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August 6, 2014

To: Our Supplier Community
Re: Item Data Synchronization

Bunzl Distribution USA, Inc. ("Bunzl") has endorsed and implemented Item Data Synchronization using 1WorldSync due to mandates (requirements) from our retailer customers. We need you to begin synchronizing your data with Bunzl using a certified GDSN Data Pool to exchange synchronized data with the 1WorldSync Data Pool, or use 1WorldSync directly as your Data Pool provider. We know that this is the most efficient path to accurate data management and an efficient supply chain. **We need you to synchronize specified item attributes, listed in our implementation guide as soon as possible. Bunzl expects to hear from all its vendors, in order to prevent uninterrupted purchases of your products from your company.**

This initiative will enable our supply chain to quickly and efficiently exchange valuable data that is accurate and compliant with universally supported GS1 system standards. This will help drive:

- Improved efficiencies in supply chain management
- Increased speed to market on new items
- Increased product availability on retail shelves
- Reductions in staff that deals with inaccurate data for wholesale orders

Over ten thousand retailers, brokers, distributors, wholesalers, and suppliers in multiple industries around the world are currently synchronizing data within the Global Data Synchronization Network (GDSN).

Please take the following required steps:

- 1) If you are not a current subscriber of a GDSN certified data pool, get started by contacting 1WorldSync at 1-866-280-4013; or businessdevelopment@1worldsync.com, or by visiting 1worldsync.com.
- 2) If you are a current subscriber of a GDSN certified data pool, review the Bunzl data sync Implementation Guide on how to **synchronize your item information with Bunzl**, or visit <http://www.1worldsync.com/bunzl> to learn more.
 - a. As soon as possible, **complete** the Bunzl Trading Partner Form available at www.1worldsync.com/bunzl.
 - b. **Begin synchronizing data** with us for all specified items.

The success of this initiative is critical to our customers and us. We look forward to collaborating with your organization to reach our objective. If you have questions regarding compliance with this initiative or our requirements please contact Pam Hooch at pam.hooch@bunzlusa.com. Questions regarding data synchronization can be directed to our GDS partner, 1WorldSync at 866-280-4013 or businessdevelopment@1worldsync.com.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Schulz".

Jim Schulz
Sr. VP Information Technology

A handwritten signature in black ink, appearing to read "Mark Sementilli".

Mark Sementilli
Exec. VP, Global Sourcing