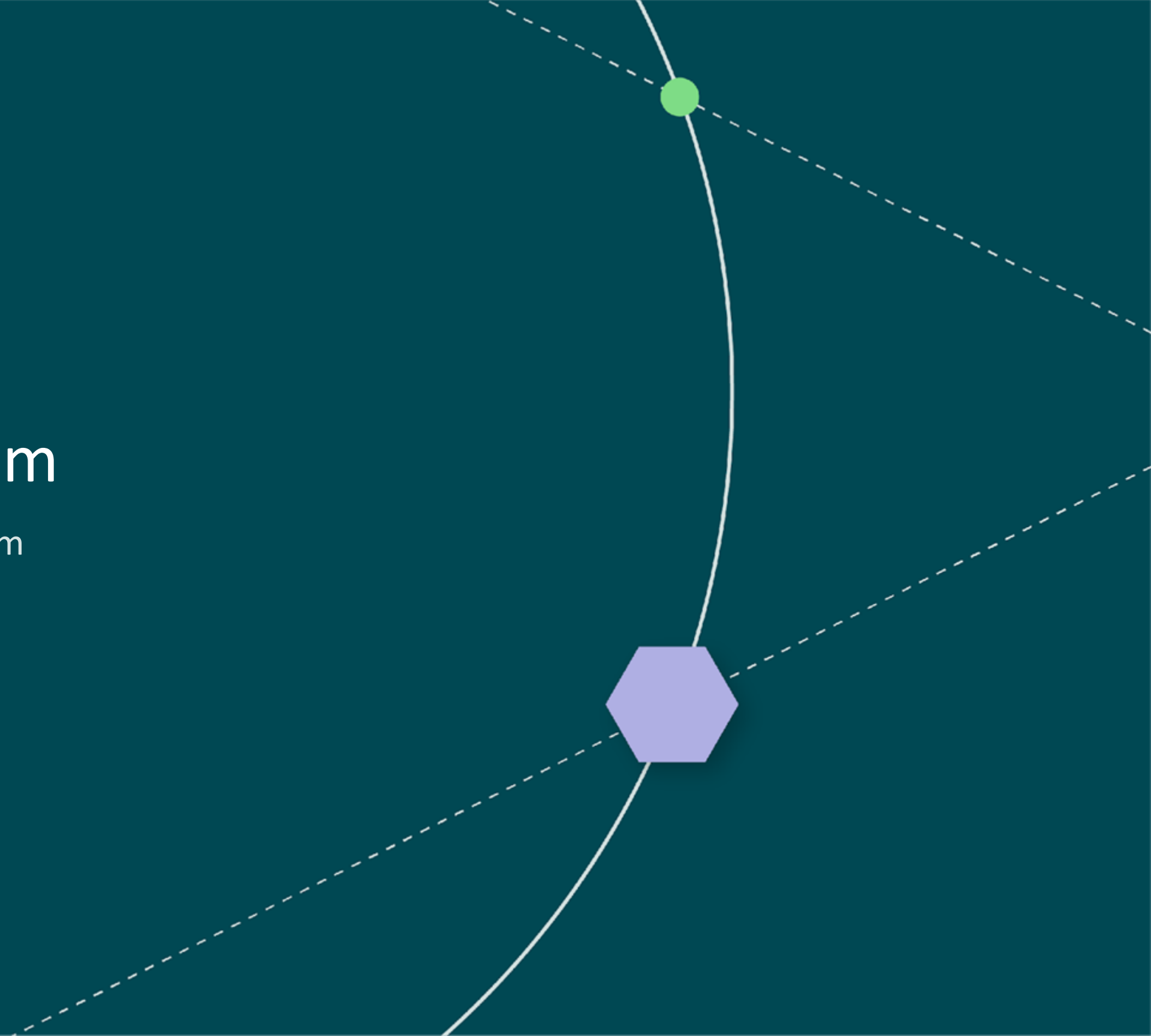




Product Sync Program

Grow Your Sales on [AceHardware.com](https://www.acehardware.com)

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Presenters



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E-Commerce Operations Specialist

Ace Hardware



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Omni-Channel Program Manager

1WorldSync



PRODUCT SYNC

— Locally Sourced Products NOW Online —

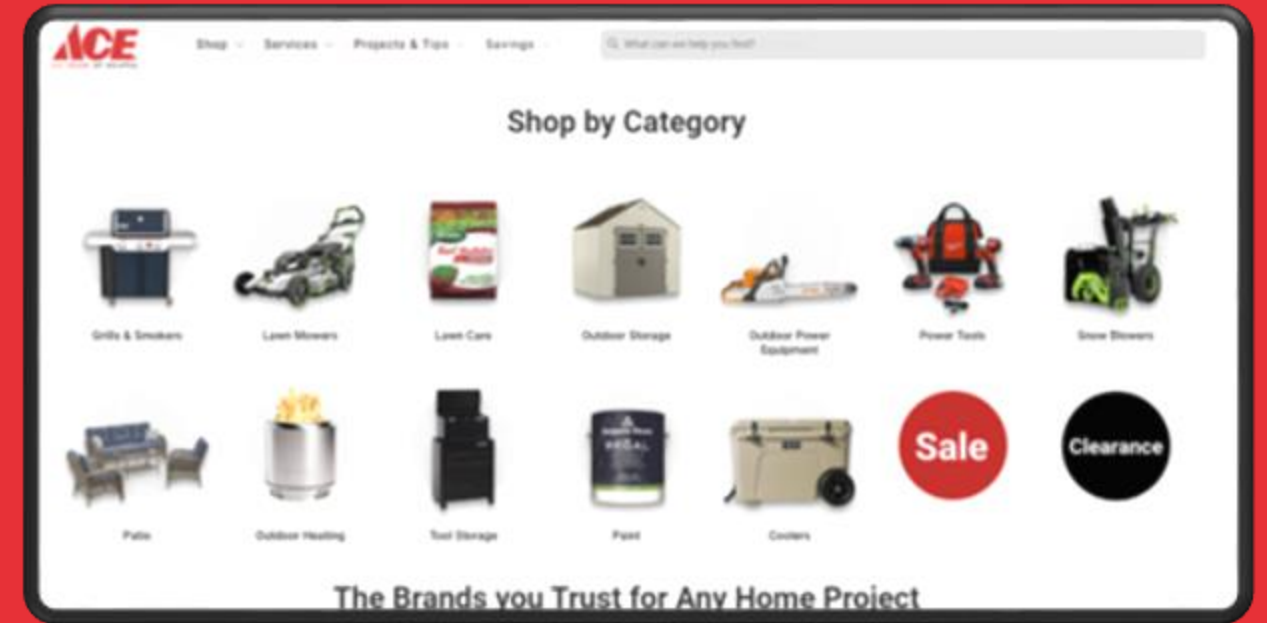
- Retailers can request locally sourced items to be listed on acehardware.com
- Allows for additional product exposure to online shoppers that your product is available!
- Customers order directly from the store for in-store pickup or delivered to their home.

EXEMPTION:

Ace Network suppliers

Restricted Item Categories – see list on

<https://1worldsync.com/trading-partners/ace-hardware/>





Why is the Ace Product Sync program important for retailers?

Selling items online provides an additional vehicle to drive sales in the consumer's view of what convenience is and know that a store carries your products!

- Once your information is made available for an item, any Ace retailer throughout the country that carries it can put it online driving incremental growth for your business.
- Product Sync items are advertised on Google's search and drives customers to Ace stores to buy your product.
- You have the ability to protect your pricing online by implementing a Minimum Advertised Price (MAP) online.

By not participating in the program, Ace Retailers are unable to place your items for sale on acehardware.com.



Partnership with 1WorldSync

Goals of this partnership

1. Expand product range on AceHardware.com
2. Improved product visibility to consumers
3. Streamlined vendor integration
4. Enhanced retailer flexibility

1WorldSync's Role

1. Capture and deliver brand supplied and verified product information to Ace for Product Sync Program
2. Facilitate and support supplier engagement for onboarding vendors
 1. Communication and education to vendors
 2. Provide data capture, and publication services to vendors if needed



How it Works?

1. Retailer Request

- a) Ace Hardware retailer submits a list of UPCs and vendor information to 1WorldSync for onboarding

2. Supplier Engagement and Onboarding

- a) Sign Ace **Vendor Participation Document** (Pre-requisite to 2.b and 2.c)
 - i. 1WorldSync facilitates the communication to vendors including the link to the document
- b) **Product Content Synchronization** - capture and deliver item data via GDSN
 - i. Once Vendor Agreement approved by Ace Corporate, 1WorldSync facilitates the communication to vendors for item data
 - ii. Join 1WorldSync Item Management platform to capture, and deliver your item data to Ace Hardware
- c) Ace will submit an email, where a vendor must complete Ace's **compliance information** for the requested SKUs in the Ace portal



How it Works?

3. Retailer Match - go live on acehardware.com

- a) Once all steps are complete, retailer will match the item within Product Sync application for online placement

4. Order Fulfillment

- a) Retailer fulfills any order using the products in stock
- b) Product out of stock?
 - Item will automatically be removed from the acehardware.com website
 - Once the retailer restocks the product in their store, it will be listed again on the website for customers to purchase



Successful Online Listing – Attributes

| Attribute (Data) Field Name | Definition/Examples |
|---|--|
| Product Description | <p>An understandable and useable description of a product using a combination of key elements such as Brand Name, Sub-Brand (if applicable), Functional Name, Variant, and Net Content.</p> <p>[Brand Name] [Variant] [Item Name], [Net Content] (Net Content)</p> <p>Examples:</p> <ul style="list-style-type: none">• Ace Premium Songbird Grains Wild Bird Food 40 lb• 1WorldSync Navy 32 qt Hard Cooler |
| GTIN for Point-of-Sale Type Code | <p>A valid value used to communicate the type of GTIN for scanning at point of sale.</p> |
| GTIN for Point of Sale | <p>The GTIN value used at point of sale</p> |
| Ace Hardware Taxonomy | <p>Ace Hardware private valid value for the taxonomy of the product at the third level in the Ace Hardware taxonomy system.</p> <p>This attribute is visible when the Ace Hardware playlist is applied to the item.</p> <p>Select from the list in the 1WorldSync Item Management platform.</p> |

Successful Online Listing – Images

| Attribute (Data) Field Name | Definition/Examples |
|-----------------------------|---------------------|
|-----------------------------|---------------------|

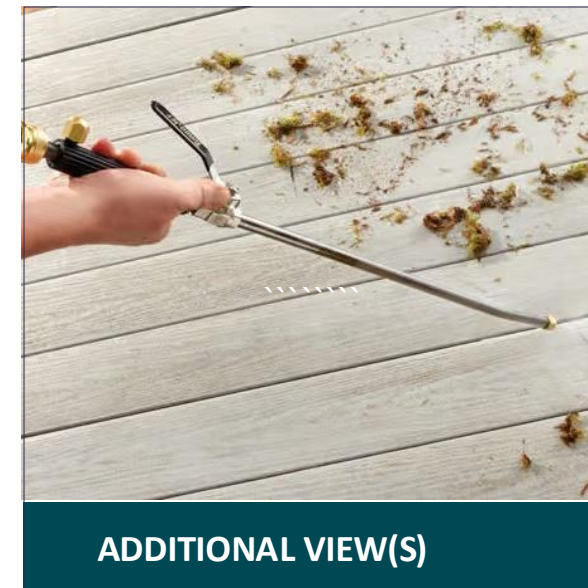
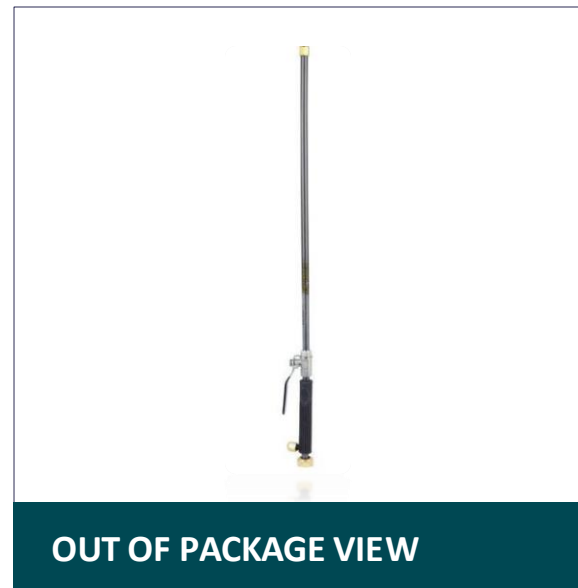
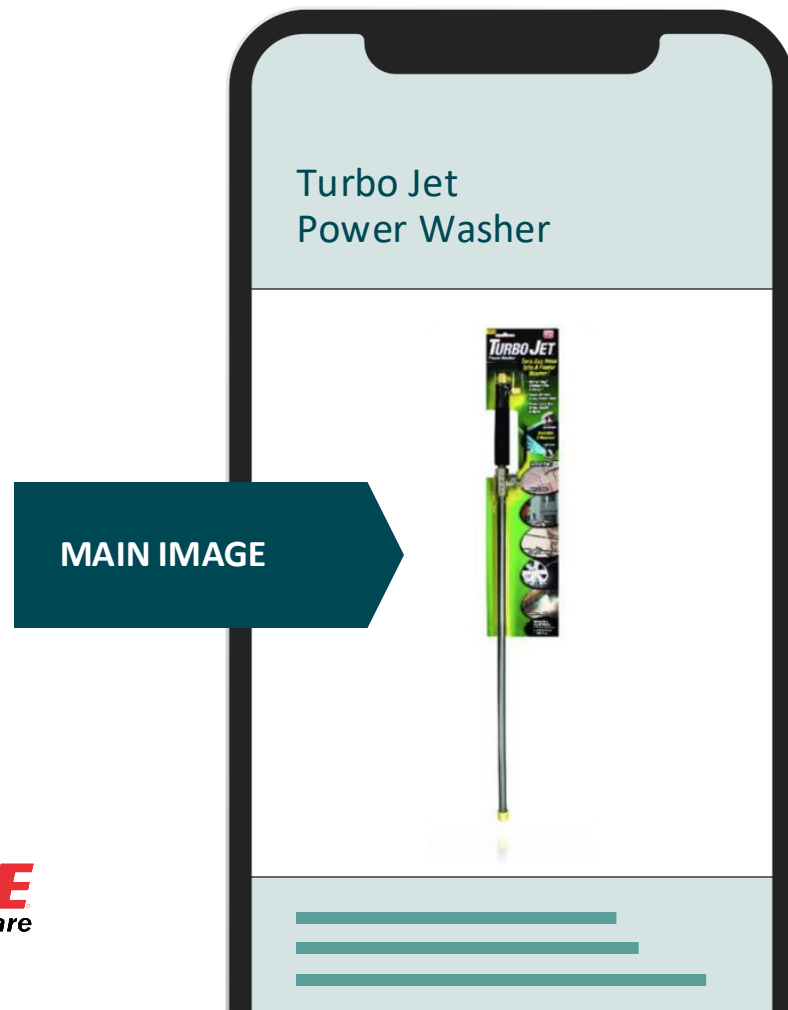
Product Images

Digital images/assets that tell the overall story of your product.

Note:

- Provide at least 1 main image (front facing, white background)
- JPEG (.jpg) Format
- High Resolution: original image capture resolution should be at least 300 dots per inch (dpi)
- 6" x 6" minimum size dimension
- 1800x1800 pixels (height and width) or larger

[Click here](#) for our image guidelines



Successful Online Listing – Example

The screenshot shows a product listing for 'Meat Head Charcoal' on the Ace Hardware website. The page includes a red navigation bar at the top with links for 'Ace Rewards', 'Business Accounts', and 'Store Locations'. Below this, the store location is identified as 'West Paces Ace Hardware - Atlanta, GA' with a status of 'Open until 7 PM'. The main navigation bar features the 'ACE' logo and categories like 'Shop', 'Services', 'Projects & Tips', and 'Savings'. A search bar is present with the placeholder text 'What can we help you find?'. The breadcrumb trail reads 'Ace Hardware / Outdoor Living / Grills and Smokers / Charcoal'. The product title is 'Meat Head Charcoal All Natural Axe-Breaker Hardwood Craft Chunk Charcoal 22lb', with 'Meat Head Charcoal' highlighted by a 'BRAND NAME' annotation. Below the title, there is a link to 'Shop all Meat Head Charcoal', item and manufacturer numbers, and a 'Write Review' link. The 'NET CONTENT' annotation points to the '22lb' text. The main image shows a person holding a bag of charcoal, with a 'MAIN IMAGE' annotation. Below the main image are two smaller 'ADDITIONAL IMAGES'. To the right, a 'VARIANT' annotation points to the product details area, which includes a 'Pay in 4 interest-free payments of \$8.75 with PayPal' option. The bottom right section contains a table of shipping options: 'Pickup' (In stock, Ready in 15 minutes, FREE), 'Scheduled Delivery' (Get it as soon as Tue, Oct 8, FREE on orders \$50+), and 'Ship It' (Unavailable for this product). Below the shipping options, the store location is listed as 'West Paces Ace Hardware, 3535 Northside Pkwy NW Ste T...' with a 'Change store' link. At the bottom, there is a quantity selector set to '1' and a red 'ADD TO CART' button.

BRAND NAME

NET CONTENT

VARIANT

MAIN IMAGE

ADDITIONAL IMAGES



when you [Sign In/Join](#)
Ace Rewards

From: West Paces Ace Hardware, 3535 Northside Pkwy NW Ste T... [Change store](#)

1 ▾

ADD TO CART



PRODUCT INFORMATION

Product Overview

Burns hot, burns clean, contains no chemicals and produces almost no ash. Customers don't need to replace their charcoal so frequently (either to keep the fire going or the next time they grill), and there's no unpleasant aftertaste from added binders and starters. Very little ash residue means easy clean-up!

- Burns hot – 12,000 BTU's – bring more heat to sear the perfect steak! 1.5x longer burn than other lump charcoal brands
- Crafted from Quebracho – "Axe Breaker wood" – a South American hardwood All natural – no binders or chemicals. Very dense, bold chunks – feel the difference compared to your old stuff
- Lights clean – no sparks or popping
- Great flavor – works well with beef, pork, chicken, seafood or veggies Responsibly sourced from Paraguay

[SHOW LESS](#) ^

Specifications

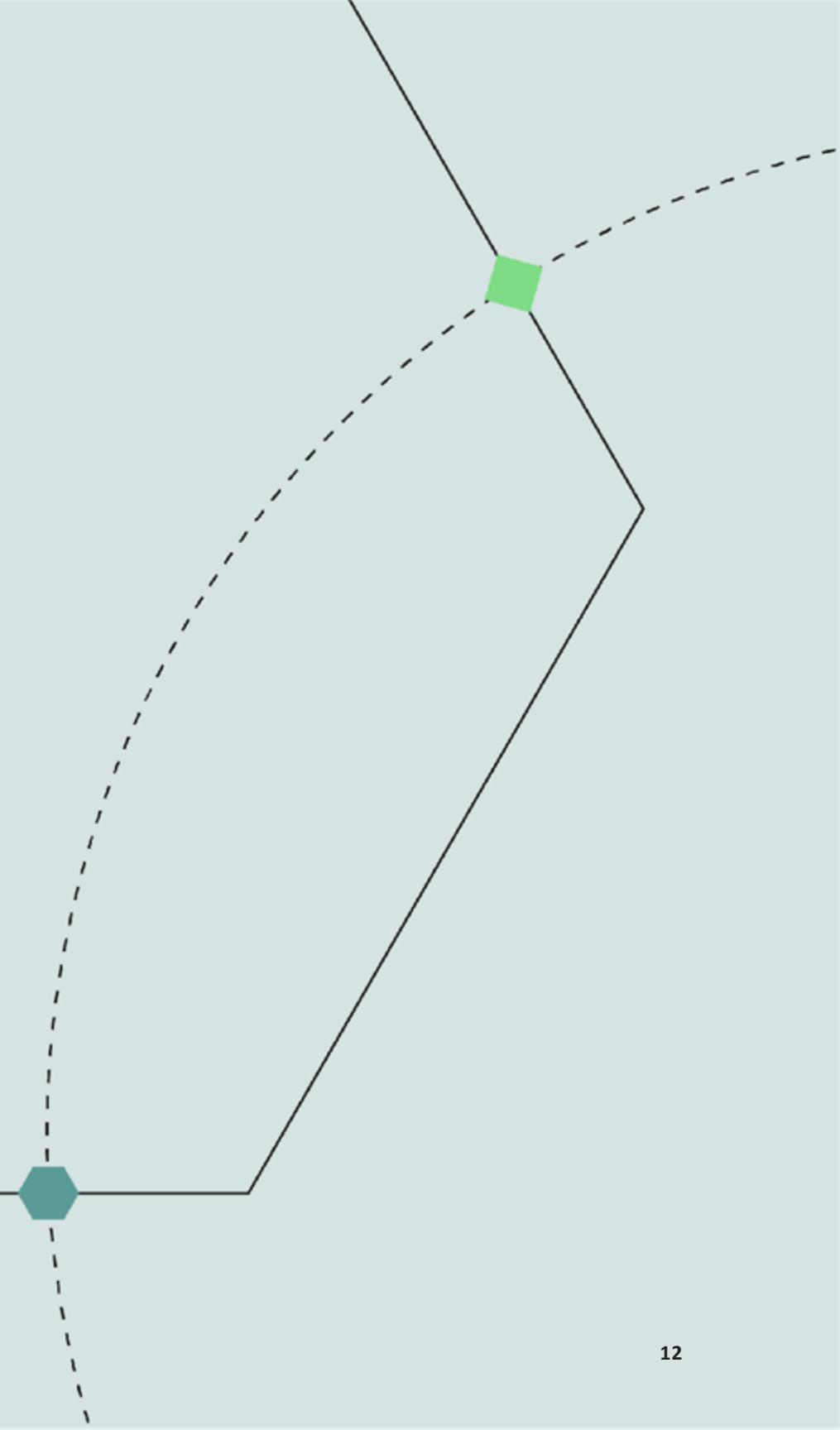
PRODUCT SPECIFICATIONS

Brand Name: Meat Head Charcoal
Brand Name: Meat Head Charcoal

[Click here to see the Safety Data Sheets](#) for this product.



Your Next Steps



Get Started

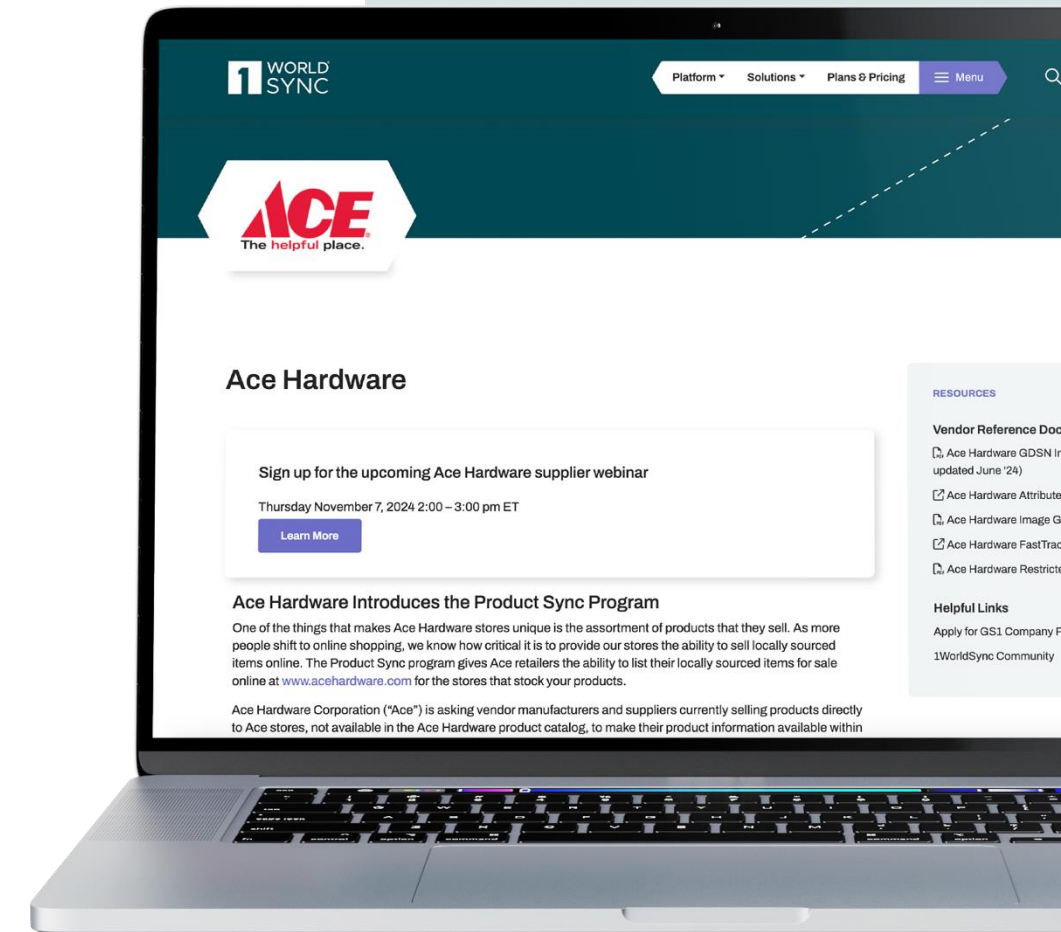
- **Complete Step 2 a – Vendor Agreement**
 - Reach out to businessdevelopment@1worldsync.com to request the link to the agreement and your unique tracking number
- **Complete Step 2b - subscribe to 1WorldSync Item Management platform**

Contact businessdevelopment@1worldsync.com

 - Enter your product data including
 - Marketing information such as product title, benefits, features, why buys, etc.
 - Product Images – at least one main image
 - Ace Hardware Category – select from the valid value list
 - Point of Sales data
 - Refer to Ace Hardware Implementation and Attribute Guide for further assistance <https://1worldsync.com/trading-partners/ace-hardware/>



**Ace Hardware
Trading Partner Form**



Publication Tools!

- **Content Readiness**
- **Ace Hardware Playlist**
 - required to be used for successful content sharing
- Item data load aids
 - Spreadsheet
 - Direct data entry in the interface
 - Writing assistant (AI)
- **1WorldSync Fast Track Service**
 - 1WorldSync does the work for you!



Need Help?

Ace Hardware Team

acevendorcarecenter@acehardware.com

1WorldSync

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

technicalsupport@1worldsync.com (Technical Support)

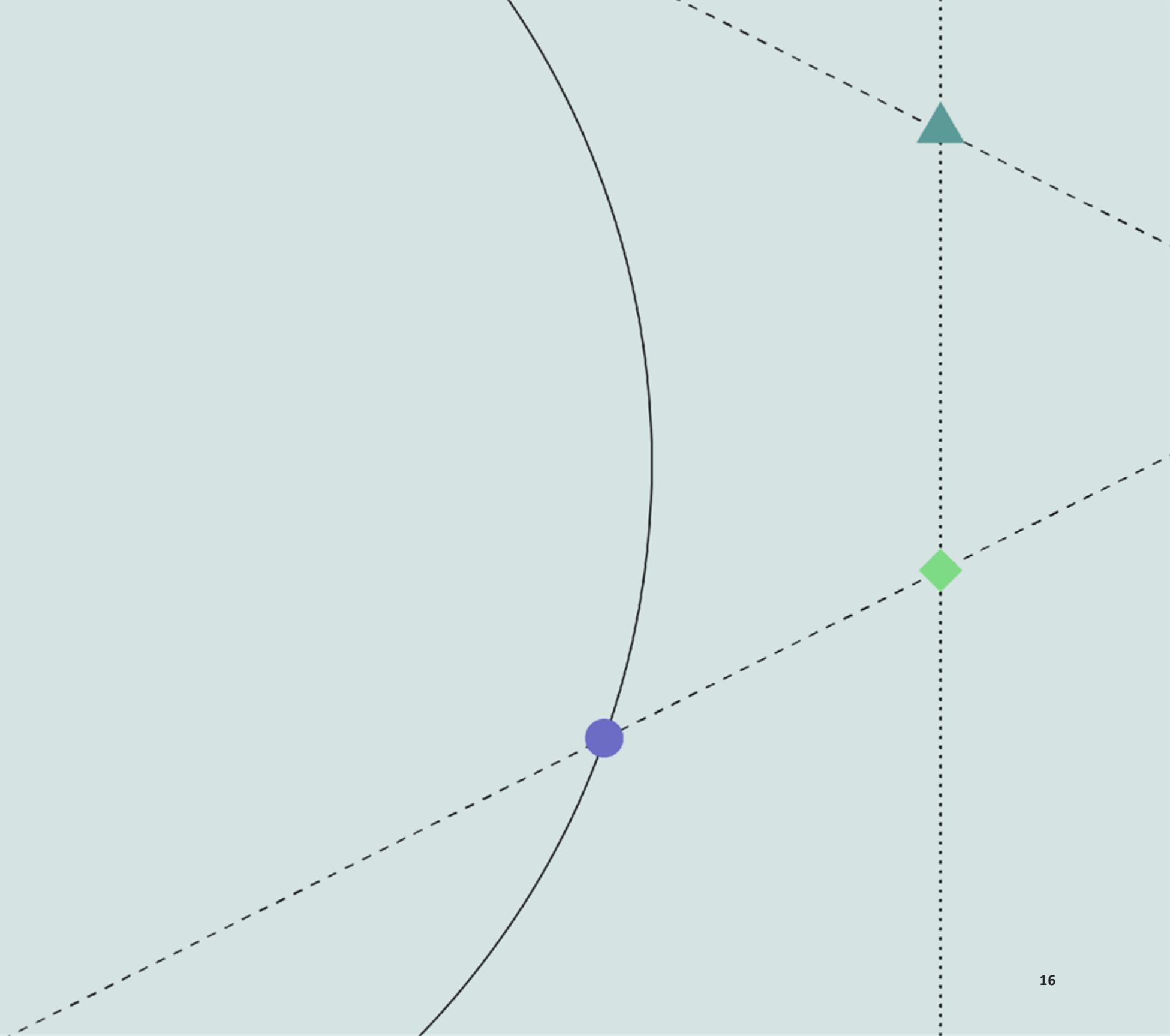
businessdevelopment@1worldsync.com (General Inquiries)

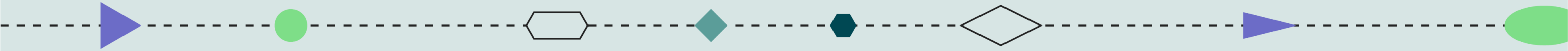
Ace Hardware Trading Partner Data Sync Resource Page

<https://1worldsync.com/trading-partners/ace-hardware/>



Q&A





Thank You