



IDDBA Digital Product Catalog for Members

Request to Brand Owners to Share Product Content.

Valued IDDBA members,

IDDBA's vision is to be the essential resource for relevant information and services which add value across all food channels for the dairy, deli, and bakery categories.

In partnership with 1WorldSync, IDDBA has developed a searchable catalog of products for our members. This digital catalog allows our members to search products from member brand owners or manufacturers, all in one place, and by using an industry standard tool. IDDBA is excited to add the IDDBA Digital Product Catalog to our portfolio of member values.

This method will simplify the process of submitting and accessing product information including product images. This is great news for brand owners and manufacturers who are subscribed to Global Data Synchronization Network (GDSN) as you can simply share your product information via your current GDSN service provider. GDSN data will directly feed our digital product catalog on the 1WorldSync Item Management platform and be accessible on the IDDBA mobile app and on iddba.org.

Please begin to share your GDSN data by following the below listed steps:

1. Work with your GDSN data pool service provider to get ready to send your product information to IDDBA
 - a. Not subscribed to a data pool? Contact 1WorldSync, IDDBA GDSN data pool at businessdevelopment@1worldsync.com or call at 866.280.4013 Option 2
 - b. 1WorldSync will provide you guidance on GDSN data pool services and benefits
2. Visit <https://1worldsync.com/community/find-a-trading-partner/iddba/> to review the **IDDBA GDSN Implementation Guide** including attribute requirements and complete the **IDDBA Trading Partner Form**
3. Load and publish all products sold to IDDBA and its members
 - a. IDDBA production GLN is **1200109688171**
4. Keep your product information up to date by sending regular updates via the GDSN

Throughout this process, if you require any assistance with creating, loading, and sharing data including high quality, industry compliant product imagery, you can contact 1WorldSync at businessdevelopment@1worldsync.com or call at 866.280.4013 Option 2.

We look forward to your participation in this important program.

Sincerely,

Whitney Atkins

Vice President of Marketing