



H-E-B

Data Synchronization Implementation Guide

Version #6



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REVISION HISTORY

Date	Ver #	Description of Change	Author
9/13/2013	1	Initial document	T Rock, K Kevilus
9/24/2013	2	Updated 'Primary Data Synchronization Contact' information	C Macias
10/15/2013	3	Added reference to H-E-B Brand items being exempt from the initiative; removed reference to H-E-B rejecting items where there is no match	C Macias
11/21/2013	4	Added additional details around Attributes; added hierarchy levels to attribute details	C Macias, K Kevilus
2/13/2014	5	Added links to the H-E-B GPC Specific Attribute Requirements document, Audio/Visual/Photography document and Image Requirements document; Also changed H-E-B subscription (CIS) process <i>from</i> IP specific <i>to</i> TM = US, CA and MX	C Macias
04/10/2017	6	Updated document with information on CIC Messages and how to obtain more detailed required attributes	C Miklusak, A Heller



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1 H-E-B'S DATA SYNCHRONIZATION INFORMATION

1.1 Primary Data Synchronization Contacts

H-E-B Business Team
Email: gdsndatasync@heb.com

H-E-B IT Data Support Team: Electronic Data Integrations
Email: edisupport@heb.com

1.2 H-E-B's GLN - Publish To

Production GLN: 0041220000005



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2 STEPS TO BEGIN SYNCING YOUR DATA WITH H-E-B

1. 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 might require to complete this step.
2. Review attribute requirements in Section 4 of this document to ensure you can meet H-E-B's requirements.
3. Complete the required information in the H-E-B Trading Partner Form located on the www.1worldsync.com/HEB/.
4. Publish all items sold in North America (Canada, United States and Mexico) to H-E-B in Production
 - a. H-E-B is controlling its subscription process by subscribing by supplier GLN, starting with the pilot suppliers.
 - b. H-E-B prefers an Initial data load from their participating Suppliers.
 - c. H-E-B will accept all categories of data from suppliers.
 - d. H-E-B Brand items (Central Market, H-E-B, H-E-Buddy, Hill Country Fare, Economax, etc.) are exempt from this initiative and do not need to be published at this time. Note: To find out if your item(s) is exempt from this initiative, please contact gdsndatasync@heb.com.
5. H-E-B will provide feedback on publications using Catalogue Item Confirmation (CIC) responses. Please note that H-E-B is currently only sending **RECEIVED** CICs. As H-E-B continues to enhance our NIS, we will begin to send CIC Messages of **SYNCHRONIZED** and **REVIEW**, along with any comments needed in the REVIEW.
6. Continue to send changes and corrections for all items via the GDSN and your certified data pool.



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3 NEW ITEM PROCESS

The existing CPS process is still in place, H-E-B wants Suppliers to first synch items with GDSN as New to H-E-B Production GLN: 0041220000005. Then finish using CPS.

H-E-B reviews and approves item setup.

H-E-B will provide feedback on publications using Catalogue Item Confirmation (CIC) responses. Please note that H-E-B is currently only sending **RECEIVED** CICs. As H-E-B continues to enhance our NIS, we will begin to send CIC Messages of **SYNCHRONIZED** and **REVIEW**, along with any comments needed in the REVIEW.

Continue to submit all modifications/corrections for specified attributes through GDSN.



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4 ATTRIBUTE REQUIREMENTS FOR H-E-B

H-E-B will take in and store all data attribute elements a supplier sends. H-E-B recommends and encourages all suppliers to gather accurate, full item attribute information that is relevant to the specific product category. For example, providing nutritional, ingredient and allergen information on food products; providing audio and visual information on electronics and appliances, etc...

Note: H-E-B has listed specific required attributes for [Audio/Visual/Photography](#).

In addition to the below charts outlining the current attribute requirements for H-E-B, please review the [H-E-B GPC Specific Attribute Requirements](#) document. This document will outline the attributes that are further required when using the GPC Brick.

Current attribute requirements for H-E-B:

GDSN Attribute Name	H-E-B Attribute Name	1WorldSync Attribute Name	Required on what level of the hierarchy
gtin	GTIN	GTIN	All
globalClassificationCategoryCode	GPC Brick	Global Classification Category Code	All
brand	Brand	Brand Name	All
manufacturer	Manufacturer GLN	Manufacturer GLN (Manufacturer Name defaulted in IM)	All
descriptionShort	Short Description	Short Description / POS Desc. 1	All
functionalName	Functional Name	Functional Name	All
tradeItemDescription	Product Description	Product Description	All
grossWeight/uom	Weight/uom	Gross Weight/UOM	All
depth/uom	Depth/uom	Depth/UOM	All
width/uom	Width/uom	Width/UOM	All
height/uom	Height/uom	Height/UOM	All
netContent/uom	Net Content/uom	Net Content/UOM	Base Consumer
packagingMaterialTypeCode	packagingMaterialTypeCode	Packaging Material Type Code	Base Consumer
distributionMethodCode	distributionMethodCode	Distribution Method Code	Base Consumer
quantityOfTradeItemsContainedinaCompleteLayer/GTIN Pallet TI	quantityOfTradeItemsContainedInACompleteLayer/GTIN Pallet TI	Number of Items in a Complete Layer	Base Consumer
additionalTradeItemDescription	Additional Description	Additional Description	Base Consumer
subBrand	Sub Brand	Sub Brand	Base Consumer
isTradeItemAVariableUnit	Random Weight Item	Variable Weight Trade Item	Base Consumer
colorCodeValue	Color	Color	Base Consumer



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GDSN Attribute Name	H-E-B Attribute Name	1WorldSync Attribute Name	Required on what level of the hierarchy
colorCodeListAgency	Color Code Maintenance Agency	Color Code Maintenance Agency	Base Consumer
colorDescription	Product Color Description	Product Color Description	Base Consumer
tradeItemCountryOfOrigin	Country of Origin	Country of Origin	Base Consumer
tradeItemFeatureBenefit	Feature Benefit	Feature Benefit	Base Consumer
tradeItemMarketingMessage	Marketing Message	Marketing Message	Base Consumer
targetConsumerGender	Target Consumer Gender	Target Consumer Gender	Base Consumer
targetConsumerAge	Target Consumer Age	Target Consumer Age	Base Consumer
tradeItemFormDescription	Product Form	Product Form	Base Consumer
areBatteriesBuiltIn	Are Batteries Built In?	Are Batteries Built In?	Base Consumer
isAssemblyRequired	Assembly Required	Is Assembly Required?	Base Consumer
materialSafetyDataSheetNumber	Material Safety Data Sheet Number	Material Safety Data Sheet Number	Base Consumer
uniformResourceIdentifier	*Images: Uniform Resource Identifier	Uniform Resource Identifier	Base Consumer
typeOfInformation	*Images: Type Of Information	Type Of Information	Base Consumer
fileFormatName	*Images: File Format Name	File Format Name	Base Consumer
fileName	*Images: Link File Name	Link File Name	Base Consumer

*H-E-B's Image requirements can be found on the www.1worldsync.com/HEB/ or by clicking [here](#).



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H-E-B's Food and Beverage Categories Nutritional Information requirements:

GDSN Attribute Name	H-E-B Attribute Name	1WorldSync Attribute Name	Required on what level of the hierarchy
nutritionLabelTypeCode	Nutrition Label Type Code	Nutrition Label Type Code	Base Consumer
nutrientTypeCode	Nutrient Type Code	Nutrient Type Code	Base Consumer
preparationState	Preparation State	Preparation State	Base Consumer
percentageOfDailyValueIntake	Percentage Of Daily Value Intake	Percentage Of Daily Value Intake	Base Consumer
numberOfServingsPerPackage	Number Of Servings Per Package	Number Of Servings Per Package	Base Consumer
levelOfContainment	Level Of Containment	Level Of Containment	Base Consumer
allergenTypeCode	Allergen Type Code	Allergen Type Code	Base Consumer
allergenSpecificationAgency	Allergen Specification Agency	Allergen Specification Agency	Base Consumer
allergenSpecificationName	Allergen Specification Name	Allergen Specification Name	Base Consumer
allergenStatement	Allergen Statement	Allergen Statement	Base Consumer
dietTypeCode	Diet Type Code	Diet Type Code	Base Consumer
dietCertificationNumber	Diet Certification Number	Diet Certification Number	Base Consumer
dietTypeSubcode	Diet Type Subcode	Diet Type Subcode	Base Consumer
dietCertificationAgency	Diet Certification Agency	Diet Certification Agency	Base Consumer
fishCatchZone	Fish Catch Zone	Fish Catch Zone	Base Consumer
ingredientSequence	Ingredient Sequence	Ingredient Sequence	Base Consumer
ingredientName	Ingredient Name	Ingredient Name	Base Consumer
ingredientsStatement	Ingredients List	Ingredients List	Base Consumer
growingMethodCode	Growing Method Code	Growing Method Code	Base Consumer
contentPercentage	Content Percentage	Content Percentage	Base Consumer
nutritionalProgramCode	Nutritional Program Code	Nutritional Program Code	Base Consumer
geneticallyModifiedDeclarationCode	Genetically Modified Declaration Code	Genetically Modified Declaration Code	Base Consumer



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GDSN Attribute Name	H-E-B Attribute Name	1WorldSync Attribute Name	Required on what level of the hierarchy
nutritionalClaim	Nutritional Claim Code	Nutritional Claim	Base Consumer
servingSuggestion	Serving Suggestion	Serving Suggestion	Base Consumer
servingSize	Serving Size	Serving Size	Base Consumer
numberOfServingsPerPackage	Number Of Servings Per Package	Number Of Servings Per Package	Base Consumer
householdServingSize	Household Serving Size	Household Serving Size	Base Consumer
productYieldVariation	Product Yield Variation	Product Yield Variation	Base Consumer
productYieldTypeCode	Product Yield Type Code	Product Yield Type Code	Base Consumer
productYield	Product Yield	Product Yield	
healthClaim	Health Claims	Health Claims	Base Consumer
fatInMilkContent	Fat In Milk Content	Fat In Milk Content	Base Consumer
compulsoryAdditivesLabelInformation	Compulsory Additives Label Information	Compulsory Additives Label Information	Base Consumer
dailyValueIntakeReference	Daily Value Intake Reference	Daily Value Intake Reference	Base Consumer
precautions	Precautions	Precautions	Base Consumer
preparationInstructions	Preparation Instructions	Preparation Instructions	Base Consumer
certificationEffectiveStartDate	Certification Start Date	Certification Effective Start Date	Base Consumer
certificationStandard	Certification Standard	Certification Standard	Base Consumer
certificationAgency	Certification Agency	Certification Agency	Base Consumer
certificationEffectiveEndDate	Certification End Date	Certification Effective End Date	Base Consumer

H-E-B has additional Attribute Requirements for Approved Suppliers. Please connect with H-E-B for this information.