



Provide Your Product Information and Sell Your Product Through Kroger's Digital Channels

Providing information about your products via Vendor Item Portal (VIP) is required for Kroger to purchase your product and ensure its placement on Kroger's digital sites.

Here are the steps to get your products on Kroger's digital sites:

1. Gain access to Kroger's Vendor Item Portal
2. Capture images of your product, meeting Kroger's requirements
3. Provide your product information through VIP, including the hosting location of your images

1WorldSync Fast Track

Kroger's recommended Fast Track option will expedite the VIP process, ensuring you meet Kroger's requirements the first time.

Increase Your Sales

75% of online shoppers are more likely to switch to a brand that provides more in-depth product information¹

On average, in-store items see a **7%** increase in sales via placement on Kroger's Pickup

¹Food Marketing Institute (FMI) 2018



Image Capturing

1WorldSync captures images of your products, meeting Kroger's image requirements as well as the requirements of other retailers, even those looking to **enable 360° imagery**. You retain ownership of these images.



Image Hosting

Images are hosted on your behalf, enabling electronic delivery to Kroger (and other retailers with 1WorldSync data pool membership).



Information Loading

1WorldSync quickly formats, loads, and delivers your product information, including images, saving you time and effort.



Image rotates in product preview

Kroger Recommended Fast Track Package, includes image capture, image hosting and information loading (Best Value): **Pricing starting at \$85/item**

Get your products on Kroger's digital channels today!

📞 866.280.4013 | ✉ KrogerRegistration@1worldsync.com



Every day your product information is unavailable to Kroger is a missed sales opportunity. Kroger is committing significant resources to growing and promoting their digital channels. Take the steps today to get your products online.

Individual pricing

Image capture only: Pricing starting at \$80/item
 Data loading and maintenance: Pricing starting at \$25/item (annual fee)

For adding 360 Imagery, contact KrogerRegistration@1worldsync.com

Step	Activity	Fast Track (Kroger recommended)	1WorldSync Individual Pricing	Do It Yourself Option
STEP 1 Gain Access to VIP	Register for VIP	Same price regardless of option		
STEP 2 Capture images of your product	Image Capture	\$100/item*	\$80/item* retain ownership of images	Select an approved image capture service
	Image Loading/ Hosting		Host images with a Kroger approved service and associate the image with the item	
STEP 3 Provide product information through VIP	Training	No training needed - 1WorldSync does the work!	\$25/item* No training needed - 1WorldSync does the work!	Select a training option: \$350/person + travel; \$250/person WebEx session; on demand videos/training materials
	Data Loading		Collect, load and maintain your product information in VIP yourself	

*Pricing starting at

Benefits of FastTrack

- ✓ Save Time
- ✓ Affordable images and hosting
- ✓ Speed to market
- ✓ Retain ownership of your images
- ✓ Get it right the first time
- ✓ One stop to meet all your product information needs
- ✓ Manage ongoing changes

Call or email 1WorldSync today!

866.280.4013

KrogerRegistration@1worldsync.com