



Date: 05/28/14

**Call to Action: Synchronize your Product Data via Global Data Synchronization Network (GDSN®)**

Dear Valued Supplier,

Pocono ProFoods' commitment to growth in food distribution requires us to continually evaluate and improve efficiencies in our supply chain processes. Gathering accurate and reliable product data is no exception and is essential to us as we strengthen relationships with our trading partners. We are not alone in this quest; our customers are demanding that this information be readily accessible and we are already seeing demand grow for manufacturers that participate. To facilitate our increasing need for accurate, consistent and complete product data, we recently joined the Global Data Synchronization Network (GDSN®).

**We are asking all our supply side trading partners to send their product data to Pocono ProFoods using data synchronization via the GDSN.** Data Synchronization is based on the **GS1 Global Standards** that provides for accurate identification and communication of information regarding **products** and **locations**.

Enrolling your products with Pocono ProFoods is very simple and it ensures that your products get visibility in our online product catalog and mobile sales systems. We have partnered with 1WorldSync, the leading GDSN-certified data pool, and AFS Technologies for receiving product information from our suppliers. This will allow us to electronically exchange product information as new information becomes available for existing products, as well as, easily search and establish new products as we need them. As a supplier of Pocono ProFoods', participation in this program is essential to future product selection and the foundation of vendor relationships.

The next steps are:

1. Visit <http://www.1worldsync.com/web/us/pocono-profoods> to review information about Pocono ProFoods data synchronization initiative
2. If you are currently **not a member of a GDSN certified data pool** such as 1WorldSync, please contact 1WorldSync as soon as possible to get started.
  - a. 1WorldSync can be contacted at [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com) or call 866.280.4013
3. If you are currently a **member of a GDSN certified data pool**,
  - a. Complete Pocono ProFoods Trading Partner Form available on <http://www.1worldsync.com/web/us/pocono-profoods> (It is located under "Key Documents" on the left hand side)
  - b. Upon receiving confirmation of your GLN subscription, publish your entire catalog to Pocono ProFoods **by 08/01/2014 as "Initial Load"**. Pocono ProFoods GLN is **0845610000008**



A representative from 1WorldSync will contact you on our behalf to answer any questions you may have in regard to data synchronization with Pocono ProFoods. If you have any concerns in regards to this initiative, please do not hesitate to contact me directly.

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

Sincerely,

*Kevin M. Cramer*

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*Vice President Of Procurement*

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