



1SYNC Launches Online Tool to Improve Data Integrity in Supply Chains

- *Private-Label Brands and Multi-Source Products Are the Aim of New Solution that Helps Trading Partners Protect Brand-Owner Information*
- *Can reduce costs and improve speed to shelf*
- *Extensive Testing by 10 Large Companies Demonstrates Value*

LAWRENCEVILLE, N.J. – March 23, 2009 – A primary purpose of multi-sourcing private-label products – providing consumers with same-quality products at lower prices – is defeated if a retailer and its partners have to spend money and time fixing bad data quality. Trading partners that have struggled to achieve data quality and integrity for their multi-sourced and private-label brands can now look to an online tool for help. The 1SYNC Brand Identity solution allows users at every level of the supply chain to exchange accurate, consistent item information for the same product brands, safely and securely, through the Global Data Synchronization Network® (GDSN®).

Historically the members of supply chains with several data sources have found it difficult to take advantage of data synchronization, as multiple sourcing has tended to introduce data inconsistencies. For instance, a national supermarket chain might obtain its private-label green beans from numerous regional produce suppliers, or a hardware chain might purchase the same brand of door hinges from different distributors. The probability of data errors increase substantially when multiple suppliers are entering the same data for the same product or brand.

The online tool, developed by 1SYNC, the leading GDSN-certified data pool and a not-for-profit subsidiary of GS1 US, is for organizations that are part of the multi-source supply chain, including retailers, suppliers, private-label manufacturers, distributors, wholesalers, brokers, and co-ops in all industry verticals.

“The industry can benefit greatly from a solution that helps protect data integrity for brands with multiple data sources in a supply chain,” says Andrew White, Research Vice President, Gartner. “Assuring and protecting data quality is essential for successful ongoing e-commerce collaboration for the entire business community. Exchanging clean, accurate data among trading partners will help lower supply-chain costs – a recommended focus-area for companies in these difficult economic times.”

Data errors in the supply chain can result in inefficiencies and high costs. Incorrect package-weight data may lead to inefficient loading of trucks, thereby increasing shipping costs, fuel costs, and fines at weighing stations for trucks; incorrect package dimensions can lead to insufficient or excessive storage space allotments; and errors of any type increase labor and administrative costs incurred to determine the correct information and initiate corrective actions.

To demonstrate the value of the 1SYNC Brand Identity solution, 1SYNC engaged retailers and suppliers to conduct testing of data for brands with 68 different Global Trade Item Numbers® (GTIN®) coming from multiple suppliers. Participants included Associated Grocers Baton Rouge, Daymon Worldwide, Dean Foods, Harris Tea, Knouse Foods Cooperative, Inc., Land O’Lakes, PepsiCo, Topco Associates LLC, Wal-Mart Stores, Inc., and Wegmans Food Markets, Inc.

The 1SYNC Brand Identity solution not only flagged and stopped 123 errors on the 68 items before they went into the GDSN, it also caught and flagged 83 errors on items that already existed in the GDSN.

Some of the errors were related to product dimensions, weights, and barcodes. The corrections prevented a variety of supply-chain issues that affect logistics, point of sale, purchasing, and invoicing processes/systems.

“This solution works great,” said Betty Tyson, Data Synchronization Project Lead of Knouse Foods Cooperative. “It is intuitive and easy to use. We have been waiting for a private-label tool like this. In the past we only received calls sporadically if data was missing or incorrect, but now with this tool it will be very streamlined.”

Kamaria Rivera, Data Sync Team Member, Wegmans Food Markets, agreed, adding, “Correcting bad data in the system after it has entered the network is always a challenge and adds unnecessary time and cost. The 1SYNC Brand Identity solution can help to successfully prevent bad data from flowing into the supply chain. With this solution we hope to reduce data inaccuracies which would tremendously benefit us and our suppliers.”

“The testing proved that the solution was highly effective at enforcing data accuracy and consistency,” says Bob Noe, Chief Executive Officer, 1SYNC. “Many data inaccuracies were successfully caught and corrected by the solution. This solution ensures that clean, accurate data enters the GDSN, which will help our customers make important business decisions based on good data.”

The Brand Identity Solution is currently available for companies in all industry verticals. More information on the 1SYNC Brand Identity Value Study is available at:

<http://www.1sync.org/documents/solutions/1SYNC%20Brand%20Identity%20Solution%20Value%20Study%20Jan.2009.pdf> or +1 866.280.4013.

About 1SYNC™

1SYNC™, the largest certified data pool in the Global Data Synchronization Network® (GDSN®), is dedicated to the implementation of standards-based, global supply-chain solutions and is a not-for-profit subsidiary of GS1 US. The 1SYNC community currently consists of 50 leading retailers and more than 5,000 suppliers worldwide. These implementations comprise data for more than 5 million items synchronized in the GDSN. 1SYNC offers a robust, easy-to-use solution that can reduce costly data errors and increase supply-chain efficiencies for companies of all sizes. For more information, visit www.1SYNC.org

About GS1 US™

GS1 US is a not-for-profit organization dedicated to the adoption and implementation of standards-based, global supply-chain solutions. More than 200,000 businesses in 25 industries rely on GS1 US for trading partner collaboration and for maximizing the cost effectiveness, speed, visibility, and traceability of their goods moving around the world. They achieve these benefits through GS1 US solutions based on GS1 global unique- numbering and identification systems, bar codes, Electronic Product Code-based RFID, data synchronization, and electronic information exchange. GS1 US operates the subsidiaries and brands 1SYNC™; BarCodes and eCom™; EPCglobal US™; GS1 Healthcare US; and RosettaNet. It also manages the United Nations Standard Products and Services Code (UNSPSC®) for the UNDP. www.GS1US.org

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