



GE APPLIANCES

August 12, 2019

Dear Valued Partner,

GE Appliances is now excited to announce we have partnered with 1WorldSync to implement and leverage the Global Data Synchronization Network (GDSN) for the exchange of product information.

GE Appliances has legacy of leading innovation in the kitchen. Half of all US homes own a GE appliance. Now with the introduction of WiFi capability, cooking is taking another innovative turn. GE Appliances is taking the guesswork out of preparation of meals with our precision cooking technology.

Your consumers can now simply scan the UPC of a packaged food item, and the instructions will be sent to the cooking appliance of their choice. No longer do they have to worry about temperature, mode, or time. The appliance knows how to prepare the item whether they are preparing the item in the oven, microwave or another supported cooking device.

In order to enable this innovation GE Appliances is requesting our partners and manufacturing partners to share current preparation cooking instructions that are on the package. GE Appliances will take care of the rest, by converting those instructions into digital cook steps that can be delivered directly to the appliance. Your consumers gets the benefit of one-step preparation, and you get the peace of mind of knowing the item was prepared as intended.

We are asking that you complete this process with us by: [September 15, 2019](#)

Sending Your Product Information

You have been identified as a partner currently utilizing the GDSN and a priority strategic trading partner for data synchronization with GE Appliances.

- 1) Complete our Trading Partner Form at [GE Appliances Landing Page](#)
- 2) Review our Implementation Guide and attribute requirements also located on the [GE Appliances Landing Page](#)
- 3) Publish your entire item catalog per Natural Choice Foods attribute requirements to our **GLN: 0084691000129**

If you have questions regarding this important initiative, please contact 1worldsync.admin@geappliances.com or contact 1WorldSync at businessdevelopment@1worldsync.com or 866-280-4013.

Thank you for your participation.

Sincerely,

A handwritten signature in black ink that reads "Shawn M. Stover".

Shawn Stover- VP, SmartHome Solutions