



Part of Alimentation Couche-Tard

Dear Valued Supplier Partner,

We are excited to announce that Alimentation Couche-Tard (ACT), the parent company of Circle K, is embarking on an innovative initiative in Europe through a new partnership with 1WorldSync GmbH. This collaboration will enable us to leverage the Global Data Synchronization Network (GDSN) to facilitate the seamless exchange of product information, allowing us to better serve our customers across multiple digital platforms.

By adopting GDSN, we will ensure that all product content, including labels, is standardized, reliable, and certified by brand owners. This also strengthens our commitment to enhancing food safety and quality control. Our goal is to accelerate new item setup times and improve overall product data quality.

As one of our valued supplier partners, we're reaching out to invite your participation in this exciting new GDSN initiative. Starting today, ACT is requesting all supplier partners to join us in this collaboration

### What's in it for you?

This initiative provides significant advantages for both ACT and our esteemed partners like you:

- Comprehensive, accurate master data records for all products
- A centralized platform for managing product data from all sources
- No more need for product specification sheet requests—everything will be accessible digitally!
- Improved efficiency throughout the supply chain and logistics processes
- Alignment with the same data platform as our key distributor partners
- Enhanced product data to meet labeling requirements and compliance standards

If you are already publishing item data through the GDSN program, please follow the steps below so we can gather your GDSN-related information and subscribe to receive your published product content.

If your company is not yet participating in any GDSN program, we strongly encourage you to join. This will facilitate seamless communication and quicker data sharing with us. To get started, simply contact Ilteris Oney at [ioney@1worldsync.com](mailto:ioney@1worldsync.com) or call +49 152 02938 764.

**Next Steps to send your product information:** Complete the [Circle K Trading Partner Form](#)

- 1) Access and refer to our GDSN Implementation Guide and Attribute Requirements at the Circle K customer information page: <https://1worldsync.com/trading-partners/circle-k-europe/>
- 2) Using your preferred GDSN Data Pool Provider synchronize your GDSN Product information to Circle K **GLN 1200109124471**

If you have questions regarding this critical initiative, please contact 1WorldSync at [ioney@1worldsync.com](mailto:ioney@1worldsync.com) or +49 152 02938 764 or contact Circle K directly at [PIMDataGroup@circlek.com](mailto:PIMDataGroup@circlek.com)

Thank you in advance for your participation. We are excited to move forward together, driving innovation and success across our supply chain

Ole Christian Remen

*Head Of Supply Chain and Merchandising support, Europe.*

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#### Registered in Norway

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