



CONNECTING TRUSTED PRODUCT DATA EVERYWHERE



Planning for Harmonized Product Attributes in GDSN®

February 19, 2015

To valued vendors and suppliers in the Global Data Synchronization Network™ (GDSN®),

As retailers, distributors, and data recipients within the GDSN, we want GDSN to become a primary distribution method for the exchange of product information between trading partners. The GDSN provides the benefits of standardized, electronic, one-to-many communications that help ensure that product data is accurate and up-to-date. Accuracy and completeness have become more important as shoppers and consumers demand increased information about the products they purchase and use.

We believe it is important to provide guidance to the supplier community on the harmonized attributes that will likely be requested through the GDSN in the next 18 months. These attributes cover **images, nutrition and allergen information, chemical ingredient information, and extended supply chain information**. Some attributes are applicable for certain types of products, e.g. nutrition and allergen information for food products, and chemical ingredient information for household and health and beauty care products. Please refer to [this link](#) for the broad list of the attributes.

Please note that the signed retailers, distributors and recipients will have different attribute requirements and timelines. Nevertheless, the harmonized list represents an agreed upon list for manufacturers to begin focus. 1WorldSync and the recipient community believe publishing the broad list will help vendors and suppliers better plan for the capture, storage and communication (through GDSN) of these attributes.

For an expanded list, please refer to the following links to understand the specific recipient data requirements and timing.

<http://www.1worldsync.com/web/us/kroger>

<http://www.1worldsync.com/web/us/HEB>

<http://www.1worldsync.com/web/us/sams-club>

<http://www.1worldsync.com/web/us/supervalu>

<http://www.1worldsync.com/web/us/walgreens>

<http://www.1worldsync.com/web/us/walmart>

<http://www.1worldsync.com/web/us/wegmans>

Signed,

Kroger, HEB, Sam's Club, SuperValu, Walgreens, Walmart & Wegmans