



01/24/2013

## Call to Action: Send your Product Data via Data Synchronization

Dear Kranz Supplier,

Kranz is taking steps to further improve our operating efficiencies and product data accuracy represented in our product catalogs by using data synchronization, data transmission from a Data Pool to our online catalog as well as our backend ERP systems.

We have partnered with [1WorldSync](#) as our GDSN certified data pool as well as with [SpecPage](#), a 1WorldSync solution provider. We require our suppliers to use data synchronization to transmit their item data to Kranz.

Benefits of using data synchronization with Kranz are:

- Compliance with industry standards
- Faster transition to marketplace
- Reduction in the number of administrative errors
- Timely Product Data Updates

Your organization is requested to comply with this process change as early as possible.

- Participation in this initiative is beneficial to both
- Compliance is reported at the highest levels of our organization
- Not complying could slow processing of your products
- Data Synchronization is our near-term and long-term path for product data.

**This process requires your company to synchronize your new item data and updates/changes to existing item information via a GDSN certified data pool such as 1WorldSync with Kranz.**

### ***What are your next steps?***

Kranz is requesting that your company and all of its suppliers migrate to this new process as soon as possible. If you are **not a current subscriber to a GDSN certified data pool**, please contact Tom Dillon at SpecPage at +1 800.393.8807 or email [tdillon@specpage.com](mailto:tdillon@specpage.com) to get set up for data synchronization by **March 4, 2013**. He can answer any questions you have on the initiative and help you get started.

If you **are a current subscriber to GDSN certified data pool** such as 1WorldSync please add Kranz as a recipient of your data and publish to Kranz GLN **0651619000006** by **March 4, 2013**. For those organizations that have already begun sending data to us through the GDSN, we thank you for your cooperation.

To learn more about this initiative, please visit <http://pdm.1sync.org/customers/Kranz>. Also, a representative from 1WorldSync or SpecPage will be following up with you on our behalf to answer any questions and to find out your plans in regard to data synchronization.



Thank you for your participation as we continue to improve our processes.

Sincerely,

*Jeff Neubauer*

Jeff Neubauer  
President  
Kranz, Inc.