



Dear Brand Owners,

Alaskan Sales, LLC is a company based in Anchorage, Alaska that sells and ships essential products to retailers in rural Alaska. The purpose of this letter is to ask you to help us better serve our customers and the communities in which they operate.

These retailers are usually the only store in their village so they must provide a wide range of goods. As I'm sure you can imagine, this can include groceries, hardware, ATV/Snowmobile parts, electronics, meats, fishing supplies, and much more. This requires us to work with many vendors to access a wide variety of goods.

One of the most difficult parts of our business is managing product data we receive from our many and varied vendors. What we receive is often inaccurate or incomplete, and we need good, clean product information for our paper catalog, online marketplace, billing, and for the POS software we provide.

Our goal is to decrease our customer's product costs, aid the efficiency of customer's businesses and, ultimately, increase the quality of life in rural Alaska. Improving our product information management system is an important step in reaching this goal, so we joined GDSN to receive product information directly from brands and suppliers of products.

So, what we ask is that you allow us to receive your brand's product information by completing the following:

1. Subscribe to a GDSN solution provider such as 1WorldSync.
  - a. Data Pools allow brand owners and suppliers to aggregate and syndicate product information such as supply chain, logistics and ecommerce with multiple customers including retailers, distributors, wholesalers, and others, with a single solution.
  - b. Learn more about 1WorldSync [here](#). 1WorldSync can support your product content needs.
2. Complete the Trading Partner Form at <https://1worldsync.com/community/find-a-trading-partner/alaskan-sales/>
3. Review Implementation Guide and Attribute Requirements Guide available on the link above.
4. Send your item data to Alaska Sales GLN **1200109974021**
5. Send any item data updates via the GDSN

If you have questions, please feel free to contact me at [Wayne@alaskansales.com](mailto:Wayne@alaskansales.com) or contact 1WorldSync at +1 866.280.4013 or [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com).

Thank you in advance for your support. We look forward to your participation.

Sincerely,  
Wayne Kleven  
Owner  
Alaska Sales, LLC. ; AlaskanSales.com