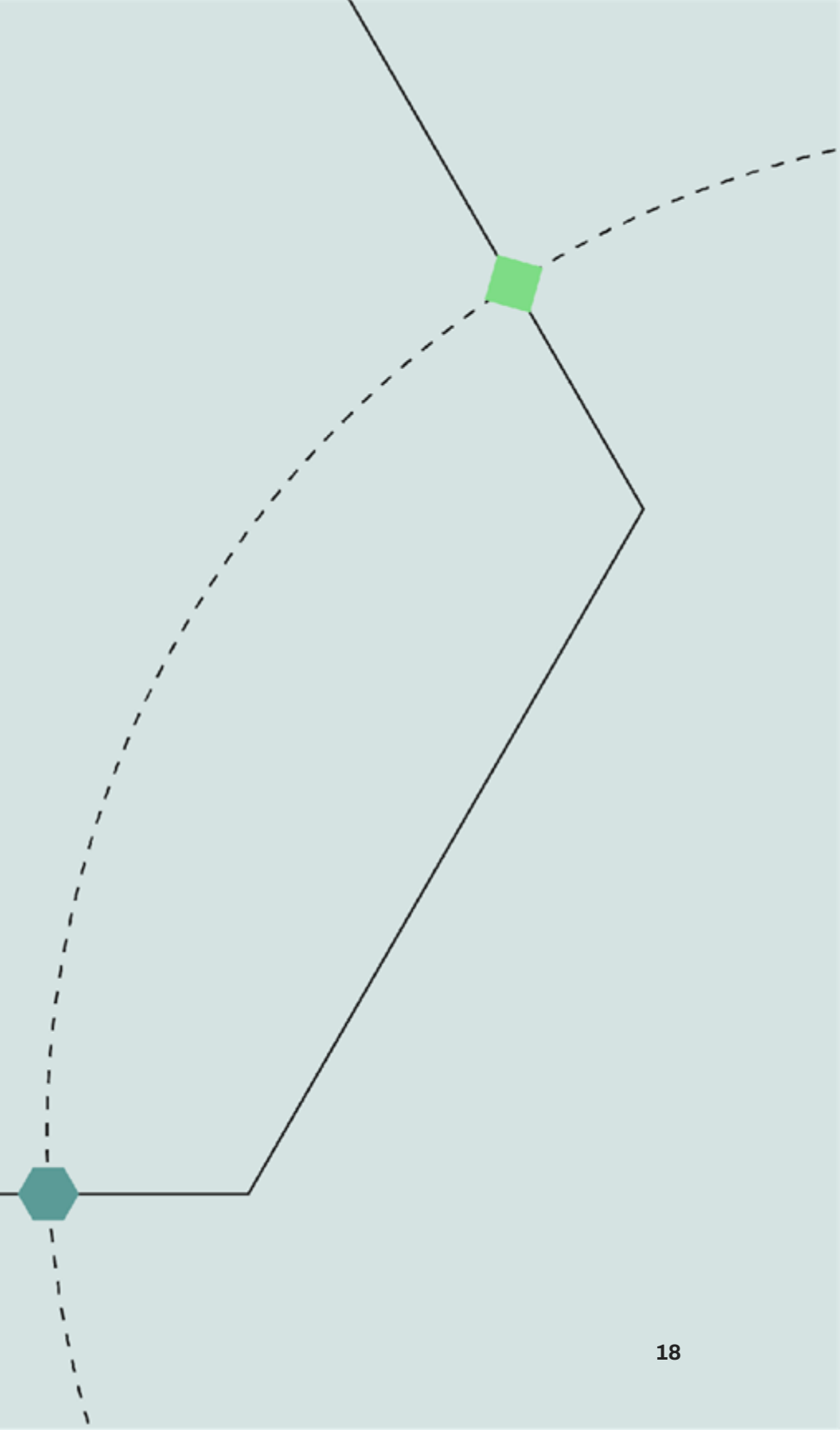
What Happens After Initial Publications?



Once we've published our images to UNFI, does that mean we're done?

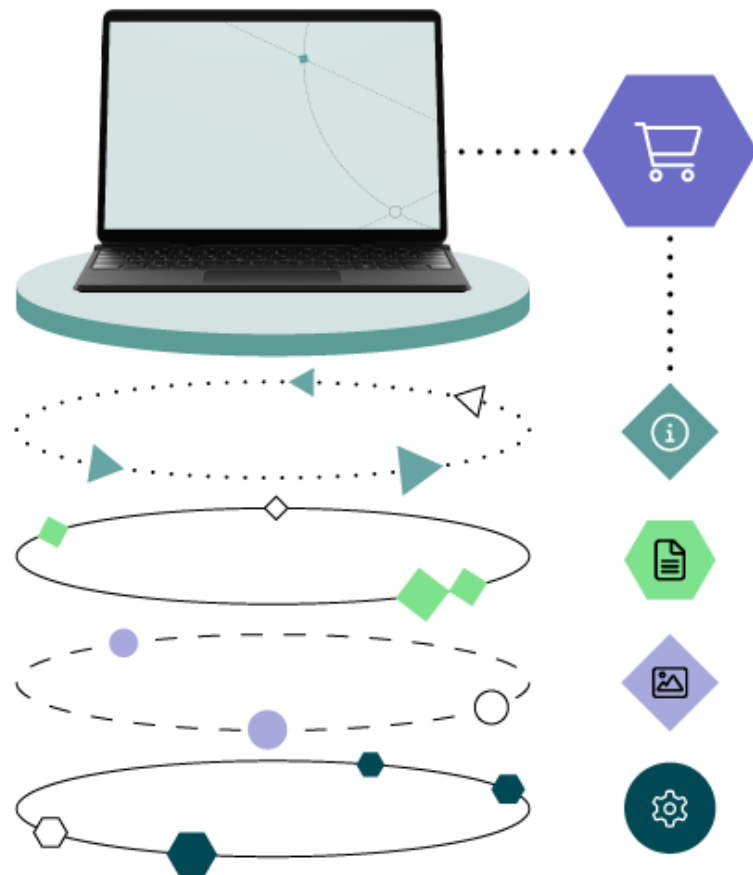
- No – you will need to review your published items and images to ensure that they meet our requirements. If necessary, UNFI will work with you to address items that need attention.
- It is also expected that all suppliers continue providing current/updated product data to us via GDSN. The GDSN allows suppliers to provide automatic item updates, including updated product images.

Resources



Data Loading & Maintenance

1WorldSync's team of data experts save you time and money as they quickly format, load, and publish your product content and data.



1

Unlimited Attribution

We'll upload and publish all your Supply Chain and E-Commerce product information.

2

Image Loading

Send us your images and we'll format them according to the corresponding product.

3

Full Hierarchy Support

Enjoy complete formatting for your products' each, case, and pallet information.

4

Ongoing Maintenance

Product content is consistently evolving due to consumer trends and behaviors. Our team has you covered for any updates needed.

Contact Resources

UNFI Team

datasync@unfi.com

1WorldSync

+1 866-280-4013 Within the U.S. (Follow the prompts)

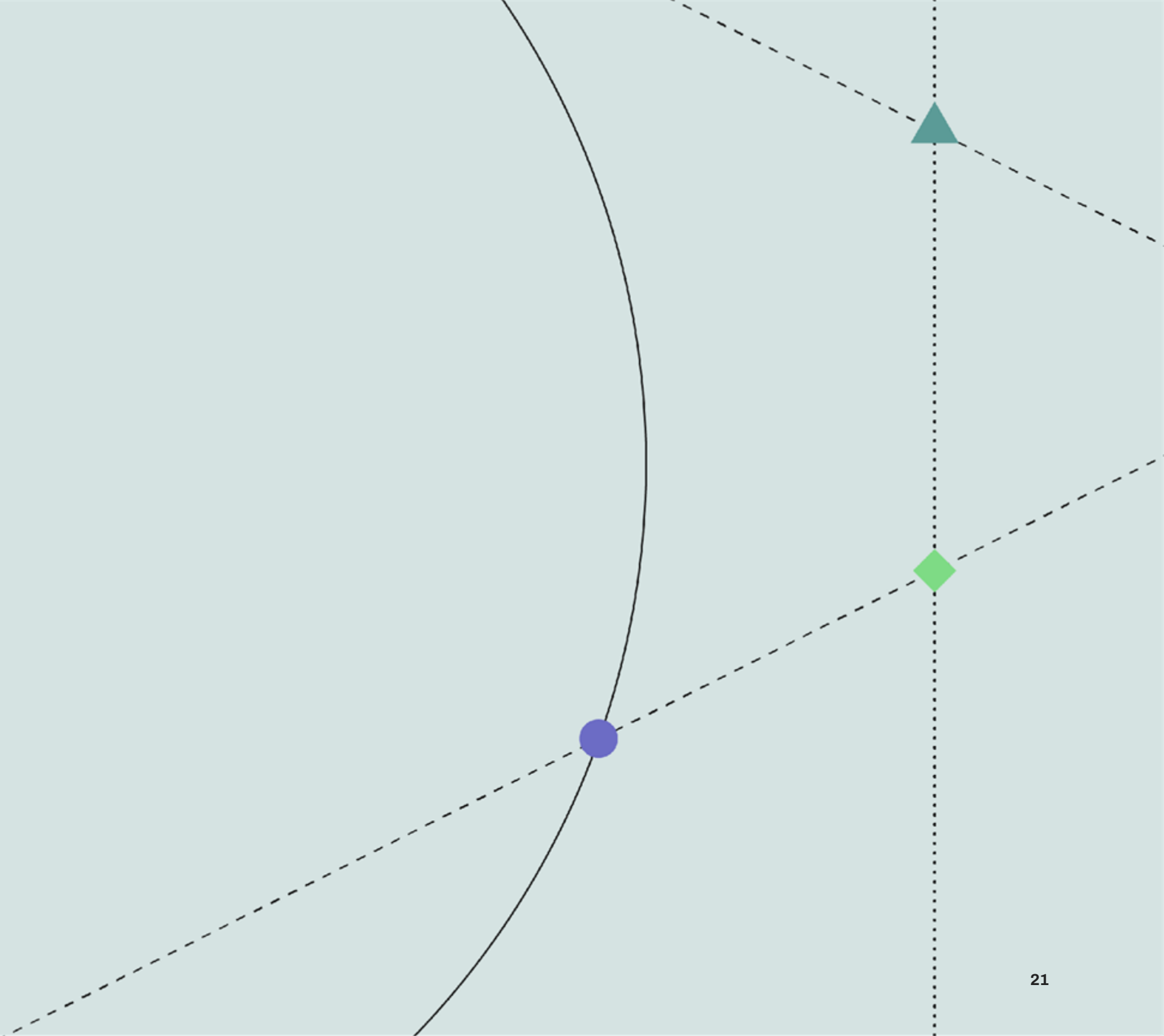
technicalsupport@1worldsync.com (Technical Support)

businessdevelopment@1worldsync.com (General Inquiries)

UNFI Trading Partner Data Sync Resource Pages

- 1WorldSync – <https://1worldsync.com/trading-partners/unfi/>
- The Data Council (IX-One / RIVIR) – <https://www.thedatacouncil.com/unfi/>
- Syndigo – <https://syndigo.com/unfi>

Q&A





Thank You