



September 10, 2020

Dear Valued Brand Owner,

Allow us to introduce ourselves, at Cooler Screens, we've created an innovative in-store digital merchandising solution that interchangeably displays inventory and dynamic advertising. Representing over 100 major US brands and reaching millions of US consumers, Cooler Screens is a powerful digital marketing partner. Check us out at <https://www.coolerscreens.com/>.

We are excited to announce we have recently partnered with 1WorldSync to leverage your brand verified GDSN product data.

Why Publish Your GDSN Product Data to Cooler Screens?

We are committed to ensuring our digital platforms are safe and secure, representing your brand with the utmost integrity. We'll use your GDSN brand verified content to give consumers instant easy access to the most applicable and up-to-date information for your products while they are shopping in-store!

As a result, Cooler Screens not only modernizes the in-store shopping experience, it also improves information access, relevance, and transparency. With this improved visibility, consumers are more confident they are making purchase decisions that best fit their budgets, taste, and health preferences.

Steps to Publish:

To participate in this exciting initiative, we are asking suppliers to take the following steps:

1. Fill out the Cooler Screens [Trading Partner Form](#)
2. Review our [Implementation Guide](#), including the attribute requirements
3. Publish your GDSN product content to the **Cooler Screens GLN: 0860004329909**

If you have questions or would like to learn more, please contact 1WorldSync at +1 866.280.4013, businessdevelopment@1worldsync.com or Cooler Screens at data@coolerscreens.com.

We look forward to the mutual benefits of our GDSN partnership!

Sincerely,

John Clavadetscher
President & Chief Commercial Officer