



**Bunzl**

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**Data Synchronization Implementation Guide**



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## 1 BUNZL DATA SYNCHRONIZATION INFORMATION

Effective May 2021, Bunzl requires all suppliers to send their product data for New and Existing items via the Global Data Synchronization Network (GDSN). The product data received via GDSN will be received in our Product Information Management System and ingested in our back-end systems. Your GDSN data also enables us to service the data requirements of our mutual retail customers such as Walmart, McLane and many others.

This implementation guide provides instructions on how to send your product content to Bunzl via GDSN.

### 1.1 Primary Data Synchronization Contact

Name: Pam Hoock  
Phone: 314-997-4515 ext. 321  
Email: [pam.hoock@bunzlusa.com](mailto:pam.hoock@bunzlusa.com)

### 1.2 Bunzl Global Location Number (GLN) - 0727351000007

**Bunzl's GDSN data pool\* is 1WorldSync.**

\*DATA POOLS: GS1 Certified data pools are a vital tool that enable sending and receiving product information. Data pools allow you to setup and manage your product content all in one place to be able to synchronize with your trading partners. If you do not already have a data pool, please contact 1WorldSync at [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com). They can provide you the guidance and educate you on the process. Bunzl utilizes 1WorldSync as its data pool but receives data from all GS1 Certified data pools.



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### 2 STEPS TO BEGIN SYNCING YOUR DATA WITH BUNZL

1. Have your accurate and complete item data loaded into your GDSN certified data pool and ensure it is ready for publication to Bunzl in Production
  - a. Contact your GDSN service provider for any assistance or training needed
2. Send the following information to the Bunzl by completing the **Trading Partner Form** available on <https://www.1worldsync.com/community/find-a-trading-partner/bunzl/>. Key information needed from our suppliers includes:
  - a. Supplier's Information Provider GLN
  - b. Email address and phone number for Supplier's Primary Data Synchronization Contact
  - c. What GDSN data pool are you subscribed to
3. Bunzl will create a subscription for your information provider GLN (Global Location Number) and Target Market US
4. Bunzl will send the supplier's primary data synchronization contact a list of items Bunzl needs published to them in an Excel format.
  - a. 1WorldSync data pool subscribers use Item Management to publish their product content to customers. 1WorldSync users can leverage **Content Readiness** tool within Item Management dashboard to see the list of GTINs requested, published, or not published to Bunzl. Users can access and act on the requested items as needed.
5. Publish items via your GDSN data pool
  - a. You can publish your item information immediately after completing the Trading Partner Form or after you receive the list of items from Bunzl
  - b. Bunzl will only be synchronizing items they currently buy from the supplier
  - c. **NOTE For TSN Suppliers Only** - Please send a small sample of items to be reviewed by Bunzl before completing the entire list of items you sell to us
6. Bunzl will determine if we carry the item and if so, Bunzl will compare various attributes that they currently on their database to verify the item match
7. Any attribute discrepancies will be referred to the supplier's data sync team if Bunzl believe the data issue is supplier related for resolution
8. Bunzl will use the Catalogue Item Confirmation message as follow:
  - a. CIC with state of "Accepted" will automatically sent when publication is received by Bunzl
  - b. CIC with a state of "Review" will be sent if there is missing attributes or data discrepancies
  - c. CIC with state of "Synchronized" will be sent after Bunzl system is updated
9. Continue to send changes and correction for the items you currently sell to Bunzl
  - a. All data synchronization issues must be resolved prior to Bunzl publishing the GTIN to the retailer
10. The current new item introduction process in place at Bunzl will remain as is



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### 3 WHAT WILL BUNZL DO WITH MY DATA WHEN IT IS PUBLISHED TO RETAILERS

- Since Bunzl is a distributor, they will determine what levels of the product hierarchy that will be sold to their retailers and will change the orderable flag to reflect
  - Bunzl may sell a case to one customer, an inner pack to another customer and the each to yet another customer. That is why Bunzl requires gross weight for every level of the item hierarchy
- Bunzl requires each level of the hierarchy to have a unique vendor part number (GTIN)
- Bunzl will register and publish the appropriate GTINs using the Bunzl corporate GLN as the reseller of the item.



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## 4 GDSN AND BUNZL ATTRIBUTE REQUIREMENTS

Currently all product attributes required to complete the item set up (New Item) and synchronize existing item information (Initial Load) can be sourced through GDSN.

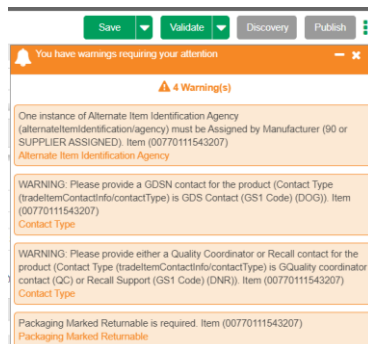
Access the full list of Bunzl attribute requirements at <https://www.1worldsync.com/community/find-a-trading-partner/bunzl/>.

### 1WorldSync Item Management (IM) Users

1WorldSync Item Management (IM) users are highly recommended to utilize the playlist functionality within IM Solution to view and populate the attributes required by Bunzl. Currently, the following Bunzl Playlist is available to suppliers who are IM subscribers: **Bunzl- R3-264007**.

Follow the below instructions to add the **Bunzl - R3-264007** playlist to your items to ensure accuracy and completeness of your product content:

1. Search for the **Bunzl- R3-264007** Playlist to add to your item.
2. Click **Validate** to view the requirements for GDSN and the Playlist. Click **Validate** again, after entering item attributes to ensure errors are resolved.
3. Errors and Warnings for any missing attribute information as per the playlist specifications, will display in the top right-hand side of the screen.

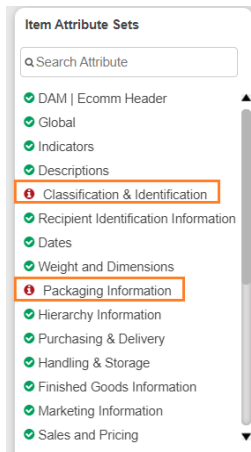


**Tip:** Warnings will not be required to save the item; however, they can prevent the item from publication/synchronization. Errors prevent the item from saving. Click on the attribute(s) under the error(s) to navigate to the attribute for editing.



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- Populate the required attributes and those which are needed to comply with the validations, or any errors seen after validation.



**Tip:** The “All-Populated” Playlist can be viewed after an item is entered to show all the attributes you have populated for the item.

- Click on the Save button to save your item as an active item. If you select “Save as Draft” the item cannot be published. Your item must be saved before publishing and synchronizing to Bunzl.



Please visit 1WorldSync [Community Platform](#) to access more training and reference resources including knowledge sharing with your industry peers.