



## **Pet Supermarket**

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### **Data Synchronization Implementation Guide**

Version 2.0



# Data Synchronization Implementation Guide

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## **Data Synchronization Implementation Guide**

### **REVISION HISTORY**

<b>Date</b>	<b>Version #</b>	<b>Description of Change</b>	<b>Author</b>
4.1.25	1	Initial Document	J.Lott
4.28.25	2	Added Section 3 for New Item Setup	P. Patel
4.28.25	2	Added FAQs	P. Patel

### **1 PET SUPERMARKET SYNCHRONIZATION INFORMATION**

Pet Supermarket is utilizing Global Data Sync Network (GDSN) process to receive and ingest product data for all new items and existing items.

This GDSN implementation guide is created to educate Pet Supermarket vendors on how to send your product data via the GDSN process.

#### **1.1 Primary Data Synchronization Contact**

All initial inquiries about how to publish item data to Pet Supermarket or attribute inquiries must be directed to 1WorldSync.

email: [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com)

We encourage you to leverage the [1WorldSync Community Platform](#) to ask questions, learn from your peers and access other training and reference materials that will assist with data synchronization.

#### **1.2 Pet Supermarket Global Location Number GLN**

**Production:** Pet Supermarket production GLN is **0678997000008**

## **2 STEPS TO BEGIN SYNCING YOUR EXISTING ITEM DATA WITH PET SUPERMARKET**

Existing items refer to the items vendors have already set up in the Pet Supermarket system.

### **2.1 Implementation Steps:**

1. Sign up with a GDSN-certified data pool. Pet Supermarket uses 1WorldSync for its data pool
  - a) Contact 1WorldSync at [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com) to learn more about their product content solutions, including GDSN.
2. Fill out the Trading Partner Form (TPF) on the Pet Supermarket Landing Page <https://1worldsync.com/trading-partners/pet-supermarket/>
  - a) Pet Supermarket will create a subscription based on the GLN
  - b) We will inform you via email when ready to receive your item data via 1WorldSync
3. Have your accurate item data loaded into your home data pool and ensure it is ready for publication.
  - a) Contact your data pool for any education you may require, completing this step.
  - b) Ensure you are providing the necessary data attributes requested by Pet Supermarket as outlined in Section 3 of this document.
  - c) The specific focus should be the inclusion of the following information:
    - a. Product Images
    - b. Ingredient Lists
    - c. Nutrient Labels
    - d. Formulation Statements

### **2.2 Publication Steps**

1. Publish your items to Pet Supermarket GLN **0678997000008**:
  - Publish items/GTINs requested by Pet Supermarket. To request a list of GTINs, reach out [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com)
  - We strongly encourage you to use the **Pet Supermarket Playlist** in the Item Management platform to ensure you are meeting their attribute requirements.
  - Publish the full item hierarchy as “Initial Load” for any existing items
2. Investigate and respond to “REVIEW” CIC responses.

### **2.3 Catalog Item Confirmations (CICs)**

Pet Supermarket will automatically return a CIC message to the supplier of "Received". However, the following CICs will be sent based on the following:

#### **CIC Messages:**

**RECEIVED:** (Auto Generated): Items have been received, but Pet Supermarket has NOT made any data validations.

**REVIEW:** The item does not pass GDSN and/or Pet Supermarket requirements, or the item has failed the audit process and therefore has data discrepancies to be reviewed and addressed. Pet Supermarket will provide a reason as to why a specific item hierarchy is in this state for the applicable attribution.

**SYNCHRONIZED:** The item has been fully accepted and loaded into Pet Supermarket's internal system and will be updated as modifications and corrections occur. This response will be sent after all validations and audits have been completed.

**REJECTED:** Pet Supermarket no longer wants to receive publications or updates for this item to their internal back-end system or the item has been discontinued by the manufacturer or de-listed by Pet Supermarket.

### **3 STEPS TO BEGIN SYNCING YOUR NEW ITEM DATA WITH PET SUPERMARKET**

*New items refer to those items approved by Pet Supermarket Merchandising team set up in the Pet Supermarket system.*

All new items approved by Pet Supermarket must be set up using a GDSN-certified data pool such as 1WorldSync.

1. Sign up with a GDSN-certified data pool. Pet Supermarket uses 1WorldSync for its data pool
- a) Contact 1WorldSync at [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com) to learn more about their product content solutions, including GDSN.

Once you have access to a GDSN-certified data pool, please follow the steps listed in Section 2 of this document.

The publication type for a new item introduction would be "New".

### 4 ATTRIBUTE REQUIREMENTS

The attribute guide can be found on the (Pet Supermarket) Landing Page - <https://1worldsync.com/trading-partners/pet-supermarket/>

Please review the Pet Supermarket Attribute Guide for:

- I. Mandatory attributes by GDSN and 1WorldSync to ensure quality and completeness.
- II. Pet Supermarket specific conditional and optional attributes.

**1WorldSync subscribers must utilize the Pet Supermarket playlist in the Item Management Platform. This will assist you in completing your item data with attributes required by Pet Supermarket.**

If you have any questions about publishing your item data to Pet Supermarket, feel free to contact the 1WorldSync support team via [Community](#). Browse and/or post a question to receive a response from 1WorldSync subject matter experts or your industry peers!

#### Pet Supermarket PIM Image Requirements

- Acceptable file types for upload are: .jpg; .png; webp; jpeg
- Image Dimension requirements: 800x800, 1200x800, and 1500x1500
- Image File Size Requirements: Less than 20 mbs
- Image File Name should include a sort order indicator in the file name.
- Examples:
  - Outwardhoundpuppytornado.1 for Primary Image
  - Outward\_Hound\_Dog\_Puzzle.2 for the first Alternate Image
- Video submissions – mP4 format

#### For Marketing Image Requirements

- Resolution should be at least 300 PPI or 300 DPI to be considered hi-res (this is print quality; web is at least 72 DPI)



### **5 FAQs**

#### **1. Why is Pet Supermarket switching to 1WorldSync for product information?**

*At Pet Supermarket, our goal is to continuously enhance our customers' experience by providing accurate, reliable, and comprehensive product information. Additionally, we must receive product information consistently and completely in an automated manner. This allows us to take your products to market more quickly.*

*Here are the benefits:*

- *Improved Visibility: Showcase comprehensive product information to enhance customer engagement and drive sales.*
- *Accuracy and Reliability: Provide accurate and timely product details, fostering customer trust and satisfaction.*
- *Efficient Management: Streamline data management processes, allowing quicker product setup and easier updates.*

#### **2. Are all suppliers expected to participate?**

*Yes. All current and future vendors must participate in product information exchange via GDSN.*

#### **3. Does this relate to existing items only?**

*This applies to all existing and new items.*

#### **4. Do all new items need to be set up via the Global Data Synchronization Network (GDSN)?**

*All new items must be set up using the GDSN method.*

#### **5. We already use another content service provider; can we continue to use them?**

*Vendors must use the GDSN-certified data pool of their choice to synchronize their product information with Pet Supermarket.*

- *If you are using a service provider that does not have GDSN capabilities or service, please contact 1WorldSync at [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com) to get started.*
- *If you are using a service provider that has GDSN capabilities or solutions, please work with them to upgrade and/or add GDSN services to your contract.*
- *If you want to use 1WorldSync just to meet Pet Supermarket requirements through the GDSN, you can contact them directly at [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com) to get started.*

#### **6. Does joining GDSN cost a fee?**

*Yes, there are fees. Please work with your GSDN service provider to understand their fee structure.*

### **7. What type of product information is Pet Supermarket requiring?**

*Vendors can refer to the Pet Supermarket Attribute Guide available at <https://1worldsync.com/trading-partners/pet-supermarket/> to learn about our attribute requirements.*

*1WorldSync Item Management users must utilize the Pet Supermarket Playlist to ensure they are providing all requested attributes.*