



EUROPE

**Couche-Tard/Circle K (Europe)
Data Synchronization Implementation Guide**

Version 1.1



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REVISION HISTORY

Date	Version #	Description of Change	Author
10/09/2024	1.0	Initial document	Ilteris Oney
10/09/2024	1.1	Review	Nathan Baker

Couche-Tard/Circle K (Europe) Product Data Synchronization Guide

Overview

Couche-Tard/Circle K, a global convenience store brand, works with 1WorldSync Inc (US) and 1WorldSync GmbH (Europe) to synchronize product information using the Global Data Synchronization Network (GDSN). Through this system, we ensure that product details such as descriptions, images, and other data are accurate and up to date in our stores across the US, Canada, and Europe.

This guide provides step-by-step instructions on how to share your product information with Couche-Tard/Circle K through GDSN and ensure your products are represented accurately to help shoppers make informed decisions.

What is GDSN?

The Global Data Synchronization Network (GDSN) is a global, standardized platform that allows companies to exchange accurate product data in real time. GDSN enables you to share information like product descriptions, ingredients, images, and more with retailers and business partners through a secure, standardized network.

How to Share Your Product Data with Couche-Tard/Circle K

Step 1: Ensure Your Organization is GDSN-Ready

What to Do:

- First, check if your company is already connected to a GDSN-certified data pool. Data pools are like hubs that allow you to store and share your product information.
- If you're unsure, contact your data pool provider or reach out to 1WorldSync (a leading GDSN data pool provider) for assistance.
- Contact 1WorldSync: Email Ilteris Oney, Head of MO Business at ioney@1worldsync.com for support with GDSN-related questions and to learn how to get connected if you're not already part of the network.



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Why This Matters:

GDSN is the system through which all product information is shared globally. You must be part of this network to send product data to Couche-Tard/Circle K.

Step 2: Complete the Couche-Tard/Circle K Trading Partner Form (TPF)

What to Do:

- Fill out the Trading Partner Form (TPF) available at this link: [Couche-Tard/Circle K Trading Partner Form](#)
- Once you complete the form, Couche-Tard/Circle K will subscribe to your company's Global Location Number (GLN), which is like a unique address in the GDSN system.

Why This Matters:

This step ensures that Couche-Tard/Circle K can receive product information directly from your GDSN data pool.

Step 3: Review Product Attribute Requirements

What to Do:

- Visit the [Couche-Tard/Circle K Attribute List](#) to familiarize yourself with the required product attributes.
- Access the Attribute Guide here: [Couche-Tard/Circle K Attribute Guide](#).
- Pay special attention to the mandatory attributes like product images and eCommerce-related details. These attributes are essential for how your product will be displayed in our stores and online.

Why This Matters:

Having the right attributes ensures that your product will appear correctly in Couche-Tard/Circle K systems, with complete details that help customers make informed decisions.

Step 4: Upload Product Data to Your GDSN Data Pool

What to Do:

- Using your data pool's user interface, upload all your product data, including the attributes specified in Step 3. Make sure to provide complete and accurate details such as:
 - Product descriptions
 - Ingredients

- Images
- Packaging information
- Dimensions, etc.

Why This Matters:

Uploading accurate and comprehensive data ensures that Couche-Tard/Circle K gets a complete view of your product. Missing or incomplete data can lead to delays in getting your product listed correctly.

Step 5: Publish Your Data to Couche-Tard/Circle K

What to Do:

- Once your data is uploaded, publish your product information to the **Couche-Tard/Circle K Global Location Number (GLN) 1200109124471**
- Publish all products that you sell in the US, Canada, and Europe.

Publication Tips:

- For new items, use Publication Type: “New”.
- For items already supplied to Couche-Tard/Circle K, republish them using Publication Type: “Initial Load”.
- Continue to update your product data if any details change over time.

Why This Matters:

Publishing your product data to our GLN ensures that Couche-Tard/Circle K can retrieve your product information in real time and update our systems accordingly.

Step 6: Understand Publication Feedback from Couche-Tard/Circle K

What to Expect:

- After publishing your data, Couche-Tard/Circle K will automatically send you a Catalog Item Confirmation (CIC) to confirm that we’ve received your product data.
 - Initially, you will receive a confirmation message labeled “Received”.
 - As the process evolves, you may receive additional feedback or confirmation messages depending on the status of your items.

Why This Matters:

The CIC confirms that your product information was successfully received by Couche-Tard/Circle K. If there are any issues or missing information, we will notify you through this system.

Attribute Requirements

To ensure your product data is complete, please refer to the Couche-Tard/Circle K Attribute Guide available at the following link: <https://1worldsync.com/trading-partners/circle-k-europe/>

Here's what to focus on:

- Mandatory Attributes: These are required by GDSN and 1WorldSync to ensure your product data is complete and high quality.
- Optional and Conditional Attributes: These depend on specific conditions or preferences but should still be considered for the most accurate product representation.

Some key product attributes include:

- Product Images: High-quality images are crucial for online sales and digital platforms.
- Packaging Information: This includes details like dimensions, weight, and packaging types.
- Marketing Information: Descriptions, slogans, or other marketing materials that help present your product to customers.

Additional Support

If you have any questions or need further assistance with data synchronization, please reach out to the Couche-Tard/Circle K Catalog Team:

Email: PIMDataGroup@circlek.com or ioney@1worldsync.com