



**UNFI Conventional
(Legacy SUPERVALU)
Implementation Guide –
GDSN New Item Creation**

Version 3.3

REVISION HISTORY

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2020-06-09	3.3	<ul style="list-style-type: none"> Updated company logos & email addresses Started updating company name & clarifying if the text applies to Conventional or Natural Removed reference to old EIM Item Maintenance Category email address, which is no longer in use. 	G. Boehme

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1 OVERVIEW

1.1 PURPOSE

This document is intended to be used by vendors who will be **creating new items** through the Global Data Synchronization Network (GDSN®). Global Data Synchronization (GDS) is the preferred method for new item creation in the UNFI Conventional (legacy SUPERVALU) item management system (eNew Item/SV Harbor).

1.2 BENEFITS

Creating new items through GDSN provides many tangible benefits for suppliers:

- Increases speed to shelf
- Your item data can be keyed once and published to multiple retailers, instead of being keyed multiple times in each retailer's system.
- You can leverage the global standards established for item attributes.
- Eliminates the need for manual creation using eNew Item Create in SV Harbor
- New items created in SUPERVALU's system via Data Sync don't need to be published to us later as Initial Load.

1.3 CREATE NEW ITEMS (USING PUBLICATION TYPE "NEW")

Once you start data synchronization with SUPERVALU, we expect all your new items to be published to us via Data Sync, replacing the manual item creation process.

- **Important:** Always use the **New** publication type (not Initial Load!) any time you intend to create new items in our system that do not exist yet!

There are 2 steps to setting up new items in Supervalu's SV Harbor system.

1. New Item Creation – this is done through GDSN
2. Submit New Item process – this is done through SV Harbor/eNew Item
 - a. Click [HERE](#) to go to the SV Harbor section of this document

2 TRADING PARTNER EXPECTATIONS

2.1 PRODUCT GROUPS EXPECTED TO BE PARTICIPATING NOW

All UNFI Conventional suppliers in the **Grocery, Dairy, Frozen, and General Merchandise/Health & Beauty Care** (aside from Seasonal) areas should be creating new items via data synchronization.

2.2 CURRENT PRODUCT GROUP EXCEPTIONS

Suppliers of commodity and random weight items in fresh produce, floral, meat, seafood, and deli aren't required to participate at this time. Suppliers in other departments with items packaged with a UPC should contact DataSync@unfi.com.

2.3 DSD (DIRECT STORE DELIVERY)

SUPERVALU's initial focus has been on Supply Chain operations and warehouse items, but DSD suppliers should also publish new items.

3 UNFI DATA SYNCHRONIZATION INFORMATION

3.1 PRIMARY DATA SYNCHRONIZATION CONTACT

Name: Gabriel Boehme

Email: DataSync@unfi.com

- Since we're a very small team supporting hundreds of vendors, we can't provide you with a phone number to call.
- Please first communicate your question or issue to us via email, and if necessary we can then set up a conference call to discuss it further.

3.2 ONLINE SUPERVALU DATA SYNC INFORMATION

Please see the UNFI [Landing Page](#)¹ for additional information about data synchronization. You can also find our online Trading Partner Form there, if you need to provide us with updated contact information for your company.

3.3 GLN LIST DOCUMENT

UNFI has multiple GLNs to publish to – please visit our [Landing Page](#)² to obtain the most current version of our GLN List document for both Conventional and Natural.

The information in our GLN List (specifically the GLN names) should match the GLN information you see in your Solution Provider's system – if not, please email DataSync@unfi.com.

- **Note:** Your new items should be published to **ALL** GLNs
- **Note:** SUPERVALU locations not listed in our GLN document are not participating in Data Sync at this time.

¹ <https://1worldsync.com/unfi>

² <https://1worldsync.com/unfi>

4 NEW ITEM CREATE PROCESS

It is very important that you follow the correct process based on the type of items you want to create. The timing for publishing new items is different for General Merchandise vs. non-General Merchandise items. (If you're not sure which process you need to follow, contact your SUPERVALU merchant for direction.)

4.1 NEW ITEM SET UP PROCESS – Edible Grocery, Non Edible Grocery, Beverage, Frozen, Meat, Produce, Bakery, Dairy, Deli

1. At least one week prior to meeting with the SUPERVALU merchants, your sales team identifies the items they plan to present to SUPERVALU, and contacts your data sync personnel to have them created.
2. Your data sync personnel publish the requested items as "New" to ALL of SUPERVALU's GLNs.
3. If successful, the SUPERVALU system will return a "Received" CIC. Once this is received, your data sync personnel should inform your sales team that your new items were created successfully.
4. Your sales team meets with SUPERVALU merchants and determines which new items SUPERVALU will carry.
5. Your sales team communicates the selected items to the people who submit your new items in SV Harbor.
6. You should expect to wait 3 to 4 days after a "Received" CIC response before your new items will be ready in SV Harbor. This processing time is necessary for SUPERVALU to review all incoming new items for data quality purposes.
7. Submit items in SV Harbor.

4.2 NEW ITEM SET UP PROCESS - General Merchandise, Health and Beauty Care items only

1. Your sales team meets with SUPERVALU merchants and determines what new items SUPERVALU will carry.
2. Your data sync personnel publish the requested items as "New" to ALL of SUPERVALU's GLNs.
3. If successful, the SUPERVALU system will return a "Received" CIC. Once this is received, your data sync personnel should inform your sales team that your new items were created successfully.
4. Your sales team communicates the selected items to the people who submit your new items in SV Harbor.
5. You should expect to wait 3 to 4 days after a "Received" CIC response before your new items will be ready in SV Harbor. This processing time is necessary for SUPERVALU to review all incoming new items for data quality purposes.
6. Submit items in SV Harbor portal.

NOTE: You are responsible for communicating this process to your company representatives (internal and external).

5 SV HARBOR

SUPERVALU has fully integrated the Data Synchronization process into our SV Harbor eNew Item application. Through the GDSN publication process, we populate most of the attributes in the eNew Item portal, eliminating the need for time-consuming manual data entry and the associated errors. Your organization can then add pricing information and submit it to the SUPERVALU merchandising organization.

- Note that SV Harbor is **not** used to "top off" Data Sync attributes – our eNew Item "submit" process is sometimes mistaken for this. All item attributes need to be supplied via Data Sync – the additional information provided during the "submit" process in SV Harbor is related specifically to SUPERVALU (such as initial costing, specific deals, the locations involved, etc.)

The SV Harbor portal also provides a wide variety of sales building and collaborative solutions for working with SUPERVALU beyond the ability to introduce new items – you can learn more at the [SVHarbor website](#).³

There are 2 steps to setting up new items in Supervalu's SV Harbor system.

1. New Item Creation – through GDSN
2. Submit New Item process – through SV Harbor/eNew Item
 - Video education about this process [HERE](#) (YouTube video link).

³ www.svharbor.com

6 CIC RESPONSES

The table below shows the possible CIC responses when trying to create new items. Our system sends out CIC responses each weekday morning for the previous day’s publications.

<u>CIC STATE</u>	<u>STATUS</u>	<u>RESPONSE/ACTION</u>
<u>RECEIVED</u>	New item has been successfully created in SV system	Follow up with Submit process in SV Harbor (eNew Item).
<u>REJECTED</u>	Item not found, or you’re not set up in the SV system	You’ve incorrectly published your new item as “Initial Load” instead of “New”.
<u>REVIEW</u>	Item did not synchronize with our system due to an issue	You only receive this response because there is something wrong with your publication. Look closer into the message or reach out to us.
<u>SYNCHRONIZED</u>	Item has been successfully updated in SV system at this DC.	You only receive this response if the item already exists in our system. Follow up with Sales Rep to see when item was created manually in eNew Item.

7 IMPORTANT ATTRIBUTE REQUIREMENTS

SUPERVALU is using Data Sync to drive a wide variety of systems and functionality, including:

- Buying, warehousing and transportations systems
- Retail pricing, shelf schematics and point of sale systems
- Consumer-facing notification (such as shelf labels, nutritional labeling)
- Regulatory compliance (such as SNAP, WIC, tax, deposits, CRV)

The following attributes are mandatory for the new item create process. Additionally, these attributes are of strategic importance.

7.1 QUALITY PRODUCT DESCRIPTIONS

Quality item descriptions are critical to successful new item setup. However, the descriptions sent by many suppliers today do not allow us to successfully identify new items. As a result, we have thousands of items set up incorrectly because of bad product descriptions sent by our suppliers in GDSN.

Description Attributes We Capture, And How They're Used

- SUPERVALU captures the following description and brand fields, and uses them in the new item set up process:
 - **tradeItemDescription**
 - **shortDescription**
 - **functionalName**
 - **brandName**
 - **subBrand**
- SUPERVALU uses these fields to create quality brand & descriptions for each of the ALL of the SUPERVALU systems.

Use The "tradeItemDescription" Attribute Correctly

- The GDSN Trade Item Implementation Guide states that this attribute should be:
 - *This should be a meaningful description of the trade item with full spelling to facilitate message processing. Retailers can use this description as the base to fully understand the brand, flavor, scent etc. of the specific GTIN in order to accurately create a product description as needed for their internal systems.*
- For mixed mods and displays, this description should be detailed to differentiate between your various offerings.

7.1.1 PRODUCT DESCRIPTION EXAMPLES

Excellent Description:

"12 PACK BLUE BUNNY BLUE RIBBON CLASSICS 3.0 ICE CREAM CUP STRAWBERRY CHOCOLATE SWIRL"

Bad Description:

"TD FD 8oz M&C box" (*should read – "4 pack Todd Foods 8oz Macaroni & Cheese"*)

7.1.2 PRODUCT DESCRIPTION GUIDELINES

Do not...

- Use Abbreviations
- Concatenate words

Do include...

- Flavor/color of item
- Brand of item
- What type of food/item is it?
- What is it packaged in?
- Net content
- Does this item have a count? (i.e. 2 beef sticks in a package)
- Any unique characteristics about packaging or the item itself

7.1.3 SAP USERS

For organizations using SAP as their ERP system, a common response we receive is that the description character limitations of SAP prevent them from sending quality descriptions.

However, we've confirmed with some of our suppliers who use SAP that a workaround *is* possible, enabling them to send the quality descriptions we expect:

- Establish a custom table that holds the data sync fields with the long description

Your organization is responsible for determining how to implement this workaround in SAP, so that high-quality long descriptions can be published to us.

7.2 GDSN IMAGE ATTRIBUTES

Publish images for all consumer units (scannable at point of sale)

- It is critical that images are included when your new item publication is first sent to us
 - If the product is not yet in production, or images are not yet finalized, then please provide product spec/mock up images
- The images provided should be marketing images showing all sides of the package
- We can only process image links with 1,000 characters or less

Image Requirements:

- PRODUCT_IMAGE for all sides of the product – either as one combined image, or multiple separate images – including:
 - Front image (including net content)
 - Nutritional facts panel
 - Barcode (to verify the product is scannable at point of sale)
- PRODUCT_LABEL_IMAGE (if sent) for barcode and nutritional facts panel

If the product is not yet in production or images are not yet finalized, spec/mock up images must be provided.

Resolution Requirements:

The resolution of the product images should be high enough to comfortably read all text on the product.

SUPERVALU follows the existing GDSN standards – see the [GDSN image specification guidelines](#)⁴ for details on populating these fields

How Are Images Used?

- Images are used extensively in our new item setup process
 - They are already mandatory if the item is created manually through our SV Harbor portal eNewItem application
- We review extensive data on all sides of the package to populate fields that you may not yet be providing via data sync
 - Nutritional data, supplemental data, allergen declarations, juice content, alcohol content, ingredients, CRV, etc.
 - Accurately populate SUPERVALU and Albertsons brand, description and classification
- Failure to provide images will slow down the setup of your new items

7.3 GPC BRICK CODE – PRODUCT CLASSIFICATION

The product classification attribute is used to direct the newly created item to the proper classification specialist at SUPERVALU. Failure to send the correct GPC code will slow down speed to shelf.

Typically, GPC classifications are much more generalized than their Supervalu counterparts, so it's not possible to ensure that new items will be initially classified exactly the way you want them.

- For example, GPC brick code 1005225 ("Egg Based Products – Not Ready to Eat (Perishable)") could legitimately map to **10** different Supervalu classifications for eggs.

7.4 PRODUCT TYPE

Trading partners are required to publish unique GTINs for all applicable levels of the item hierarchy (such as each, inner pack, case, and pallet). SUPERVALU captures the item attributes published for every level of the item hierarchy, and uses that data to either create a new item (New publication), or synchronizes to the item data in our corporate item database (Initial Load, Correction, Modify publications).

For multi-each items (that is, items which contain more than one each GTIN),

PUBLISHING DISPLAYS

⁴ http://www.gs1.org/sites/default/files/docs/gdsn/Product_Image_Specification.pdf

The SUPERVALU system currently relies upon the “DS” product type to tell our system to create new items as displays and assign their component GTINs correctly. If you have a DS with many different components, then you will need to publish the Display and components separately and then link them to get in eNew Item/SV Harbor.

PUBLISHING PALLETS AND INNER PACKS

For all standard pallets, we expect you to assign and publish through the GDS network. Likewise, suppliers should also assign GTINs to inner packs and publish these in the proper hierarchy through the GDS Network.

MIXED MODULES

We cannot create the mixed module hierarchy in our system through data sync. Publish the components of the mixed module separately and then link them together in SV Harbor.

7.5 ORDERABLE AND CONSUMER UNIT FLAGS

SUPERVALU’s system uses the isConsumerUnit and isOrderableUnit flags, in conjunction with other attribute values, when determining how to create new items and synchronize to existing items. You’ll want to be sure your GTINs are flagged appropriately before sending your publications.

7.5.1 ORDERABLE UNIT

- GTINs flagged with isOrderableUnit = true are used to create or synchronize to corporate codes in the SUPERVALU system.

7.5.2 CONSUMER UNIT

- In order to identify consumer unit GTINs, our system uses the following criteria:
 - isConsumerUnit = true
 - productType = EA or PK
 - dataCarrierTypeCode specifies a barcode type that’s scannable at retail:
- The dataCarrierTypeCode values we’re looking for would be any value which starts with the following characters:
 - UPC_
 - EAN_
 - GS1_DATABAR_

7.6 DISTRIBUTION METHOD CODE ATTRIBUTE

- All Direct Store Delivery items must populate the distributionMethodCode, and flag its associated isDistributionMethodPrimary flag as ‘TRUE’
- Warehouse Items should have the following code value
 - **DC** = Warehouse
- DSD items should have one of the following code values
 - **DSD** = Direct to store

7.7 PACK QUANTITY

The pack quantity in the SUPERVALU system is currently calculated based on GTINs flagged as orderable & consumer unit.

- For example, if an orderable-flagged case GTIN contains quantity 8 of a consumer unit-flagged each GTIN, then our system would calculate the pack quantity as 8.

When multiple consumer unit GTINs are present, the highest-level consumer unit GTINs are used when calculating pack quantity.

- For example, if an orderable case GTIN contains quantity 6 of a consumer unit inner pack GTIN, which contains quantity 12 of a consumer unit each GTIN, the SUPERVALU system will calculate the pack as **6**, rather than 72 (6 x 12), since the inner pack GTIN is above the each GTIN, and is the highest-level consumer unit specified.
- As a result of this system logic, there may be certain kinds of items which can't be created in the SUPERVALU system at this time with the desired pack size. If you believe your items are impacted by this, please work with the SUPERVALU Data Sync team to discuss how to proceed.

7.8 TI/HI INFORMATION

The TI/Hi information is used to indicate how your products are arranged on the pallet.

- It is vital that this information is provided at the time of new item creation – failure to provide these attributes will delay new item setup and slow your speed-to-shelf.
- These values **must** be correct and accurate – procurement of your product can be severely impacted if these values are incorrect.

It is important to understand when to use the different types of Ti/Hi attributes.

7.8.1 TI/HI

These attributes should be sent only at the pallet GTIN level – we prefer to receive pallet GTINs whenever possible. These attributes specify how the cases/displays it contains are palletized.

- *If you aren't publishing a pallet GTIN, don't use these attributes!*

7.8.2 NONGTINPALLET TI/HI

Send these attributes at the case/display GTIN level when a pallet GTIN is not specified. These attributes indicate how the case/display itself will be palletized.

7.9 FULL ATTRIBUTE LIST

Please visit [UNFI's Landing Page](https://1worldsync.com/unfi)⁵ to review the Attribute List document, which lists all of the attributes we're looking for, along with our required timelines for the listed attributes.

⁵ <https://1worldsync.com/unfi>

8 GTIN ALLOCATION

8.1 GTIN ALLOCATION RULES

SUPERVALU closely adheres to the industry standards for Global Trade Item Numbers (GTINs). These standards have been developed by leading industry retailers and suppliers around the globe. We expect all of SUPERVALU's suppliers to follow these industry standards. We have modeled our item set up business processes following industry standards.

We will need vendors to **create a new item** whenever the following item changes occur:

- **Declared Net Content Changes**
 - Any change in the declared net content (size) of an item requires the assignment of a new consumer GTIN/UPC. For example, if a bottle of shampoo changes from 16.8 fluid ounces to 16.6 fluid ounces, the new bottle must have a different GTIN/UPC assigned. In addition, any shipping/packaging configuration (inner pack, case, pallet, display, etc.) that contains this item must also be assigned a new GTIN/UPC.
- **Case Pack Quantity Changes**
 - If the case pack changes a new GTIN/UPC at the case level must be assigned. The consumer unit does not need a different GTIN/UPC assigned as long as it is not changing. Any shipping configurations (pallet, display, module, etc.) that contain this case must also have a new GTIN/UPC assigned.
- **Inner Pack Quantity Changes**
 - If the inner pack quantity changes a new GTIN/UPC must be assigned. The consumer unit does not need a different GTIN/UPC assigned as long as it is not changing. Any shipping configurations (case, pallet, display, module, etc.) that contain this case must also have a new GTIN/UPC assigned.
- **Major Seasonal Packaging Changes**
 - If a consumer unit is sold with major packaging differences for a season (for example candy with Christmas wrap changes to valentines wrap, etc.) the product needs to have a unique consumer GTIN assigned for each season. In addition, any shipping/packaging configuration (inner pack, case, pallet, display, etc.) that contains this item must also be assigned a new GTIN/UPC.
- **Mixed Module/Component Changes**
 - If the components of a module, pallet, display, case or inner pack are changed the unit must be assigned a new GTIN/UPC.
- **Significant Case Weight or Dimensional Changes**
 - We will assign a new SUPERVALU item code whenever a supplier makes packaging changes at the case level that exceed a 5% tolerance on weight or any of the dimension parameters, even when the net content of the consumer unit is not changing. We ask that all suppliers assign a new GTIN at the case level to allow for accurate tracking throughout the supply chain. Changes of more than 5% without a new GTIN prevent your items from being received in our automated facilities until the old item has been removed from the system.

8.2 NEGATIVE IMPACTS OF GTIN VIOLATIONS

Suppliers who do not follow these industry standards create significant additional cost and business disruption to SUPERVALU throughout the entire supply chain. Since these product changes frequently transition over lengthy periods and timing can vary by geographies, it becomes an unmanageable and expensive process to control, without the correct assignment of a new GTIN.

Additional costs created by not following these industry standards include:

- Procurement inefficiencies due to incorrect product specs
- Transportation inefficiencies due to weight and dimension inaccuracies
- Receiving errors and potential product refusal as it does not match our purchase order specifications
- Severe warehouse inefficiencies in our fully automated facilities. Without a separate GTIN created, your items can be severely damaged by the mechanization and items kicked out and not shipped due to exceed system tolerances. This may cause you lost sales on these items. In addition, we may require you to remove all old inventory from our automated warehouses prior to shipping the item with the new specifications, which can also lead to lost sales during the transition period.
- Planogram inaccuracies and inefficiencies
- Inaccurate shelf tags identifying product size, causing consumer confusion, which can lead to lost sales
- Unit pricing errors on shelf labels leading to potential fines (regardless if it is a size increase or decrease) from regulatory agencies and additional consumer confusion and frustration
- Self-service scanner issues that use product weight to validate purchases matched scanned items

SUPERVALU's business processes have been developed following the industry standards to ensure we accurately manage the change process around item changes. Serious complications may arise if your company does not adhere to these procedures around GTIN assignment.

Other GTIN allocation rules apply – please refer to the GS1 [GTIN Allocation Rules](#).⁶ You can also contact your solution provider or data pool for more information.

⁶ www.gs1.org/gtinrules

9 ENTERPRISE ITEM MANAGEMENT

The Enterprise Item Management (EIM) teams can assist you with item data maintenance which cannot be handled via Data Sync. Different item product groups have different email addresses, see table below.

Use this email address...	...for these product types:
EIM_Centerstore_GFD@unfi.com	Edible Grocery, Beverage
EIM_Fresh@unfi.com	Produce, Bakery, Deli, Frozen Foods, Dairy, Meat
EIM_HW_Nonfood@unfi.com	General Merchandise, Seasonal, Health & Beauty Care, Non Edible Grocery

9.1 FINDING NEW ITEMS IN SV HARBOR

If your new publications returned an 'Accepted' CIC response, reach out to the appropriate EIM team if you have questions or can't find your items in our system.

(If you did **not** get an 'RECEIVED' CIC response, reach out to datasync@unfi.com if you have questions.)

9.2 FIXING ALREADY-CREATED ITEMS

If you need to make **pack size** or **component GTIN** changes to an item you've created through GDSN, and you've already received an "Received" CIC, please reach out to the appropriate EIM team above. They will determine if they can update the existing item, or if they'll need to manually delete it from our system so you can re-publish it to us.

- Sending "Delete" publications through GDSN doesn't delete the items in our system.
- If EIM notifies you that an item has been deleted from our system, you will need to re-publish it to us as **"New"**.

10 ADDITIONAL INFORMATION

10.1 "INITIAL LOAD" VS. "NEW" PUBLICATION TYPES

The distinction between "Initial Load" and "New" publication types is CRITICALLY important to understand correctly, as this is the difference between synchronizing to existing items vs. creating new ones:

- Use "Initial Load" ONLY when you intend to sync to an item SUPERVALU already carries in one or more locations. (Think of this as "Existing Load".)
- Use "New" ONLY when you intend to create a new item which does not yet exist anywhere in SUPERVALU's system.

It can cause significant problems when the wrong publication type is sent for what you're trying to accomplish.

10.2 MARKET GROUPS

Market Groups provide a convenient way of publishing to a group of GLNs all at once. Your publication will be copied and sent to each of the GLNs within that Market Group, and you will receive CIC responses from each of those GLNs individually.

If you are using 1WorldSync, you can use the pre-defined Market Groups created and maintained by SUPERVALU. If you're working with another 1WorldSync-affiliated solution partner, you may have to set up the Market Groups yourself.

- Market Groups are **not** GLNs! The Market Group's name is what you would publish to. It may be helpful to think of Market Groups as similar to mailing lists. A mailing list is not someone's email address, it does contain recipient email addresses. Likewise, a Market Group is not a GLN, but it does contain recipient GLNs.

10.3 DELETE PUBLICATIONS

SUPERVALU does not process Delete and Hierarchy Withdraw publications. If you try to publish an item as a delete in order to delete it from our system, nothing will happen.

If a change to the item needs to take place, please reach out to the proper Enterprise Item Management team, and wait for the green light from them before attempting to re-publish the corrected item to us.

11 FREQUENTLY ASKED QUESTIONS

11.1 DATA SYNC QUESTIONS

1. *Why did you reject my new items?*

They were rejected by our system because you published them to us as Initial Load, instead of New. You'll need to re-publish them to us as New, using "publication republish" to force them to be re-sent to our system.

2. *I re-published to you as New, why did you reject my publications again?*

Check the date on the CIC responses you're seeing from us – most likely, you're still seeing the earlier CIC responses from when you published those items to us as Initial Load. You need to use "publication republish" to send your New publications to us, or they won't reach our system.

11.2 SV HARBOR QUESTIONS

1. *Why can't I find my items in SV Harbor?*

This can be addressed by increasing coordination between the people publishing new items and the people working in SV Harbor.

When searching for your items in SV Harbor:

- First, please verify that the items in question have indeed been published to us! We occasionally see emails asking about "missing" items we've never received publications for.
- Be sure the items in question were published as "New", and NOT "Initial Load" - our system will only create new items if they are published to us as "New".
- Verify that you've received "RECEIVED" CIC responses from SUPERVALU for the items in question, to confirm that your "New" publications were successful.
- Please allow about 3 to 4 days after receiving the "RECEIVED" CIC responses for your new items to be reviewed and classified in our system.
- Be sure you're using the "View Item Assortment" search option under the "Items" heading in SV Harbor. This uses the same type of search that you'd use during the "Submit Item Proposal" process.
- Be sure to select "EAN/UCC-14" for the Item Identifier Type when searching by GTIN.
- Note that it isn't necessary to select the full classification when performing your search – selecting just the "Product Group" is sufficient.
- It's also possible that your items have been classified under a "Product Group" that's different from the one you're expecting – you may need to search under other "Product Group" headings which may fit your items.
- Finally, be sure you're searching under the correct SUPERVALU vendor number – your items may have been created under a different vendor number than the one you're using to search.

If you’ve tried all of these things, and you’re still not finding your items, please contact the appropriate [Enterprise Item Management \(EIM\)](#) team for further assistance.

2. *The item descriptions I’m seeing in your system don’t look like the item descriptions I published to you. Why is that?*

We don’t directly map your description fields into our system. Instead, during the new item review process, we use your published description fields to create the item descriptions you can see in our system, to accommodate the various systems supported by SUPERVALU.

It’s very important for you to provide [clear and unabbreviated description information](#) when sending your “New” publications to us, to assist us in applying accurate brand and description text to your items in our systems.

If the descriptions you’re seeing in our system are incomplete or inaccurate, please contact the appropriate Enterprise Item Management (EIM) team to request changes.

3. *When I look in SV Harbor, the Length and Width attributes are swapped. Why is that?*

The SUPERVALU system has always swapped the mapping of the GDSN Length/Depth and Width attributes for internal use:

GDSN Field	SV Field
Length/Depth	Width
Width	Length

This is not an indication of any problem, and there’s no need for you to send fix requests to our EIM teams for this (as the next GDSN update will simply swap them back again).

4. *Sometimes the SV Harbor Length value still doesn’t reflect our Width attribute, and the Gross Weight on those items is wrong, too. What’s causing that?*

The SUPERVALU Length and Weight attribute values are calculated from the corporate code’s pack ratio.

Items in our system have two pack sizes:

1. The Vendor Pack size, which is what our system uses when synchronizing to a GTIN
2. The SV Pack size, which represents the orderable amount available to the stores. Typically, this will be the natural inner pack of the case.

When the Vendor Pack and SV Pack are identical, then the pack ratio is 1, and the SUPERVALU Length and Weight attributes are unchanged from what you’ve published. When the Vendor Pack and SV Pack are different, then the pack ratio is greater than 1, and our Length and Weight fields are recalculated.