



October 2, 2019

Dear Valued Supplier,

As you may know, Bomgaars is in works to launch our own ecommerce ordering and fulfillment program, with that we are excited to announce we have partnered with 1WorldSync to implement and leverage the Global Data Synchronization Network (GDSN) for the exchange of product information.

Bomgaars Product Information Management (PIM) department is now enabling a reliable source of supplier provided item information through the GDSN. Our goal is to reduce the overall on-boarding time for item setup and improve the overall product data quality.

Starting immediately, Bomgaars is requesting all of our valued suppliers to participate in the GDSN and leverage this platform going forward to send us your valued item content. Many of you are already participating with a GDSN partner so all we need is for you to share your collected data with us. If you are not already connected with a GDSN partner we understand that this may incur time and/or cost to you, but this is a necessary step as we continue to build our supplier partnerships to deliver the best products to our customers. Please note that the process below is inclusive of suppliers who are using ANY GDSN certified data pool.

As a retail chain of farm and ranch supply stores headquartered in Iowa, Bomgaars serves markets that stretch from the Midwest to the Rockies. Bomgaars purpose of adopting GS1 Standards and data synchronization via GDSN is to improve supply chain efficiencies by providing suppliers a platform to send clean, accurate, and current product data.

The use of GDSN data sync has tangible benefits that include:

- Product visibility in our eCommerce sites
- Better representation of your products for mutually beneficial sales growth
- Elimination of data errors resulting in accurate foundational data
- Increasing the efficiency of the business

\* We are asking that you begin this process with us ASAP!

### **Next Steps - Sending Your Product Information**

To initiate this process you will need to do the following:

- 1) Complete our Trading Partner Form on the [Bomgaars Landing Page](#) on 1WorldSync
- 2) Review the Implementation Guide and attribute requirements also located on the [Bomgaars Landing Page](#)
- 3) Publish your entire item catalog per Bomgaars attribute requirements to our **GLN: 0860002034607**

If you have questions regarding this important initiative, please contact [pim@bomgaars.com](mailto:pim@bomgaars.com) or contact 1WorldSync at [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com) or 866-280-4013.

Thank you for your participation.

Sincerely,

Aaron Bomgaars

  
Executive Vice President

Doug Savage

  
Director of Merchandising