



Meijer Data Synchronization Initiative

Data Synchronization Implementation Guide

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1 OVERVIEW

This document is intended to be used by vendors who will be electronically synchronizing product data through the Global Data Synchronization Network (GDSN®).

Data Synchronization is the electronic transfer of standardized product information between Trading Partners and the continuous synchronization of the data over time.

The benefits of data synchronization include:

- Facilitates the accuracy of product data
- Reduces time to create and introduce new products and changes to products
- Enables an electronic review and approval processes
- Improves market share by increasing speed to shelf for new Products
- Reduces out-of-stocks
- Reduced shelf-tag and checkout errors in stores
- Builds foundation for future applications
- Encourages standardization of product data

2 MEIJER DATA SYNCHRONIZATION INFORMATION

2.1 Primary Data Synchronization Contact

Email: meijervendor@meijer.com

2.2 Meijer Publishing GLN

Production: **0041250000006**

Meijer's GDSN data pool is 1WorldSync.

2.3 Meijer Additional Information

Top off information will be handled through the Product Entry Form Application on the Meijer VendorNet

3 STEPS TO BEGIN SYNCHRONIZING YOUR PRODUCT DATA TO MEIJER – INITIAL LOAD

3.1 CURRENT VENDORS

1. Provide Meijer with your Publishing GLN along with your GLN company contact information
 - Complete the Meijer Trading Partner Form at 1WorldSync/Meijer Landing Page <https://www.1worldsync.com/community/customers/meijer/>
2. Meijer will subscribe to your publishing GLN through 1WorldSync.
3. Verify your data and Load Products into your data pool.
 - Obtain Education/Training from your Data Pool or Solution Partner for loading product
 - Review GDSN Package Measurement Standards and GTIN allocation rules at <http://www.gs1us.org/resources/standards/package-measurement-standards>

* Meijer currently prefers that you just publish new products going forward, and any product that is not in alignment with Meijer’s system will not process appropriate, and changes should be made through the Product Entry Application on the Meijer VendorNet.

4. To publish products as an Initial Load to Meijer
 - View Meijer Vendor Data Synchronization Initiatives Presentation on the 1WorldSync/Meijer Landing Page <https://www.1worldsync.com/community/customers/meijer/>
 - To review products that are in the Meijer system under your vendor number (s) you can run a report on the <https://vendornet.meijer.com/SalesMerchandising/Section/MicroStrategyReports-249> >UPC Info LookUp Report
 - Initial Load publication to include only product you have supplied to Meijer. This would include active product
 - 1WorldSync Item Management (IM) users should apply the Meijer Playlist during the item setup process. What is a “Playlist”? The 1WorldSync Meijer Playlist provides validations and real-time feedback via warnings and error messages directly within the Item Management portal allowing users to quickly identify content gaps to ensure they are delivering the most complete and accurate product content to Meijer. The Meijer playlist is free for all 1WorldSync GDSN suppliers.
5. Monitor your data pool portal for Catalogue Item Confirmations (CIC):
 - CIC of ACCEPT is received for products of initial loads if there is a match to the attributes listed in section 6
 - i. The data will automatically flow through to a validation process
 - CIC of REJECT is received for products of the initial loads for which there is not a match

- i. No action is needed, as this product is not carried by Meijer at this time.
6. After Meijer's validation process is complete, you will receive one of the following CIC statuses:
 - o REVIEW
 - i. Action is required to review discrepancies and resubmit under an Initial Load Status
 - ii. If you dispute the review message, contact meijervendor@meijer.com to resolve discrepancies
 - o SYNCHRONIZED
 - i. No action is needed, as product is now synchronized in Meijer's system
7. Any new products or changes to existing products that are synchronized will be handled through the NEW or CHANGE steps listed in section 4.
8. If you submit changes to a product that is not yet synchronized, it will replace the current initial load data.

4 STEPS TO BEGIN SYNCHRONIZING YOUR PRODUCT DATA TO MEIJER – NEW/CHANGES LOAD

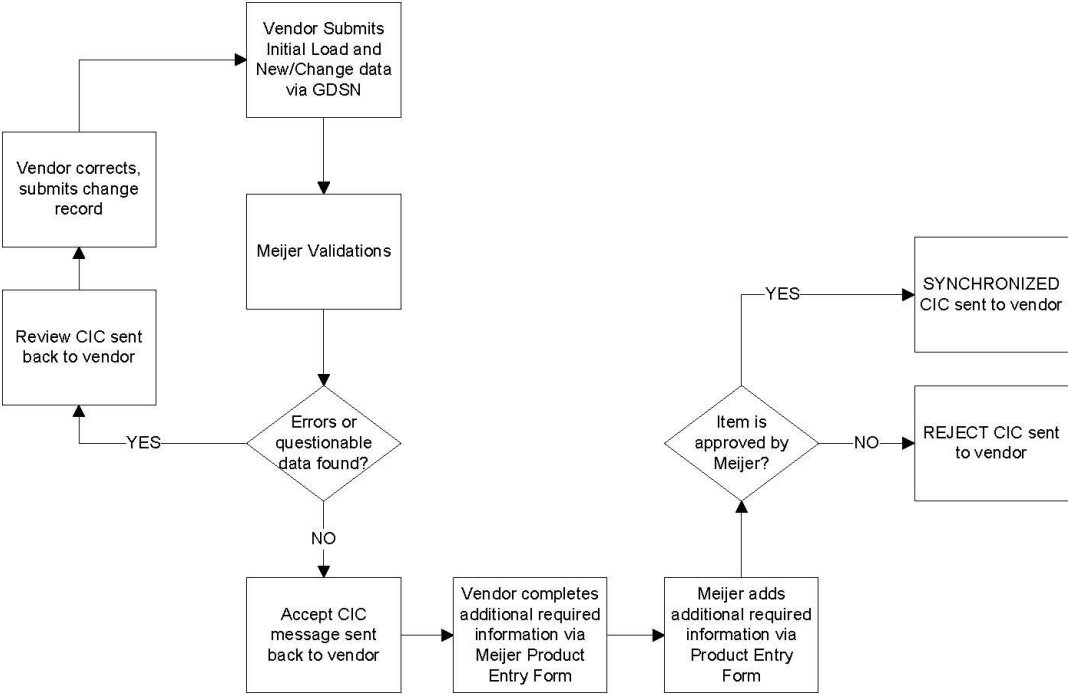
4.1 NEW VENDORS/CURRENT VENDORS THAT ARE SYNC'D

1. Current Vendors must follow the Initial Load process for existing products before they start the process of entering Changes to existing products.
2. Current Vendors can submit New products, as soon as Meijer had subscribed to their publishing GLN.
3. New Vendors will provide their Publishing GLN along with your company GLN contact information through the on boarding process.
 - For new Vendors, Meijer will subscribe to your publishing GLN through 1WorldSync.
 - Obtain Education/Training from your Data Pool or Solution Partner on publishing process
 - Review GDSN Package Measurement Standards and GTIN allocation rules <http://www.gs1us.org/resources/standards/package-measurement-standards>
 - View Meijer Vendor Data Synchronization Initiatives Presentation on the 1WorldSync/Meijer Landing Page <https://www.1worldsync.com/community/customers/meijer/>
 - Attend/View training for the Product Entry Form Application on the Meijer VendorNet for topping off product information that does not come through the GDSN.
4. Verify your data and Load Products into your data pool.
5. Publish New Products and/or Product Changes.
6. Monitor your data pool for Catalogue Item Confirmations (CIC) for NEW:
 - CIC of ACCEPT received for new products
 - i. Pull down new Product in the Product Entry Form Application on the Meijer VendorNet
 - ii. Top off Meijer Information and submit product for Meijer Approval
7. Monitor your data pool for Catalogue Item Confirmations (CIC) for CHANGES:
 - CIC of ACCEPT received for changed products that match in our system
 - i. Pull down Product in the Product Entry Form Application on the Meijer VendorNet
 - ii. Top off Meijer Information, if applicable and submit product for Meijer Approval
 - CIC of REVIEW received for products that fail a Meijer business rules
 - i. Review data and make any necessary changes before resubmitting the products.

8. After Meijer internal review is complete, you will receive back one of the following CIC statuses:
 - REVIEW
 - i. Action is required to review and correct discrepancies and then resubmit the product (s)
 - SYNCHRONIZED
 - i. No action is needed, as product is now synchronized in Meijer's system
 - If Meijer does not approve your product, no message will be sent back at this time. You will need to follow up with the core team for further information.

5 MEIJER PRODUCT PROCESS FLOW WITHIN GDSN

The below diagram outlines the Meijer Product Process flow as it exists with GDSN.



6 MEIJER ATTRIBUTE REQUIREMENTS

Fields to Synchronize via Data Sync

MEIJER Description	GDSN Description
1. Information for the PMM UPC	Consumer Unit
2. Information for the PMM Case	Orderable Unit
3. UPC or Case Level Information	Product Type
 Product	
4. Vendor Product Description	Functional Description
5. Product Height	Height
6. Product Height UOM	Height (attribute UOM)
7. Product Width	Width
8. Product Width UOM	Width (attribute UOM)
9. Product Depth	Depth
10. Product Depth UOM	Depth (attribute UOM)
11. Selling UOM	Selling Unit Of Measure
12. Package Unit Size	Net Content
13. Package Unit Size UOM	Net Content UOM
14. MSRP – optional	Suggested Retail price
15. First Release Date –optional	Consumer Availability Date Time
 UPC	
16. GTIN Type	EAN UCC Code
17. GTIN Id	GTIN
 Case	
18. Vendor Item Code	
19. Case Quantity	
20. Buying UOM	Ordering Unit Of Measure
21. Weight UOM	Gross Weight
22. Weight	Gross Weight (attribute UOM)
23. Case Height	Height
24. Case Width	Width
25. Case Depth	Depth
26. Cube	(calculated from Height, Width, Depth)
27. Vendor Order Factor – optional	Order Sizing Factor
28. Ti	TI or non GTIN Pallet Ti
29. Hi	Hi or non GTIN Pallet Hi

Shipper Component

- 30. Component GTIN GTIN
- 31. Quantity Quantity of Next Level Product

Customer Facing Data

- 32. Product Name Product Description
- 33. Features (when multiple values exist for a UPC, they are merged in the sequence they were received in the XML File) Trade Item Feature Benefit
- 34. Product Details (when multiple values exist for a UPC, they are merged in the sequence they were received in the XML File) Trade Item Marketing Message
- 35. Image URL (used to download image and determine orientation) Uniform Resource Identifier

Images

- 36. Image Start Date (optional, if it does not exist, then the date is today’s date (the day the data was processed) File Effective Start Date Time
- 37. Image Filename (optional, but used to determine orientation if the URL is not in GS1 standards) External File Link File Name
- 38. Image Type (Meijer only process images that have a type of product image) Type of Information
- 39. Image End Date (optional, if it does not exist, then the date is set to 12/31/2099) File Effective End Date Time

GS1 Standards for Images

URL/Filename contains	Facing/Orientation
A1C1	Front
A7C1	Back
A2C1	Left
A8C1	Right
A3C1	Top
A9C1	Bottom
A1L1	TiltLeft
A1R1	TiltRight

Additional Information Requested in Meijer Product Entry Form that is not submitted through GDSN

Product

1. Merchandise Area
2. Assign to Buyer
3. Vendor Id
4. Manufacturer Item Id/Style
5. Product Description
6. Size
7. Minimum Advertised Price
8. Color
9. Trademark
10. Hazardous
11. WIC
12. Target Group – media only
13. Newsstand Only – media only
14. Publications per Year – media only

UPC

15. UPC Description

Case

16. Vendor Id
17. Ship Point
18. Case Description
19. Related Sellable UPC
20. Case Cost
21. Buy Minimum
22. Buy Multiple

Shipper Component

23. Cost

Effective immediately, Digital Image Requirements:

Current Image Requirements:

- Front Facing Image

NEW - Additional Compliance Image Requirements:

- Ingredient/Supplement detail
- Nutrition, Supplement and / or Drug Fact Panel
- Warning Information
- Distributed by
 - All the above information may be included in one image, if legible.

Image Resolution Requirements:

- Preferred
 - 2400 X 2400 pixels @300 ppi
 - 16 MB file size
 - File Formats: PNG, JPG
- Minimum Acceptable, if compliance information is legible
 - 1200 X 1200 pixels @300 ppi
 - 4 MB file size
 - File Formats: PNG, JPG, EPS, Tiff, PSD, PDF
- ADA/Accessibility Content Requirements – Product Images reference link:
<https://vendornet.meijer.com/Home/Section/Compliance-334>

Any of the below image locations may be used to upload the additional compliance image requirements through PEF in the VendorNet:

- Back
- Left
- Right
- Top
- Bottom
- Tilt Left
- Tilt Right

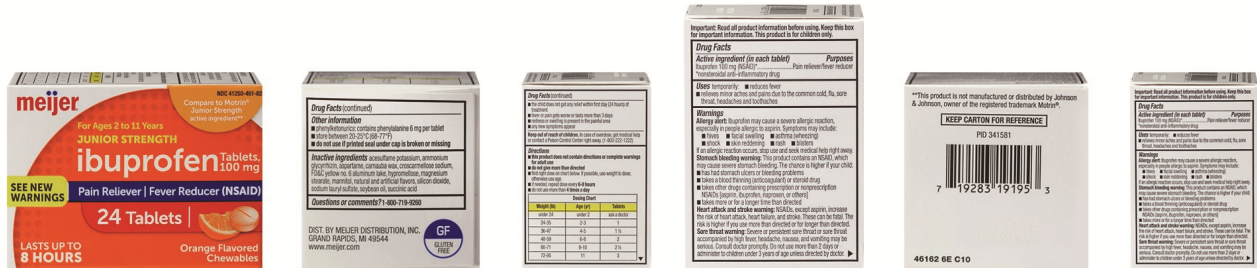
Photo Quality:

- Images must be professionally photographed using a high quality, professional level digital camera
- Product must be photographed with a large depth of field so the whole image is sharp and in focus
- Lighting of the product should be uniform and natural
- Reflections on the product should be minimized and natural
- All product should be photographed against a white background – avoid black or colored backgrounds which can introduce color shifts into the product

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Below are example images that meet the compliance requirements:

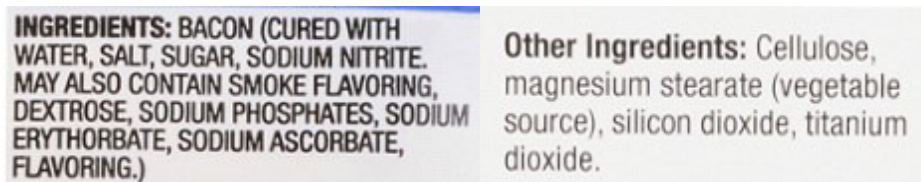
Image Set for a Product (total of 8 images can be submitted):



Nutrition / Supplement Facts Panel:



Ingredient/Other Ingredients Statement Line:



Warning Information:

THIS PRODUCT DOES NOT CONTAIN ANY DAIRY, SOY OR GLUTEN.

Suggested use: Adults, as a dietary supplement, take one (1) capsule daily.

Do not crush or chew.

Store in controlled room temperature area between 68°-77° F (20°-25° C). We recommend you store this product in the original blister card package.

WARNINGS: KEEP OUT OF REACH OF CHILDREN.

CAUTION: We recommend you discuss the supplements and medications you take with your healthcare provider. Consult your physician before taking this product if you have a medical condition, are pregnant or are nursing.

Distributed by Statement:

**DIST. BY MEIJER DISTRIBUTION, INC.
GRAND RAPIDS, MI 49544
www.meijer.com**

Digital Product Content Requirements

Please note digital product content is **ONLY** displayed by the primary UPC. Update all UPCs associated with the Meijer PID/product (unless the information specifically varies by UPC, i.e. an old UPC corresponds with old information). Updating all UPCs will eliminate the dissemination of inaccurate information, in the case of a primary UPC change. Meijer continues to evolve its digital content so that all products provide the best customer experience. Below outlines our current image expectations and new compliance image requirements.

IMPORTANT: This information must be supplied upon initial product setup.

Customer Facing Data Requirements:

1. **Product Name** (Brand-Brand Product Lin-Variable-Core Product-Color-Size-Pack Count/Size)
 - Product name should reflect the name on the product package
 - Capitalize the first letter of each word
 - Subsequent letters are lower case
 - Add a comma before size
 - 80-character limit
 - Do Not include periods or other punctuation
2. **Product Details** (“Romance copy”/information about the product)
 - Opportunity to entice customers and provide general information
 - If available, company or brand information may be added a secondary information
 - 350-character limit
 - Capitalize the first letter of each sentence
 - Do Not use bullet points
 - Do Not include any nutritional or legal claims
3. **Features** (Additional product information)
 - Concise selling points and key callouts
 - 300-character limit
 - Capitalize the first letter of each word
 - Do Not include punctuation
 - Do Not include bullet points
 - Do Not include any nutritional or legal claims

REVISION HISTORY

Date	Ver #	Description of Change	Author
8/1/2011	.1	Initial document	Vanessa Frosch, Greg Mulder
2/14/2012	.2	Updated	Sandi Ragan
2/17/2012	.3	Updated with feedback from 1WorldSync	Sandi Ragan
4/3/2012	.4	Updated with feedback from Team	Sandi Ragan
5/11/12	1	Add in field information – publish	Sandi Ragan
5/30/12	2	Updated field information	Sandi Ragan
5/1/2018		Updated Meijer landing page information and steps to sync	Payal Patel
5/8/18	3	Added CFD and Image to fields Meijer consumes	Sandi Ragan
9/20/18	4	Updated details and added Meijer Information for CFD and Images	Sandi Ragan
2/4/2020	5	Updated	Sheri Milstead
3/20/2020	6	Updated	Sheri Milstead