Betterbin
Data Synchronization Implementation Guide

Version #2

Betterbin

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REVISION HISTORY

Date	Ver #	Description of Change	Author
06-25-2019	1	Initial document	C. Macias
05-21-2020	2	Updates to Attribute Section	C. Macias

Betterbin

Data Synchronization Implementation Guide

TABLE OF CONTENTS

Betterbin

Data Synchronization Implementation Guide

1   BETTERBIN'S DATA SYNCHRONIZATION INFORMATION

1.1   Primary Data Synchronization Contact

Name: Michelle Goetsch
Phone:715.571.2042
Email:mgoetsch@erbinusa.com

1.2   Betterbin's GLN - Publish To

Production: 0860001814408

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Data Synchronization Implementation Guide

2   ABOUT BETTERBIN'S DATA SYNCHRONIZATION INITIATIVE

Hello! My name is Michelle Goetsch, and I am the CEO and Co-founder of Betterbin. We are reaching out with the help of 1WorldSync to ask you to be part of our mission to help consumers recycle *right*. Betterbin is an app that uses product data to help ensure consumers are doing just that, recycling right. We've contacted you because, you guessed it, we need access to your product data. Below is an overview of our app, our ask and how your brand is going to make a big difference in the war against contamination in the consumer recycling stream. *Using data to do good*. That is what Betterbin is all about.

Michelle Goetsch,
CEO & Co-founder
Betterbin

Our use of your product data:
We take very seriously the representation of your brand and product in our app. That's why we are coming directly to the source for your permission to include your products in our app, as well as to make sure we have the most accurate product information.

As seen in the app screenshots, the only product information our users ever see are (1) Product image, (2) Brand and product name, and (3) Recycling instructions for that product. Betterbin determines the proper disposal instructions with our own software technology, and one-on-one conversations with local recycling center operators, and the standard GDSN product packaging attributes we request from you.
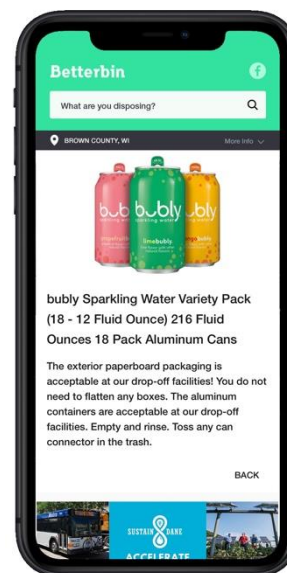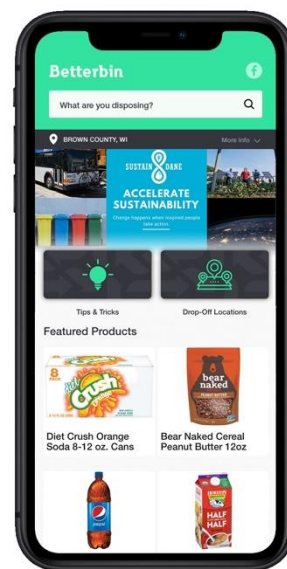
Our Ask:
We ask that CPG suppliers publish their CPG item content to Betterbin by taking the steps outlined in Section 3. For questions regarding synchronizing GDSN content with Betterbin please contact technicalsupport@1worldsync.com or call 1-866-280-4013.

The benefit to brands, products, retailers
We understand that consumer packaged goods brands are on the hot seat to figure out how to make their packaging more environmentally friendly. We also understand that PR and marketing departments for these same brands are working overtime to show millennials and Generation Z'ers how socially responsible their brand is in order to earn buy-in and trust.

Betterbin is a way to solve both of these issues. We give brands the perfect opportunity to show that you are trying to be a socially responsible corporate citizen. And it doesn't require any changes to your packaging or product. Simply by ensuring your customers are properly disposing of your products is a major start to cleaning up the contamination problem in the consumer recycling stream.

Want even better news? When we grow our app user base to the scale, we can help your brand be even more socially responsible. We will be able to

send recycling instructions with online grocery orders for each and every product purchased by a consumer *based on where they live*. If a consumer buys your product online, we'll be able to give our how-to-recycle instructions to retailers who can include a message about how to properly dispose of your product. Finally, we'll have a new metric for your sustainability teams to understand how many consumers are actively recycling or properly disposing of your packaging.

Thank you in advance for supporting this very important work. We look forward to the mutual benefits that our platform will provide.

With gratitude,

Michelle Goetsch – CEO Betterbin

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Data Synchronization Implementation Guide

3 STEPS TO BEGIN SYNC'G YOUR DATA WITH BETTERBIN

1. Have your accurate item data loaded into your home data pool and ensure it is ready for publication
   a. Contact your data pool for any education you might require to complete this step
2. Fill out the Trading Partner Form on the Betterbin Landing Page:
   a. https://www.1worldsync.com/community/customers/betterbin/
3. Betterbin will create a subscription at the Information Provider GLN + Target Market = U.S. level
4. Betterbin will send an email to the Supplier's primary data synchronization contact when they are ready for the first publications
5. Publish items
   a. Send all items as Initial Load
   b. Betterbin is asking for the basic CPG GDSN attributes to help determine your items eligibility to be recycled
   c. Publish at any level of your item hierarchy; Betterbin will only ingest information at the EACH/Consumer Unit level
6. Betterbin will provide feedback on publications using the following method:
   a. RECEIVED CICs will be returned once a day
7. Continue to send changes and correction for all items

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Data Synchronization Implementation Guide
4 ATTRIBUTE REQUIREMENTS

In addition to the GDSN Mandatory attributes, Betterbin strongly recommends sending image information on the EACH/Consumer Unit level. See table below for image attributes.

1WorldSync Attribute Name	Global Data Dictionary Name	Attriubute Requirements	GDSN Definition
Referenced File Type Code	typeOfInformation	M	The file type that is being referenced. Example: Product Image, MSDS, SDS
File Format	fileFormatName	M	The name of the file format. Examples: PDF, JPEG, BMP etc.
URL	uniformResourceIdentifier	M	Simple text string that refers to a resource on the Internet, URLs may refer to documents, resources, people, etc.
File Name	fileName	C (Required if Type Of Information contains the value "PRODUCT_IMAGE")	The name of the file that contains the external information.
Content Description	contentDescription	R	Free form description of the content of the file.
File Effective Start Date	fileEffectiveStartDateTime	R	The date this image is the current image for this trade item.