

Gain Access to Wakefern's New Item Portal

Obtain access to the New Item Portal by filling out a **Direct Access Agreement** and **Exhibit A** form or submitting electronically via our **Vendor On Boarding System** if you are obtaining a new PO vendor number for the first time. These forms can be obtained by reaching out to your Division's Point Person for new vendor set up.

The Master Data Department will reach out to you to attend an upcoming training session on how to enter all new items into the Wakefern New Item Portal.

Submit The New Item(S) For Approval Into The New Item Portal.

Wakefern requires our suppliers to adopt **Global Data Synchronization**, a GS1 standard, as the means for sharing product data content. Global Data Synchronization (GDS) is fully integrated with our New Item Portal, providing an efficient and more accurate means of data entry.

We are expanding the number of attributes that we process through GDS, and adding validations to ensure requirements are met. All of the additional attributes can **only** be provided to Wakefern through Data Synchronization. They include the following:

- FSMA204: Regulation Type Code, Regulatory Act and Regulatory Agency
- Bioengineered Declaration Code, Returnable Package Deposit Amount, Deposit Target Market, Deposit Target Market Subdivision, Deposit Value Effective Date, Deposit Value End Date, Preliminary Item Status Code



Vendors must provide all of the required data attributes. For additional information about our Data Synchronization requirements and a full list of attributes Wakefern receives through the Global Data Synchronization Network (GDSN), go to [Wakefern | 1WorldSync](#) or contact the Wakefern Global Standards team at datasync@wakefern.com

In order for you to transmit item information utilizing Global Data Synchronization, you must select a Certified Data Pool to support your GDS activities. Wakefern uses 1WorldSync for our data pool needs. A full list of data pools can be found at [Certified data pool list | GS1](#).

NeilsenIQ Brandbank for all your Digital Content Requirements

NIQ Brandbank is Wakefern's only source for digital content. By having Brandbank process your digital content, it ensures that the minimum images and data standards are provided to Wakefern in the correct specifications and that they comply with the current GS1 image requirements.

Brandbank will capture a full set of High-Resolution images, plus Planogram images for all new items. They will also capture all on-package product data (Ingredients, Nutritional, Allergens, Certifications, Marketing Claims, etc.) through this process.

All **new Items** (*with limited exceptions) are required to have digital content in the Brandbank Product Library prior to new item set up. This will assist Wakefern in the data validation of your item.



All **advertised items**, new or existing, are required to have digital content in the Brandbank Product Library at the time the item is submitted for an ad.

New item set up will be delayed until the vendor has made available all required digital content for every new item through Nielsen Brandbank.

Wakefern has experienced significant issues with the receipt of complete and accurate data. By working with Brandbank, we not only ensure high quality images and data but also create the opportunity to measure the quality of information being shared through the GDSN.

Once your item is set up, it becomes available to all Wakefern departments that require your digital content through our Digital Asset Management System (DAM.)

When packaging changes occur, the vendor is responsible to have Brandbank process the revised items so that the latest images and data are always displayed on-line and on print. Note that if you are signed with Brandbank for a full assortment you can always update your images and data.

Vendors must also collaborate with Brandbank to ensure that all of Wakefern's active items are in the Brandbank Product Library.

Brandbank Contact Information: wakefernvendors@brandbank.com

(*Items without UPCs, Perishable Items, Closeouts, Large Items (Furniture), Alcohol, Pharmaceuticals, Out of Pack Goods)