



## **Wakefern Data Synchronization Initiative**

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### **Implementation Guide for Wakefern Suppliers**

Rev. June 2019

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## 1 OVERVIEW

This document is intended for use by the trading partners of Wakefern Food Corp, as a guide for the preparation and on-going support for the synchronization of product data via the Global Data Synchronization Network™ (GDSN®).

Data Synchronization is the electronic transfer of standardized **product** and **location** information between trading partners and the continuous synchronization of that data over time. When this data is exchanged via a central global repository - GS1 Global Registry™, it is referred to as **Global Data Synchronization**.

Product and location information includes the following, but is not limited to:

- Item attributes controlled by the supplier or brand owner (e.g. Global Trade Item Number (GTIN), Net Content, Dimensions, Weight, Brand, UPC code, Ingredients and Food Allergens)
- Global Location Number (GLN) - Locations involved in trade such as company headquarters, billing departments, and ship-to addresses

The Global Data Synchronization Network™ (GDSN®) is an automated, standards-based global environment that enables secure and continuous data synchronization. This allows all trading partners to have consistent item data in their systems at the same time, ensuring that all parties in the supply chain are working with the same data. The GDSN® helps to save time and money for all organizations by eliminating steps to correct inaccurate data.

As part of Wakefern's continuing focus to satisfy consumer demand for product information and to improve supply chain efficiencies for it and its trading partners, Wakefern has worked with other retailers and suppliers to help build the GDSN®. Global Data Synchronization provides tangible benefits for retailers and suppliers such as:

- Satisfy increased consumer demand for information about the products they purchase
- Cost reductions within the supply chain
- Elimination of hand keying for creation and maintenance of items
- Enabling real time updates for item maintenance
- Elimination of data errors resulting in more accurate foundational data
- Increasing the efficiency of your business
- Building the foundation for electronic collaborative commerce

An entity that provides its customer's data synchronization services and a single point of entry to the Global Data Synchronization Network™ (GDSN®) is called a data pool. Data pools must be certified per GS1 System standards to operate within the GDSN®. Data pools interoperate with the GS1 Global Registry and each other. Example: 1WorldSync Data Pool.

## 2 WAKEFERN'S DATA SYNCHRONIZATION INITIATIVE

### 2.1 Wakefern's Contact Information

\*\* Data Sync related correspondence should be sent to [DATASYNC@Wakefern.com](mailto:DATASYNC@Wakefern.com) \*\*  
A Member of the Wakefern Data Sync team will respond to your inquiries.

Name:	<u>Lien Wang</u>	<u>Michael Durning</u>
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Title:	Global Standards Specialist
Phone:	732.491.4803
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### 2.2 Steps to Begin Synchronizing Data with Wakefern

1. Sign up with a GDSN® certified data pool, Wakefern uses 1WorldSync for its data pool. A GDSN® certified data pool will educate trading partners about the implementation options that they offer.
2. Review documentation within this Implementation Guide to familiarize yourself with both the GDSN® and Wakefern processes.
3. Complete the **Wakefern - Trading Partner Form** by following the steps below:
  - a. Access the Trading Partner form by going to the 1WorldSync landing page by going to - <https://www.1worldsync.com/community/customers/wakefern/>
  - b. Provide your information to Wakefern by answering the questions on the form
  - c. Hit the **SUBMIT** button on the form.
4. Wakefern will send a subscription for your data (Catalog Item Subscription - CIS) based on your GLN to your GDSN® certified data pool
  - Prior to publishing data to Wakefern, make sure that you have received our subscription for your product data. Wakefern uses the supplier's Global Location Number (GLN) to subscribe to product data. (See [Section 8](#) for a definition of GLN)
  - For 1WorldSync Users, please refer to the "Subscriptions" tab within the Item Management portal to view the subscription Wakefern has in place for your company GLN.
5. Loading your data into your data pool:
  - Register your items with the GS1 Global Registry™
  - Perform an audit of all item data attributes (dimensions, weights, allergens, ingredients, etc.)
  - Load all item data for each level of the product hierarchy (ie. packaging configuration - Each, Inner Pack, Case, Pallet, Display, etc.)

6. Publish items to Wakefern
  1. Initially, publish to Wakefern's GLN **0341190000006** a limited number of items (5 - 10). Wakefern will monitor and review the publications. If we are able to process the publications successfully, you can then proceed with publishing all remaining GTINs. If the initial publications are unsuccessful, we will work with you to resolve the problem.
  2. If your items are already set up in Wakefern's item catalog, publish these items with a Publication Type of "Initial Load".
  3. If you are setting up an item for the first time, the GTIN must be published with a Publication Type of "New".

### 3 DATA SYNCHRONIZATION MESSAGING

#### 3.1 Publication Types

Wakefern checks all **Initial Loads**, **Item Changes/Modifications**, and **New Item** messages for incoming Catalogue Item Notifications (CIN). If the publication type is sent incorrectly (e.g. a New Item is published as an Initial Load), the publication will fail when processed by our PIM and the publication will need to be resubmitted with the correct publication type.

**"New"** is to be used by a trading partner to introduce a new item to Wakefern.

**"Delete"** is used to stop the synchronization on an item. This publication type is not currently part of an automated process at Wakefern, and must be completed manually by the Data Synchronization Specialist. If you publish a delete please send an email notification to [datasync@wakefern.com](mailto:datasync@wakefern.com) listing the GTIN's to be deleted.

**"Initial Load"** is used to synchronize item data for items presently carried by Wakefern. All existing items must be synchronized using this publication type.

##### 3.1.1 ITEM CHANGES AND MODIFICATIONS

All item changes must be sent through your data pool. An item change or modification is not a publication type, but an operation within an Initial Load or New publication. At this time, Wakefern cannot accept changes/modifications for new items that are already in the process of being set up; such changes need to be **Published** as New. If your item is in the process of being set up in Wakefern systems and a Modify or Correction is transmitted for the GTIN, the GTIN will reject and you will need to begin the new item set up process from the beginning.

At all times, it is essential that you follow the GS1 GTIN Management Standard. For example, if the consumer net content changes, then a new GTIN (UPC) must be assigned. For more information on the GTIN Management Standard, please visit [www.gs1.org/gtinrules](http://www.gs1.org/gtinrules). You may contact your data pool for more information.

#### 3.2 Catalogue Item Confirmation (CIC) - Responses from Wakefern

Wakefern has an auto-accept process to handle all publications received (CIC messages). After Wakefern receives the CIN, the message is subjected to matching and validation rules. The Catalogue Item Confirmation (CIC) response is generated immediately after those rules are executed.

1WorldSync users should review the "Sync Status Report" and the "Item Sync Exception Report" in the Item Management application to determine if synchronization was successful.

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### 3.2.1 WAKEFERN CIC RESPONSES TO INITIAL LOAD AND ITEM CHANGES

**Synchronized:** Item has been successfully updated in the Wakefern database and is synchronized to the assigned Wakefern item code in our item database.

**Review:** Item data has been received and differences in data have been identified requiring the data undergo further review.

#### 3.2.1.1. CIC RESPONSE - REVIEW

- A CIC response of **Review** implies that after comparison of the data published, differences were found between the published data and the product data in Wakefern's database. A Review status generates an internal notification for a Wakefern associate to review the differences found in the product data. Once an item is internally reviewed and audited, Wakefern has the ability to **Challenge** the vendor's data.

**Challenge:** Wakefern may audit and challenge data elements, sending via email specific information regarding the data discrepancy. It is expected that the trading partner review the product data and where appropriate, publish corrections to the data. If the trading partner, upon its own internal review process, determines the published data is correct, you must report this information back to Wakefern, via email to [datasync@wakefern.com](mailto:datasync@wakefern.com). Examples of discrepancies are dimensions, net content, unit of measure, and others.

**Reject:** The item record failed to match an item in the Wakefern item database, for one of the following reasons:

1. The UPC on the "Each" level GTIN could not be matched in Wakefern's internal systems
2. Wakefern could not find a match on the UPC on the GTIN's above the "Each" level GTIN in the item hierarchy
3. The *totalQuantityOfNextLowerTradeItem* (1WS - Qty of Next Level Item) of the GTINs above the Each level, does not match Wakefern's internal systems (total quantity of consumer units in the case).

Data synchronization standards support the use of Status Detail codes on Review or Reject CIC's to further explain the reason for those CIC's. Wakefern does not currently support these codes; however, we are planning to make system changes providing us with the ability to communicate an appropriate Status Detail code.

### 3.2.2 WAKEFERN CIC RESPONSES TO NEW ITEM PUBLICATIONS

**Received:** New Item has been received by Wakefern, but no business decision has been made on the item. Wakefern does not automatically validate any data at this time. If all attributes are published correctly, the item will be available in the Wakefern New Item Portal's Data Sync Repository for the sales rep/broker to set up. The item will remain in a Received Status until the sales rep/broker submits the new item into the Wakefern New Item Portal.

**Review:** Your sales person (or broker) has supplemented GDSN® data in the Wakefern New Item Portal, and has submitted the item for Category Manager Approval. The item (GTIN) will remain in Review status during the new item set up process. The final stage of the new item process is completed by Wakefern's Data Integrity department.

**Synchronized:** The New Item has been added to the Wakefern item database and assigned a Wakefern item code.

**Reject:** New Item has been rejected for one of the following reasons:

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### 3.2.2.1. CIC RESPONSE - REJECT

The following circumstances will explain the reasons for a rejection of a New Item publication:

1. Category Manager has decided not to purchase this item.
2. The data structure has failed our edit process requiring corrections and republication (example: *isDispatchUnit* indicator is false at all levels of the hierarchy).
3. No response generally means that Wakefern does not have the required subscription set up for the item. All subscriptions currently require a GLN.
4. If you published a new item as anything other than new, including “correction, “modify,” “initial load”, you would receive a REJECT status, as the Wakefern system would not be able to find a matching consumer UPC for that item.
5. The new item was updated or modified in the GDSN® and a change/correction/modify operation was sent to Wakefern to update the GTIN. In order for you to correct this condition, you must contact [datasync@wakefern.com](mailto:datasync@wakefern.com), provide all relevant details including the high level GTIN, receive confirmation that Wakefern has updated the CIC from Rejected to Review, and then republish as “New”.
6. The Item is incorrectly deleted out of the Wakefern Item portal for any reason.

Note: While a GTIN is in a CIC of Rejected, Wakefern will not be able to accept any other publication attempts on the GTIN until we, Wakefern, reset the CIC status to Review. Once Wakefern confirms the status of the GTIN is now listed as Review, you can go back and publish the GTIN as NEW.

## 4 ITEM HIERARCHY

### 4.1 Product Types

Trading partners are required to publish all *applicable* levels of the item hierarchy (each, pack, case, and pallet). Wakefern captures the item attributes published for each level of the item hierarchy and matches this data with the item data in our corporate item database.

All item hierarchies are assigned GTIN's to uniquely identify the item at each level of the published item hierarchy. The levels of the item hierarchy are determined by the logistical and retail characteristics of the item.

Wakefern currently supports the following hierarchical product types (please note while the definitions are based on GDS standards, certain hierarchical combinations may not be supported by Wakefern's system).

**“PL” - Pallet** - a pallet of a normal line or turn item. This product type may not have any parents, however may have children (DS, CS, PK, and EA).

Wakefern is only able to support a Pallet that has 1 unique child linked to it.

Example: PL > CA > EA is acceptable.

PL > CA > EA > CA > EA is not supported, since there are two different case levels linked to the pallet

**“MX” - Mixed Mod** - mixed module or display ready pallet that is not a normal line or turn item for ordering. This product type may not have any parents, however may have children (CA, PK, and EA) in multiple instances. When publishing an MX > CA > EA > CA > EA > CA > EA, it means that there are three different consumer units on the pallet being shipped. An example of this would be yogurt flavors. The Mixed Mod would contain 5 cases of vanilla, 5 of banana and 10 of strawberry, all shipped together on one pallet. To publish this type of item, it would need to have the MX Product Type at the Highest Level of the published hierarchy.

“CA” - **Case** - for most items, the standard shipping unit level. Can be linked to a PL or MX level. Multiple Cases should be linked to an MX, whereas, we request that hierarchies containing just 1 unique case to be linked to a PL. A CA may contain multiple children for assortments (PK, and EA).

“PK” - **Pack / Inner pack** - the logistical or consumer unit between a case and each. May be contained within one parent (PL, MX, DS, CA). Also, may contain multiple children for assortments (EA).

“EA” - **Each** - the lowest level of the item hierarchy, intended to be the consumer unit. May be contained within one parent (PL, MX, DS, CA, or PK).

“DS” - **Display / Shipper/Mixed Case** - A display, shipper or mixed case, may be contained within one PL parent. Also, may have (CA, PK, or EA) children in single or multiple instances.

Here is a table of the appropriate product types with parents and children that are supported by GDS Standards. Please refer to the GS1 webpage for additional resources and documentation.

<https://www.gs1us.org/upcs-barcodes-prefixes/additional-ways-to-identify-products/gdsn-major-release-3>

Trade Item Unit Descriptor	Parents	Instances	Children	Instances
MX Mixed Module	None	N/A	DS*, CS, PK, EA	Single/Multiple
PL Pallet	None	N/A	DS, CA, PK, EA	Single
DS Display/Shipper, Mixed Case	PL, MX	Single	CA, PK, EA	Single/Multiple
CA Case	DS, MX, PL	Single	PK, EA	Single
PK Pack/Innerpack	MX, PL, DS, CA	Single	EA	Single
EA Each	PL, MX, DS, CA, AP, PK	Single	None	N/A

\*While supported by GDSN® standards, Wakefern cannot process a publication with a Trade Item Unit Descriptor of MX that has a child of DS.

## 4.2 Assortments

Wakefern defines assortments as an orderable item that contains multiple UPC’s in the shipping unit (i.e. match box cars - an assortment of different car models within the master case). Assortments can be of two types; **Fixed** or **Dynamic**.

A **Fixed Assortment** is defined where each case, or pack, contains the same quantity of each UPC every time it ships.

A **Dynamic Assortment** is defined where the case may contain varying quantities of each UPC.

**Note:** When publishing a dynamic assortment hierarchy the *specialItemCode* attribute must be populated with **Dynamic\_Assortment** on the level of the item hierarchy for which it would be applicable (i.e. a display with two unique consumer items, the *specialItemCode* attribute would apply to the display level of the hierarchy).

Currently Wakefern supports most hierarchies, common and complex. If you have any complex hierarchies not described here, please contact Wakefern for additional information regarding the requirements at [datasync@wakefern.com](mailto:datasync@wakefern.com).



## 5 MANDATORY ATTRIBUTES

### 5.1 GDSN® Catalog Attributes

Wakefern has compiled a listing of GDSN® Attributes that are to be published for all applicable levels of a product hierarchy.

Please note the different statuses of these attributes.

***Mandatory** - a GDSN® attribute that **must be populated** when publishing to Wakefern.*

***Mandatory (if Module invoked)** - are mandatory attributes when related data attributes are populated. Please refer to the Wakefern Attribute List for further details.*

***Requested** - these are attributes that Wakefern asks our trading partners to populate for all applicable hierarchies.*

**NOTE: ALL PRODUCT DATA THAT APPEARS ON THE CONSUMER PACKAGE IS REQUIRED TO BE PUBLISHED THROUGH THE GDSN®.**

Please see the **Wakefern Attribute List** on our 1WorldSync landing page for a complete list of data attributes. <https://www.1worldsync.com/community/customers/wakefern/>

### 5.2 Additional Wakefern Requirements

1. Wakefern requires that all trading partners publish the *isDispatchUnit*, *isInvoiceUnit* and *isOrderableUnit* as “true/yes” for **at least one level of the hierarchy**.
2. Wakefern requires that all *netContent* and *netContent unitOfMeasure* be published as declared on the product packaging. **Where the packaging states multiple net contents (e.g. 16.9 fl oz and 500 ml), both must be published.**
3. Dynamic assortment hierarchies must have the *specialItemCode* attribute populated with *Dynamic\_Assortment* on the level of the item hierarchy for which it would be applicable.

## 6 PRIVATE LABEL

### 6.1 GTIN Allocation Rules for Private Label Products

All Private label products are required to be synchronized. Wakefern provides all private label suppliers with a unique UPC for all approved items. Global Data Synchronization requires the use of Global Trade Item Numbers to support the communication of product data through the Global Data Synchronization Network™ (GDSN®). The Wakefern assigned UPC is the foundation for creating and assigning the required GTINs to an item hierarchy.

- ShopRite Private Label UPC Prefix - 041190
- Example - UPC 0 41190 12345 X (where X represents the check digit)
- In the GDSN®, this UPC would be expressed with a GTIN of 0004119012345X
- Item Hierarchy - In the GDSN®, Trade Item Unit Descriptors define the package level for the item (Each, Pack/Inner Pack, Case and Pallet)
- As you assign GTINs in the Item Hierarchy, the Package Level value changes at each level
  - P004119012345X (P represents the package level)

When assigning the GTINs to each level of the product hierarchy, please follow these guidelines:

- The lowest or base level of the hierarchy (the EACH) GTIN will start with “0”

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- Example: 0004119012345X will be the GTIN for the Base level.
  - You will update the P digit by one for every level above that.
  
  - If your hierarchy is a CASE > PACK > EACH the GTIN hierarchy will be:
    - CASE: 2004119012345X
    - PACK: 1004119012345X
    - EACH: 0004119012345X
  
  - If your hierarchy is PALLET > CASE > EACH the GTIN hierarchy will be:
    - PALLET: 2004119012345X
    - CASE: 1004119012345X
    - EACH: 0004119012345X
  
  - If your hierarchy is PALLET > CASE > PACK > EACH the GTIN hierarchy will be:
    - PALLET: 3004119012345X
    - CASE: 2004119012345X
    - PACK: 1004119012345X
    - EACH: 0004119012345X
  
  - The Check Digit is a derived value and will change as the Package Level changes. If necessary, you can find a check digit calculator at:  
<https://www.gs1us.org/tools/check-digit-calculator> or  
<https://www.gs1.org/services/check-digit-calculator>

For further assistance regarding Wakefern / ShopRite private label guidelines, please contact [datasync@wakefern.com](mailto:datasync@wakefern.com).

## 7 DATA POOLS AND SOLUTION PARTNERS

### 7.1 Choosing Data Pools

All trading partners are required to choose a data pool that best fits your company's needs. Visit the GS1 website at <http://www.gs1.org/gdsn> to obtain a list of certified data pools or contact 1WorldSync at [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com) or +1 866.280.4013.

#### 7.1.1 1WORLDSYNC

1WorldSync is a GDSN® certified data pool which works closely with Wakefern in implementing its data synchronization initiative. Wakefern uses the 1WorldSync Data Pool Solution for its GDSN® services and recommends 1WorldSync for all data pool services.

1WorldSync supports and works with over 25K companies across the globe works with 98% of Fortune 500 companies. To learn more about 1WorldSync and its services, visit <https://www.1worldsync.com> or call +1 866.280.4013.

#### 7.1.2 IMPLEMENTATION FEES

The cost will depend on the data pool your company chooses to work with. For example, if you choose to work with 1WorldSync fees are calculated based on your company's total annual sales. Visit <http://www.1WorldSync.com/web/us/subscribe> for more details.

### 7.2 Solution Partners

A Solution Partner is a company that enables supply chain functions through the provision of products and services. A *1WorldSync Certified Solution Partner* refers to a company that has been certified by

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1WorldSync to connect to the 1WorldSync Data Pool. 1WorldSync customers have the option to choose a certified Solution Partner to assist in managing their data synchronization initiative. For a full list of *1WorldSync Certified Solution Partners*, visit <https://www.1worldsync.com/community/partners> and search for a Solution Partner that meets your needs.

### **7.2.1 1WORLDSYNC AS A SOLUTION PARTNER**

1WorldSync provides customers with multiple implementation options to successfully synchronize data with Wakefern. 1WorldSync offers implementation tools for customers and has partnered with some of the largest and most well-known companies in the world, including many that suppliers may already be working with today. A supplier can implement data synchronization with the solution that best fits their needs and requirements.

## **7.3 Additional Resources**

For questions associated with the GDSN<sup>®</sup>, the first source for information should be your data pool. The data pool you select should be able to answer or provide proper direction for all your questions associated with data synchronization with Wakefern. For more information please contact 1WorldSync customer support at [customerservice@1worldsync.com](mailto:customerservice@1worldsync.com) or +1 866.280.4013.

## **8 FREQUENTLY ASKED QUESTIONS**

### **Do Direct Store Delivery (DSD) suppliers need to implement data synchronization?**

Yes, Wakefern's DSD suppliers who are data sync capable need to provide their item data to Wakefern through the GDSN<sup>®</sup>.

### **Do random weight suppliers need to implement data synchronization?**

Wakefern is capable of processing random weight item hierarchies for fresh meat, seafood, produce, bakery and deli categories. When publishing random weight items, you must publish all of the following attributes as TRUE at the case level: isConsumerUnit, isBaseUnit, isConsumerUnit, isDispatchUnit, isInvoiceUnit, isOrderableUnit, isVariableWeightItem.

If you have any questions or are interested in testing random weight publications please contact [datasync@wakefern.com](mailto:datasync@wakefern.com) for more information.

### **Are suppliers that sell to a distributor that sells to Wakefern required to implement data synchronization?**

If Wakefern buys from a distributor and not from the manufacturer, then the distributor is responsible for either engaging in Global Data Synchronization or arranging with the manufacturer for the publication of product information through the GDSN<sup>®</sup> to Wakefern.

### **Is there a timeline for a supplier to respond to this request?**

Yes, if you are not publishing yet, you need to start doing so immediately. Suppliers need to sign with a GDSN Certified Data Pool and publish their items to Wakefern.

### **If a supplier is synchronizing with another retailer, can they publish to Wakefern?**

If you currently synchronize product data with another retailer, we ask that you take immediate action to begin synchronizing item data with Wakefern.

### **Why should a supplier respond to this request?**

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Data synchronization is not just communicating item data on a one time basis. It is a process to keep data synchronized between trading partners during the life of a trade item. Data synchronization ensures that all changes that occur to an item are communicated to the retailers on a timely basis.

For these reasons, Wakefern has made Data Synchronization a standard business practice required of all vendors supplying Wakefern with bar-coded, consumer packaged products.

#### **What is a Global Location Number?**

A GLN is an acronym for “Global Location Number” and refers to the globally unique GS1 System identification number for legal entities, functional entities, and physical locations. A GLN is comprised of 13 digits that together represent a GS1 Company Prefix, Location Reference, and ‘check digit’. Supply side trading partner locations generally include corporate headquarters, regional offices, warehouses, plants, and distribution centers. Demand side trading partner locations generally include corporate headquarters, divisional offices, stores, and distribution centers.

#### **What is a GS1 Company Prefix?**

A company prefix is a globally unique number assigned to companies by GS1 member organizations (GS1 US in the United States) to create the identification numbers to the GS1 system. It is comprised of a GS1 prefix and a company number.

#### **What is a Global Product Category?**

A GPC code is an 8-digit number that represents a classification of products. It is a ‘flat’ classification system based on attributes and values. Global Product Classification is a required element of the global data based on attributes, and values and is a required element of the GDSN®. This information will be filled in the **globalClassificationCategory** Attribute, and you will need to enter the correct code value. Further information on the Global Product Category can be found at <https://www.gs1.org/standards/gpc> or you can contact 1WorldSync’s customer service for further assistance at [customerservice@1worldsync.com](mailto:customerservice@1worldsync.com) or [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com) other contact information for 1WorldSync can be found at <https://www.1worldsync.com/about-1worldsync/contact/>

**Note:** If you are not subscribing to 1WorldSync you will need to contact your data pool provider for a list of valid GPC Codes. To request a GPC code to be added to standards, work with your data pool provider to submit a change request.

More information on GPC Codes can be found here:

[https://www.gs1.at/fileadmin/user\\_upload/GS1\\_Global\\_Product\\_Classification.en\\_lang.pdf](https://www.gs1.at/fileadmin/user_upload/GS1_Global_Product_Classification.en_lang.pdf)

#### **What is a GTIN?**

GTIN is an acronym for “Global Trade Item Number” and refers to the globally unique GS1 System identification number for products and services. A GTIN may be 8, 12, 13, or 14 digits in length, represented as GTIN-8, GTIN-12, GTIN-13, and GTIN-14, respectively.

#### **Is data synchronization just another term for EDI?**

No. EDI is used in the transmission of many e-business transactions (purchase orders, invoices, etc.), whereas data synchronization is the electronic transmission of standardized product and location information.

#### **Is data synchronization an Information Technology (IT) function? Does it require IT resources?**

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Data Synchronization is a business process that uses technology in its implementation. For a successful implementation, it is recommended to have executive sponsorship and technology resources allocated to this program.

#### **How do I contact the data sync team at Wakefern if I have any questions?**

The data sync team at Wakefern can be reached at [datasync@wakefern.com](mailto:datasync@wakefern.com). When seeking assistance please provide the 14 digit HiLvl GTIN you are working on and why you are publishing the GTIN to Wakefern. Meaning, are you publishing the GTIN to be entered into the Wakefern new item portal for item set up, or are you publishing the GTIN to match/sync to an existing Wakefern assigned item code? That piece of information will greatly assist Wakefern's Global Standard Specialists when looking for a solution and not delay their research process.

#### **I published my GTIN as new but I still don't see the item available for me to set up in the Wakefern item portal, where is the item?**

There are a number of reasons as to why this could happen. Without having the GTIN and researching the issue, we cannot provide an answer to all possibilities in the document. However, here are some of the main reasons as to why a GTIN/item, with a printed/declared UPC would not show up in the Wakefern item portal:

- The publication hierarchy is not built correctly. Example you have a Case linked to a Case Product Type, when the correct built would be CASE > EACH.
- You do not have a level of the hierarchy marked as consumer unit "yes" or "true". This applies to standard UPC items, please see the second question listed in the Frequently Asked Questions section above about Random Weighted items.
- You have the consumer unit level of the hierarchy entered with a 14 digit GS1 Trade Item ID Key Code and Value (this attribute populates the item UPC field in the Wakefern item portal)
- Wakefern is not subscribed to your GLN. We are not able to accept any GTIN publications from a GLN not in our system.
- The status of the GTIN is listed as "Failed - Sending to Subscriber". This means that the GTIN transmission failed when sending from you to Wakefern and we did not get the publication.