



Transmitting Data to Your Customers through the GDSN

March 14, 2013

CONNECTING TRUSTED PRODUCT DATA EVERYWHERE

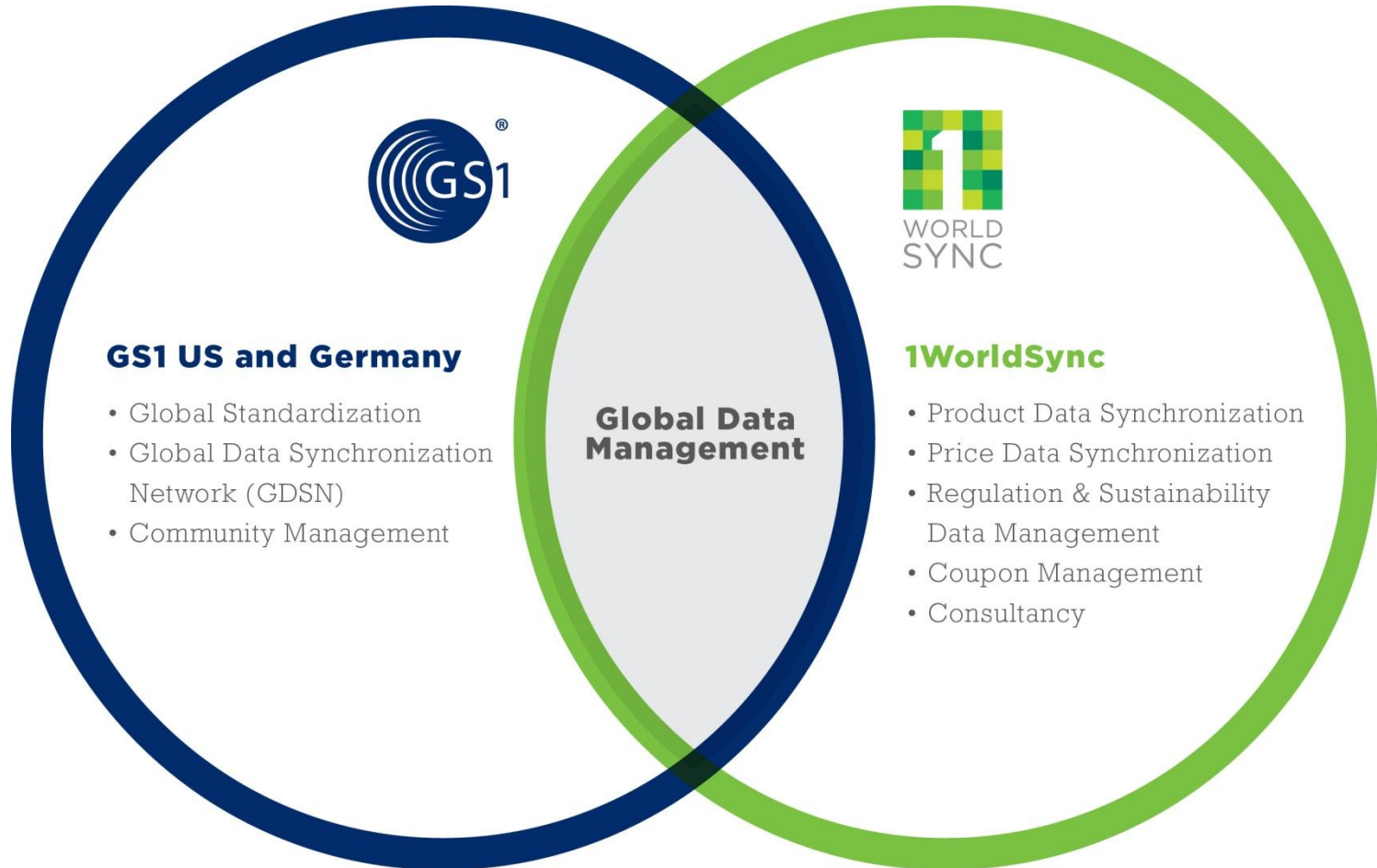
Agenda

- Background on 1Worldsync
- GS1 US and 1WorldSync in Health Care
- GS1 US and 1WorldSync in Foodservice
- Who is driving this request and who else is doing it?
- How does it work?
- Why are my customers requesting our participation and what is in it for me?
- What are the steps to getting started?
- Questions?

1WorldSync



Relationship with GS1



GS1 Standards



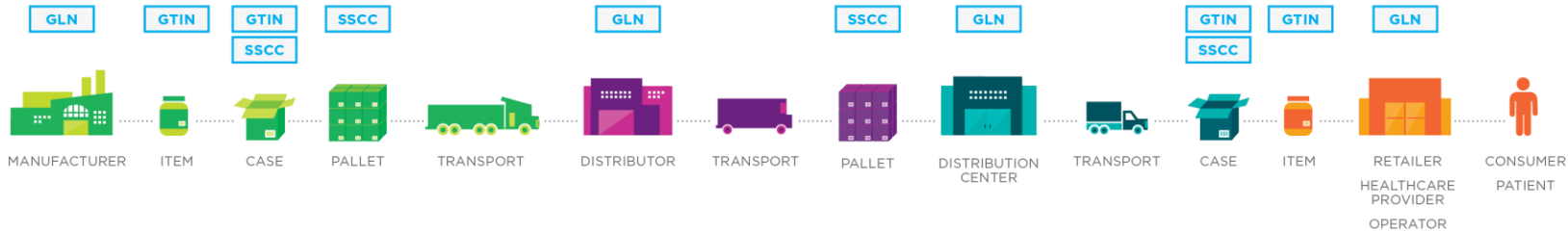
IDENTIFY: GS1 SYSTEM IDENTIFICATION NUMBERS

GLN Global Location Number

GTIN® Global Trade Item Number®

SSCC Serial Shipping Container Code

EPC® Electronic Product Code™



CAPTURE: GS1 SYSTEM DATA CARRIERS

BARCODES

EAN/UPC



GS1 DataBar™



GS1 DataMatrix



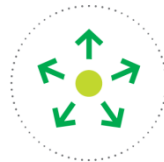
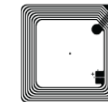
ITF-14



GS1-128



EPC-ENABLED RFID TAGS



SHARE: GS1 INTERFACE STANDARDS FOR ELECTRONIC COMMERCE

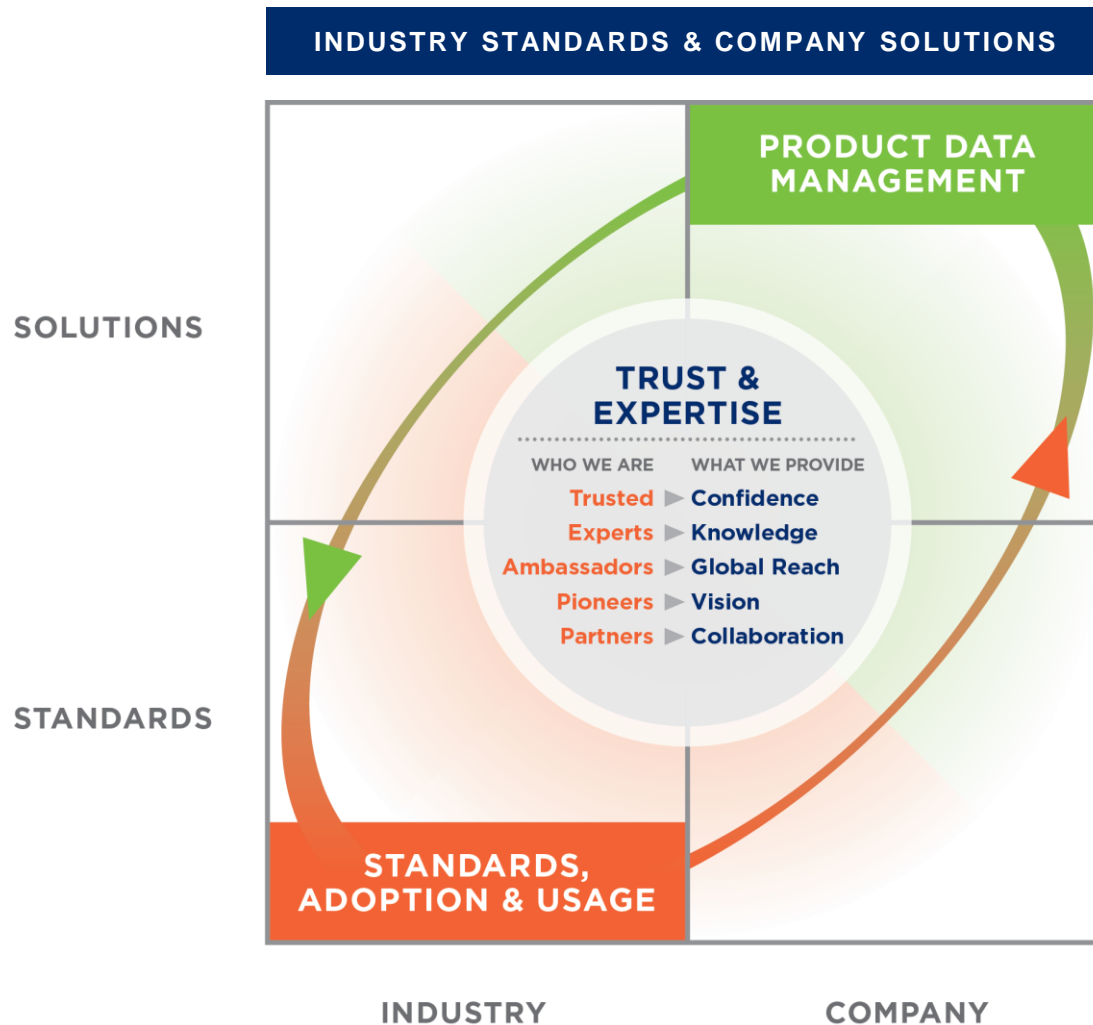
MASTER DATA Global Data Synchronization Network™ (GDSN®)

TRANSACTIONAL DATA eCom/EDI

PHYSICAL EVENT DATA EPC Information Services



What We Offer



Our Corporate Vision

Our vision is to be the trusted, global source of authentic, enriched data to facilitate management of B2B and B2C product information more efficiently and completely.

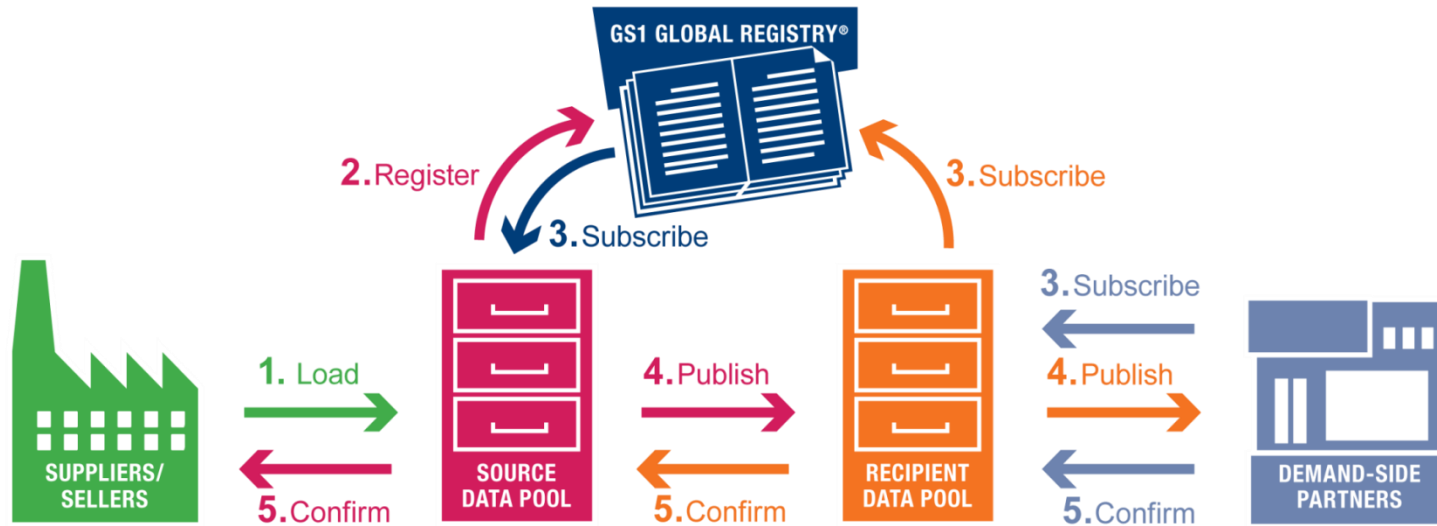


Our Mission

Our mission is to establish a global Product Data Management platform that users/customers can access using:

- Consistent Processes
- Reliable Technology & Services
- Cost-effective Products & Services
- Local Support (language / workflows)

How Does the GDSN Work?

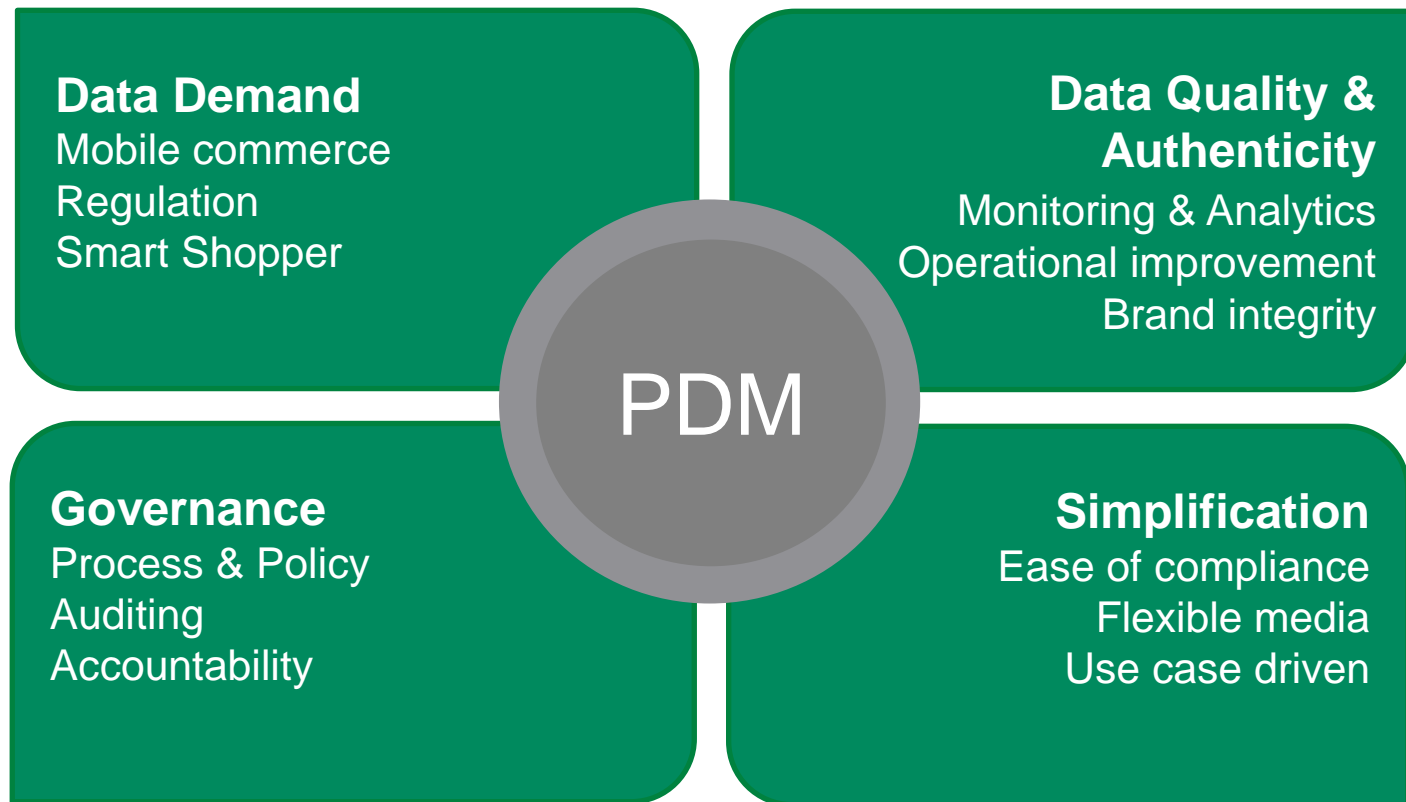


1. Load Data
2. Register Data
3. Subscription Request
4. Publish Data
5. Recipient Confirmation

Any Manufacturer/Distributor /Operator selects one data pool as a single point of entry to the GDSN.

Product Data Management

The evolution of data synchronization



PDM Focus – Industry Knowledge



- Foodservice

- Focus on serving your customers, not your product data



- Healthcare

- Healthier standards for healthier patients



- CPG/Grocery/Retail

- We help you improve efficiencies throughout the supply chain



- Hardlines

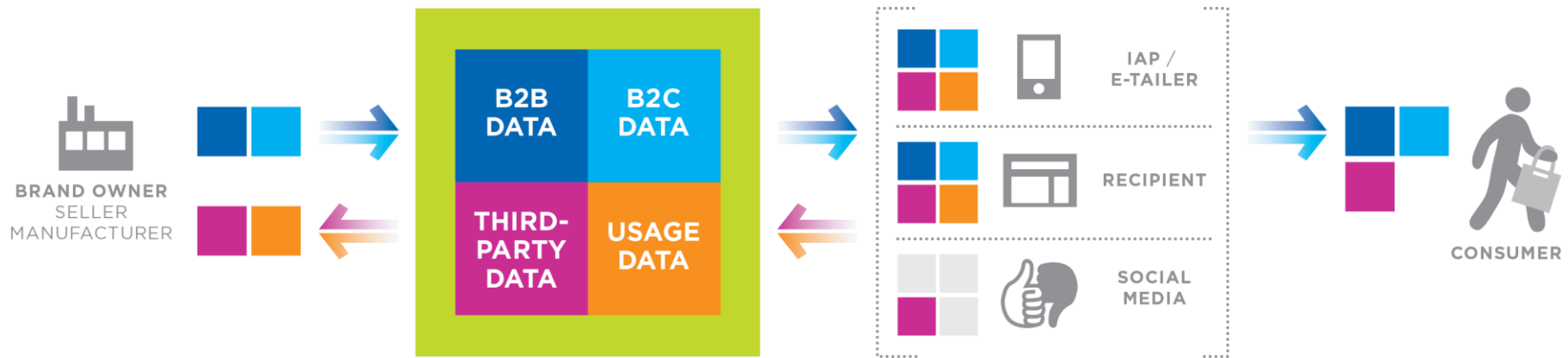
- Sharing accurate product information everyone can rely on

1WS Foodservice Thought Leadership Group

- ***Only data pool*** which has every major Foodservice supply chain entity utilizing GDSN (MFG, Broker, Buying Group, Redistributor, Distributor, Operator)
- To provide the Foodservice community with a greater understanding as to the benefits, challenges and successes around executing GDSN.
- Connective Thread:
 - The way business will be conducted in the future is not the way business is conducted today.
- Focusing on the Supply chain interaction within GDSN
 - What you did to prepare
 - Why you engaged
 - Challenges faced in engaging
 - How you are leveraging the information

The 1WorldSync PDM Platform: Tomorrow

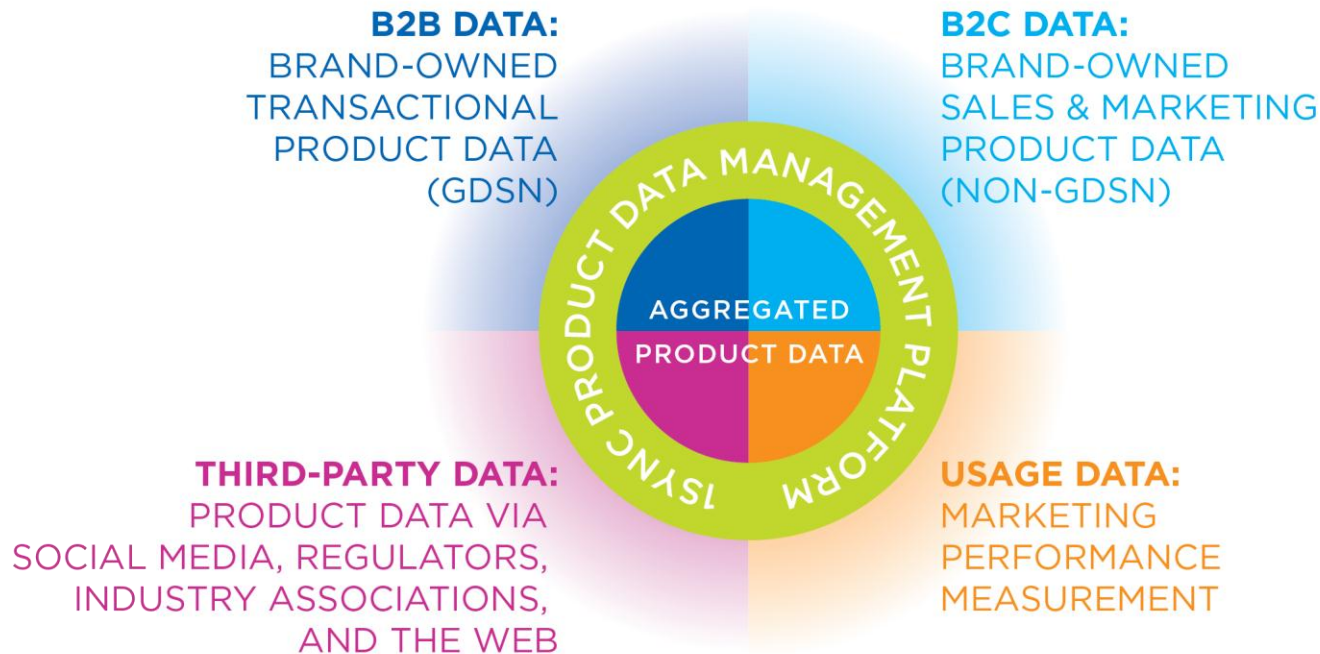
B2B2C Focused: Open network support allows for linkage to other data sets, combined with capture of high volume usage data enables rich analytics



**Providing Bottom Line Efficiency &
Top Line Growth**

Connecting Trusted Product Data Everywhere

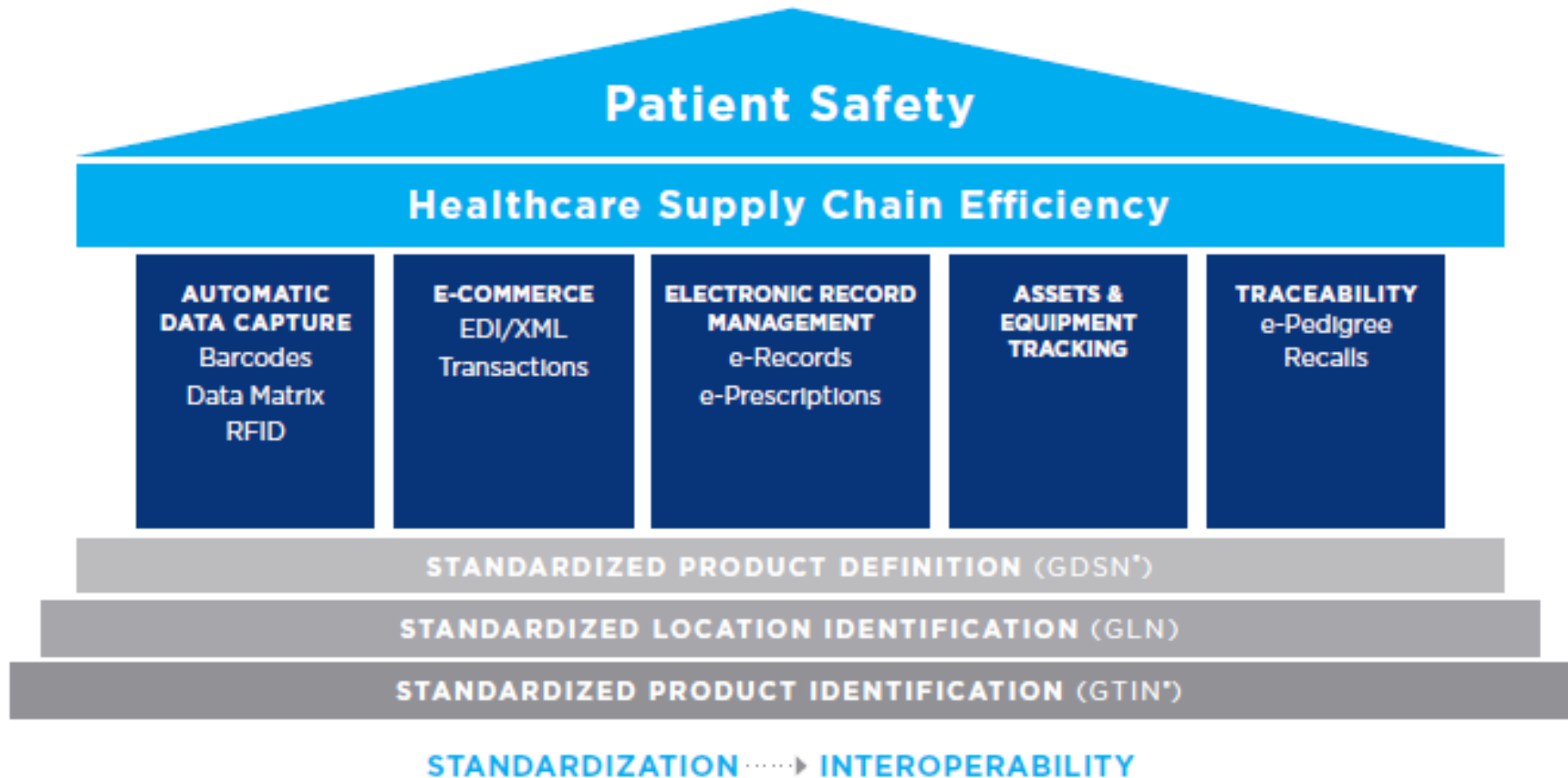
The 1WS Vision – to create a Product Data Management Platform that connects brand-owned data to other valuable data sets on the web, ensures accuracy, and provides simple, filtered access and distribution capabilities.



GS1 US and 1WorldSync in Health Care



GS1 Standards in Healthcare



GS1 Healthcare Initiative

- The U.S. healthcare industry is leveraging the value of GS1 Standards to improve patient safety and supply chain efficiency. GS1 Healthcare US, an industry group comprised of over 140 members ([member list](#)) from across the healthcare supply chain, is actively driving the adoption of GS1 Standards
- Industry Sunrise Dates
 - **GLN Use in Healthcare (formerly 2010 GLN Sunrise)** - The U.S. Healthcare industry committed to adopt Global Location Numbers (GLNs) as the standard for unique location identifiers beginning December 2010
 - **2012 GTIN Sunrise** - Standardizing all product identification by December 2012 using the GS1 Global Trade Item Number (GTIN)
 - **2015 Readiness Program for the U.S. Pharmaceutical Industry** - A new program for Product serialization and 2015 drug pedigree regulations



What are the benefits of using GS1 Standards in Healthcare ?

- Adoption of GS1 Standards to enhance business processes and bring many benefits to healthcare, including:
 - **Patient Safety Benefits:**
 - Efficient bedside verification, reduced medication errors, more effective product recalls
 - **Supply Chain Efficiency Benefits:**
 - Improved order and invoice processes, accurate contract pricing and rebate processing, improved service levels/fill rate and inventory management
 - **Regulatory Compliance:**
 - Medical device identification, efficient drug traceability, effective electronic health records

GS1 US and 1WorldSync in Foodservice

Foodservice GS1 Standards Initiative

- **121 Initiative members** – manufacturers, distributors, and operators committed to the voluntary adoption of GS1 standards within their individual company supply chains
- **Three main objectives:**
 - Reduce waste and inefficiencies in the foodservice supply chain
 - Improve product and marketing information for customers
 - Establish a foundation for food safety and traceability
- **Endorsed by**
 - International Foodservice Manufacturers Association (IFMA)
 - International Foodservice Distributors Association (IFDA)



Sampling of Data Attributes for FS Initiative

Phase 1

Supply chain information – details you would use to set up an item

- Brand name
- Product Description
- Storage Temperature
- Gross/Net/Catch Weights
- Product Dimensions
- Cube
- Pallet Ti/Hi
- Shelf Life
- GTIN
- Inner pack quantity

Roadmap Timing: Q2 2010 - Q2 2011

Phase 2

Marketing information – details you would use to sell and market an item

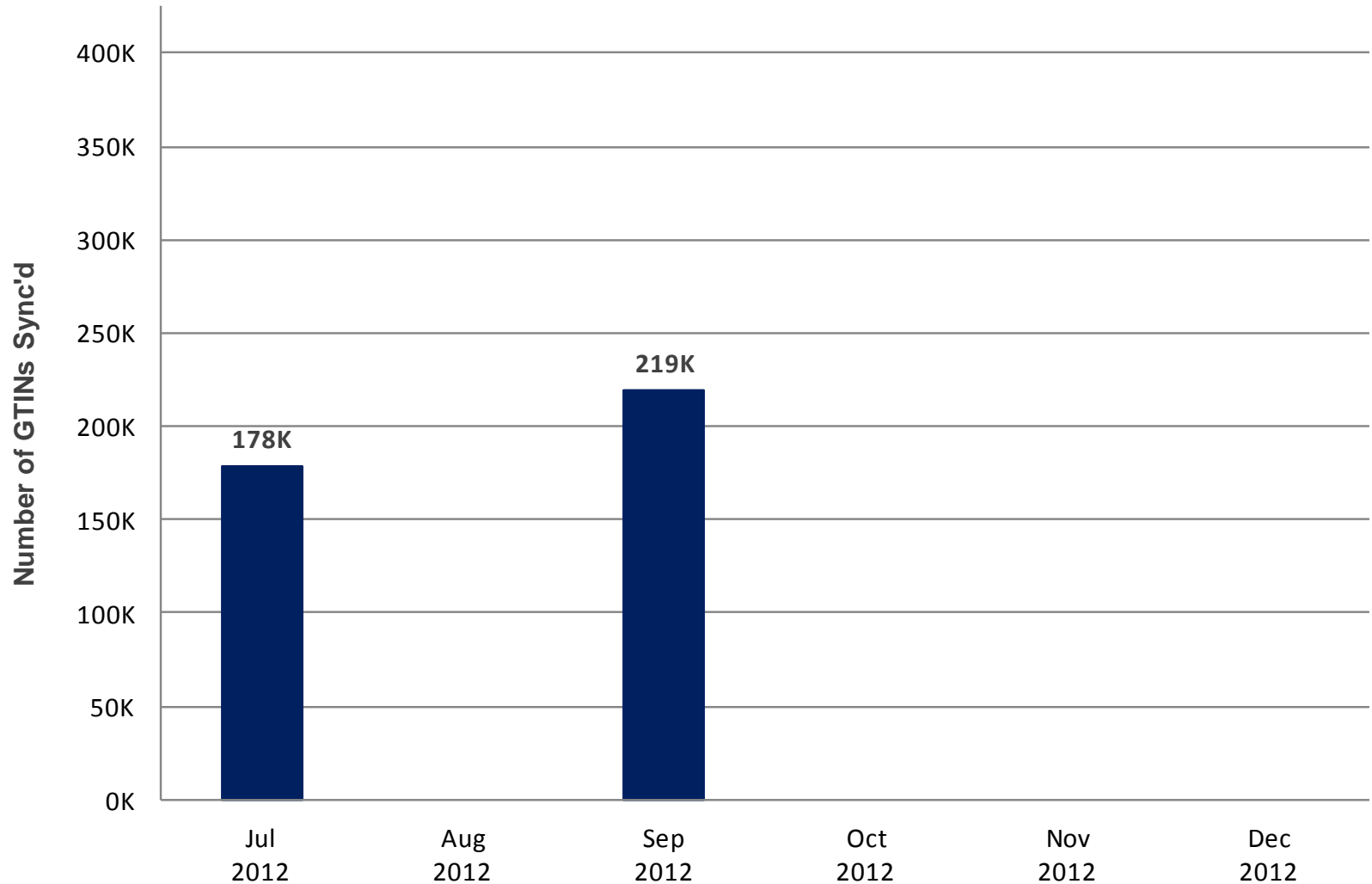
- Storage and Usage
- Product Benefits
- Preparation and Cooking instructions
- Serving suggestions
- Allergens
- Nutritionals
- Ingredients
- Kosher certification
- Child nutrition label
- Links to websites/images/documents

Roadmap Timing: Q2 2011 – Q4 2012

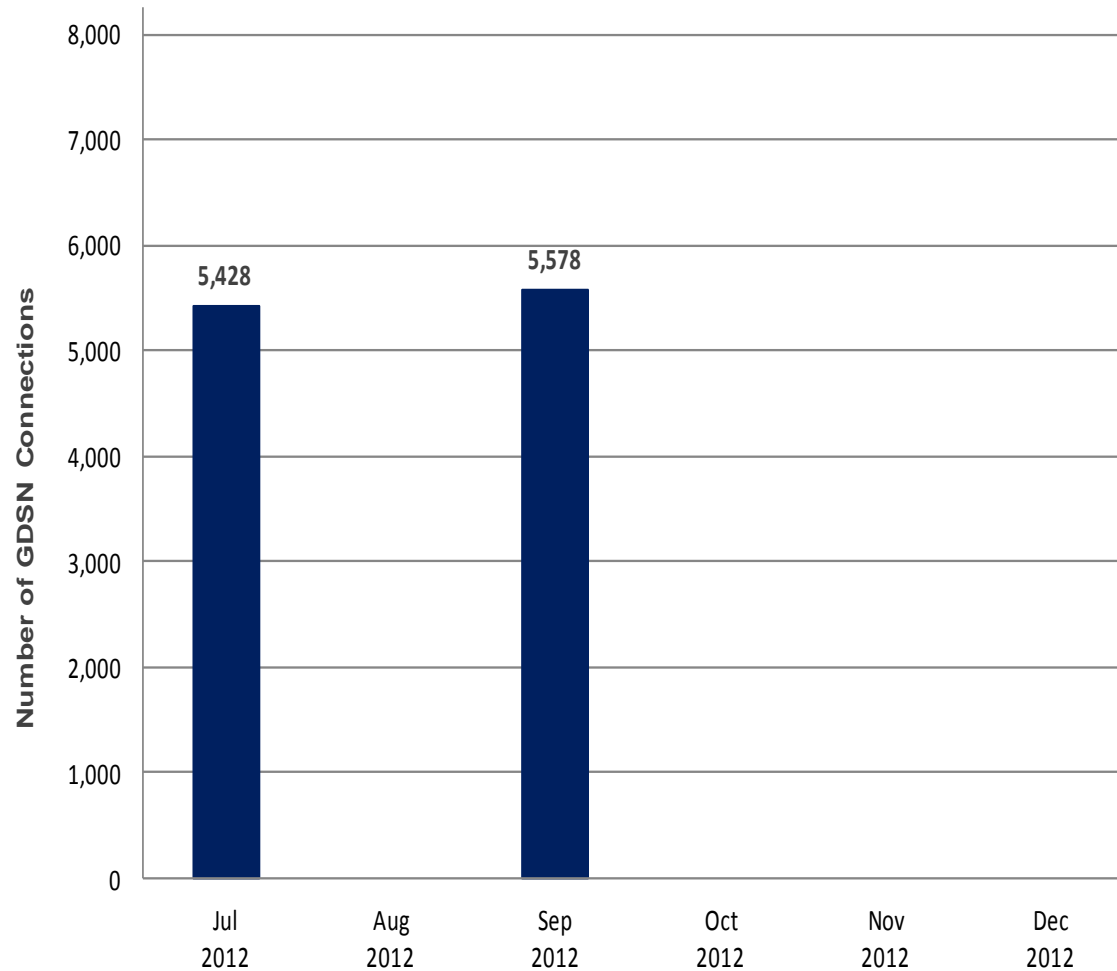
Foodservice GS1 US Standards Initiative – Major Accomplishments

- Defined GTIN Allocation Guidelines for foodservice
- Defined the role for GLN in foodservice
- Developed a GDSN Foodservice Attributes Implementation Guide
- Developed Foodservice Image Guidelines
- 351 companies reporting GDSN progress
- 34 companies reporting GTIN progress
- GDSN subscriptions continuing to grow (11 fold increase)

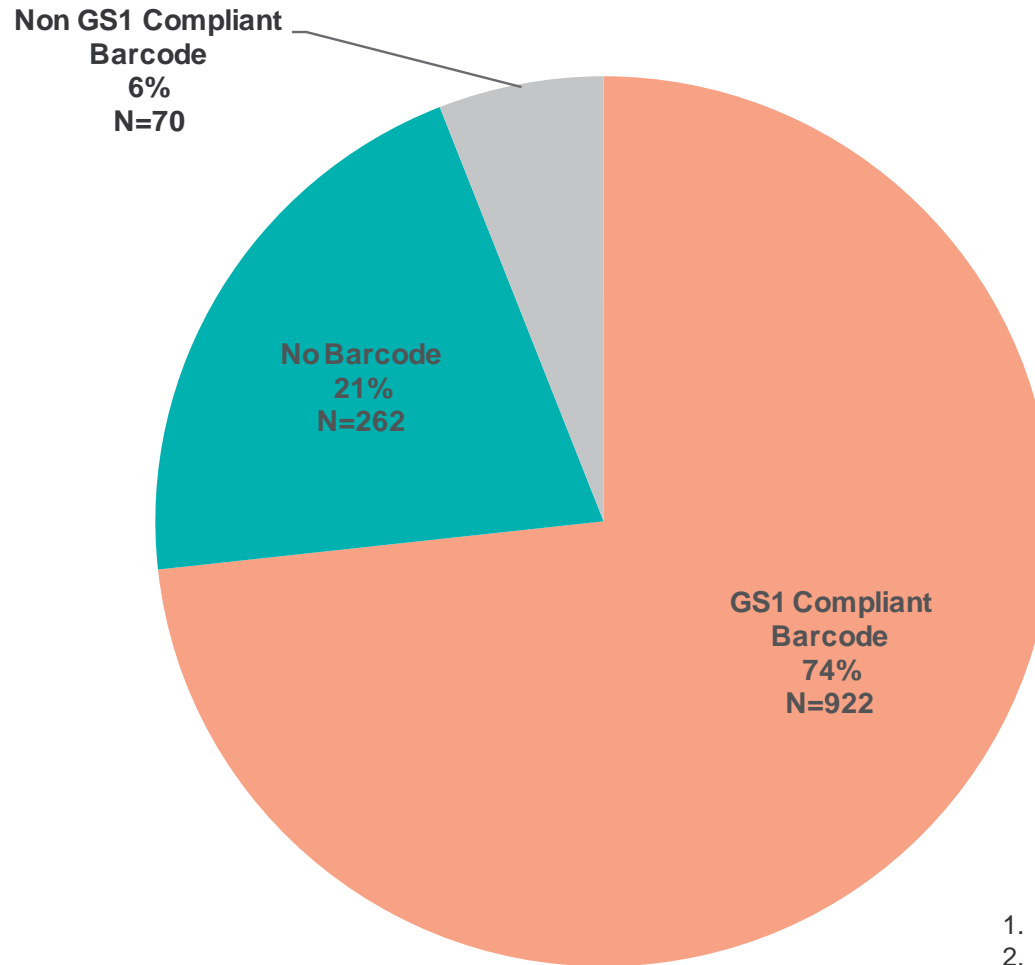
Foodservice GTINs “sync’d” in GDSN



Foodservice GDSN Connections



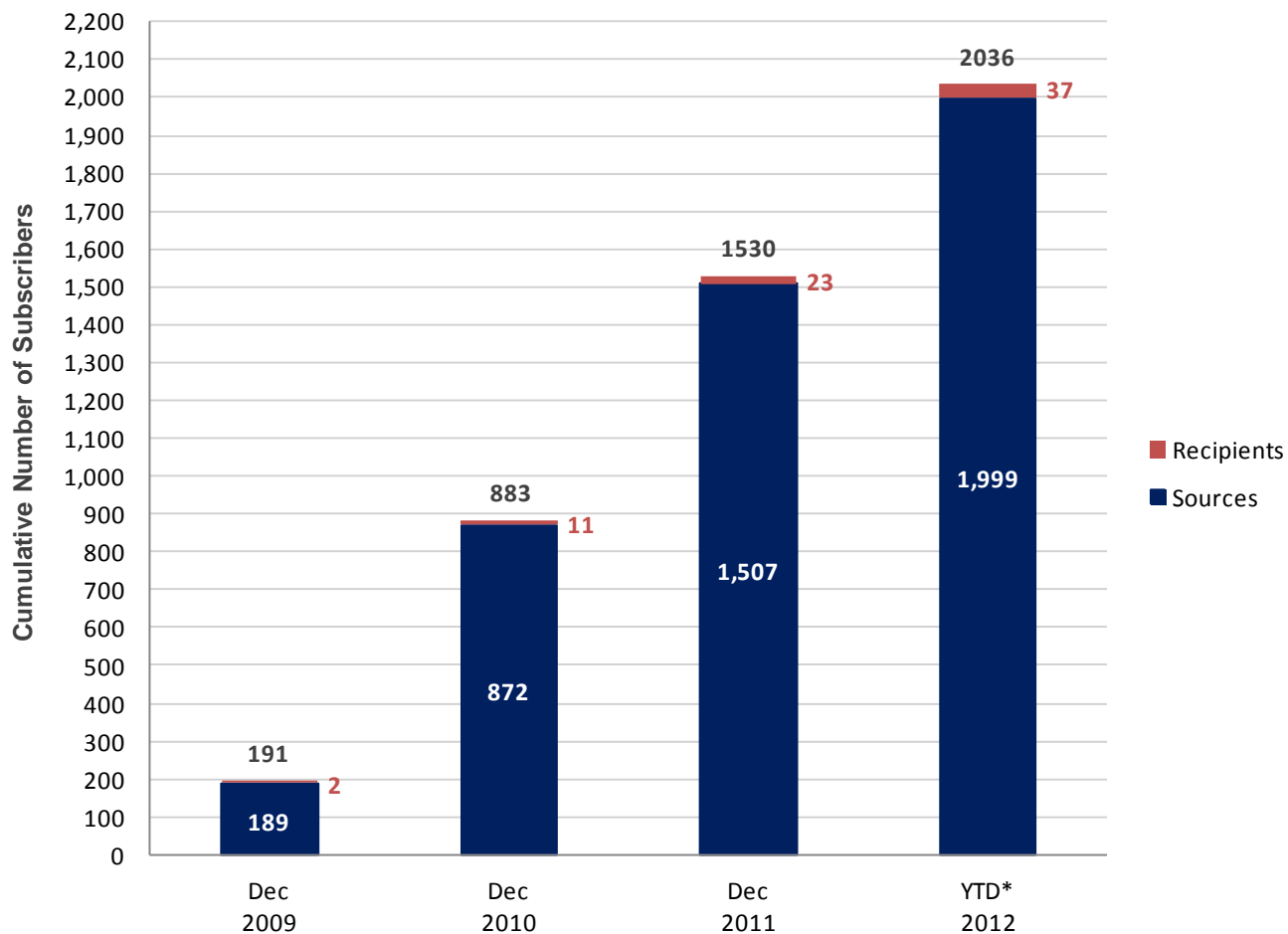
FOODSERVICE WAREHOUSE AUDIT RESULTS*



N = 1254
***3 Warehouse Audits**

1. Food Services of America
2. Performance Food Group Company
3. US Foods

Foodservice GDSN Data Pool subscribers (as of August 17, 2012*)



Difference: Retail vs. Foodservice

■ Retail/Grocery

- Started over 35 years ago, leveraging GS1 standards
- GDSN was engaged on individual basis
- Attribute requirements were determined on individual basis
- Primarily focused on logistical information
- Most recipients used GDSN to enhance existing proprietary Manufacturer portals
- Companies engaged:
 - Wal-Mart, Kroger, Target, Safeway, Ahold, etc...

■ Foodservice

- GS1 / GDSN Initiative started in 2009
- Brought together industry leaders to begin to leverage GS1 standards and the GDSN
- Industry came together to determine value prop across three major areas
 1. Reduce Inefficiencies
 2. Enhanced Food Safety
 3. Improve Product Information
- Industry agreed upon attributes to be focused on in GDSN engagement, as well as rules of synchronization (150+)

Who is driving this request and who else is doing it?

Network Customers

- Acme
- American Paper & Supply
- HP Products
- Kranz
- M. Conley
- Network Services
- Oakland Packaging
- Penn Jersey Paper
- Waxie
- Many more on the way!

Other Distributors

- Perkins
- Sysco
- US Foods
- Bunzl
- Shamrock
- Maines
- Oakland Packaging
- Glazier

Sample of Suppliers Currently in GDSN

3M	Dart	Inteplast Group	Procter & Gamble Company, The
ACS INDUSTRIES, INC.	DayMark Food Safety Systems	InterMetro Industries Corporation	Protective Industrial Products
Adams Business Forms	DecoPac, Inc.	Intertape Polym	Quickie Manufacturing Corporation
AJM Packaging Corporation	Dexter-Russell Inc	Intertape Polymer Group	Reynolds Food Packaging
Aladdin Temp-Rite	Dispozio Wilkinson	ITW Dymon	Rocheter Midland Corpora tion
Alfresh Foods of Texas, LP	Diveersey	J & J Snack	RockTenn
Alliance Rubber Company	Dot Food, Inc.	James Austin Company	Rubbermaid Commercial Products
American Bag Company	Durable Packaging International	Johnson Diversey, Inc.	Rubbermaid Foodservice Products
Anchor Hocking Company	Duro - Standard Products Company, Inc.	Kellogg Company	Russ Leahy Company, Inc.
Anchor Packaging	Ecolab	KeyImpact Sales & Sytems, Inc.	Sabert Corporation
Atlantic Beverage Company	Ecopax	Kimberly-Clark Professional	SCA Personal Care
Atlantic Mills, Inc.	Elkay Plastics Co., Inc.	Lake Consumer Products	SCA Tissue North America
Atlantic Paper & Foil of Georgia, LLC	EMI Yoshi	Letica Corporation	Scotwood Industries, Inc.
Avon Plastics	Essential Industries	M&Q Packaging Corporation	Screen Gems, Inc.
BagcraftPapercon	Ettore	Marcal Paper Mills, Inc.	Shurtape Technologies, LLC
Bakery Crafts	Fabri-Kal	Maui Cup	SMURFIT STONE/WAKEFIELD
Berry Plastic Corporation	Focus Foodservice, LLC	MCCORMICK FOODS	Snyder's of Hanover, Inc.
Betco Corporation	Fold-Pak/Rock Tenn	Mint-X Corporation	Solo Cup Company
Brooklace, Inc.	FoodHandler, Inc.	National Checking Company	Southern Champion Tray, LP
Brown Paper	Fortune Plastics, Inc.	National Golden Tissue	Southfield Carton Company
Bunzl New York	Freudenberg Household Products Inc.	National Paper & Plastics Co.	STEFCO
Cagill Salt	Geerpres	NCR Corporation	Summit Appliance Division
Cambro Manufacturing Company	Gel Spice Company, LLC	Newell Rubbermaid	Taylor Precision Products
Candle Lamp Company	Genpak	Nexstep Commercial Products	Tekni Plex
Cascades Groupe Tissu	Georgia-Pacific Professional	Nice-Pak Products, Inc.	Teknor Apex
Cascades Tissue Group	Global Tissue Group	Novelis Corporation	The Carrington Tea Company LLC
Cellucap Manufacturing Co.	GOJO Industries	NSS Enterprises, Inc.	The Clorox Sales Company
Chicopee Products	Handgards, Inc.	O Cedar Commercial	The Procter & Gamble Distributing LLC
Claire Manufacturing Company	Harold Import Co. HIC	O'Dell Corporation	The Stermo Group LLC
ConAgra Foods	Heritage Bag Company	Oringer	Timbar Packaging & Display
concept Vacform Plastics Limited	HFA Handi-foil of America, Inc.	Pacific Handy Cutter	Trinity Packaging Corporation
Continental Commercial Products	Hilex Poly Co., LLC	Pactiv Foodservice	Unique Industries, Inc.
CoverMate, Inc.	Hoffmaster Group, Inc.	Pak-Sher	Waterbury Companies, Inc.
Crayola, LLC	Home Care Industries, Inc.	Par-Pak Inc.	Weyerhaeuser
Creative Converting	HONEYMOON PAPER	PepsiCo Foodservice	Zenith Specialty Bag Co., Inc.
Crown Mats and Matting	Hospital Specialty Company	Plastic Packaging Corporation	

How does it work?

How does this work?

- Data is loaded into the data pool with as much information as possible
 - There are a minimum of approximately 25 attributes
 - Product Specific Non Transactional Data
- Your customers request data to be sent to them
- You approve the customers that can receive data from you
 - Also you approve of the items they can receive
- Data is secure and is not available to the public
- Updates to data is automatically sent to customers who have previously received the specific product

What about private label products?

- Decision between customer and supplier
- Data pool provides a way to handle private label products
- Benefits are the same as stock product

Why are my customers requesting our participation and what is in it for me?

What is driving my customers to do this?

- Primarily around the need for attribute level data
 - Dramatic increase in the number of Online orders
 - Competition from companies like Staples, Amazon and Office Depot
- Customers Creating online Businesses
- Demand from their customers for this data

Aren't worksheets good enough?

- With increasing suppliers impossible to manage
 - Not cost effective
 - Inefficient
- Data needs to be consistent between suppliers
- Breadth of the information needs to increase
- Spreadsheets are immediately out of date
 - Updating is very costly

Unless they mandate it I don't want to do it!

- Customers will feature products with this data on the website
- Create a competitive disadvantage for your company
- Initiative is industry wide
- At least one of your competitors are already participating
- Customers may need to lead with other products in certain situations
 - Amerinet
 - Premier
 - Government/Education Contracts

I don't have the time and its too costly!

- Cost effective assistance is available to load data
- Cost for the Data Pool is as low as \$625 annually
 - Average is approximately \$1500
- You do not have to join multiple data pools
 - Customers in other GDSN data pools can be reached through 1WorldSync
- Once you join 1Worldsync data pool you do not have additional costs
 - Cost is the same regardless of the number of products
 - No increase in cost if multiple customers request the data

Benefits to Distributors

- Improved Accuracy of Data Received from Suppliers
- Data Received in a Very Timely Manner
- Increase in the Breadth & Quality of the Product Data
- Enhanced Marketing Data
- Decrease in Cost of Product Data Management
- Minimal Technology Investment to Implement

Benefits to Suppliers/Manufacturer

- Consistency of Data Provided to Customers
- Improved Representation on Customers' Websites
- Minimize the need for multiple worksheets for Data
- Automated updates to Customers of Changes to data
- Compliance with requests demanded on Your Customers
- Minimal Technology Investment to Implement

What are the steps to getting started?

If you do not have UPC's.....

- Will need to apply for a GLN through GS1
- WWW.GS1.US.ORG
- There is a cost associated with this process paid to GS1
- Tool available to help you create UPC
- Assign UPC's to your products
- Sign up with the 1WorldSync data pool

If you have UPC's.....

- Go to www.1sync.org
- Click on getting started
- Skip to step #2
- Fill out the form
- Choose 1Worldsync Onboard Support
 - Code is 500
- Call or Email SpecPage for written directions.
- Begin gathering your data
 - Can load on your own
 - Help available to load data
- Education will be available at no charge

SpecPage's Role in Process

- Strategic Partner with both 1Worldsync and your Customers
- Compensated by 1Worldsync and the distributors
- Calling on behalf of customers to their suppliers
- Educate the suppliers on the initiative
- Provide assistance with downloading data to the data pool

Questions?