



2929 Walker Ave NW, Grand Rapids, MI 49534

Valued Vendor,

As we look for ways to improve our supply chain, Meijer has undertaken a data quality initiative which aims to enhance the accuracy, completeness, timeliness, and consistency of product data and processes. By building upon our relationship with our vendors, this initiative will provide mutual benefits that include:

- Reduced hand keying for creation of new products and product changes
- Facilitating faster launch of new products
- Increased efficiency of doing business across the supply chain

Meijer will receive product data via the Global Data Synchronization Network (GDSN) that will flow into Meijer's Product Entry Form Application on the Meijer VendorNet. This will allow Meijer to receive standard, validated vendor data while enabling Meijer's vendors to leverage their existing investment in GDSN. Meijer has partnered with 1WorldSync, a GDSN certified data pool, to help us successfully implement our data synchronization initiatives.

For information Meijer's GLN process visit the [Meijer Landing Page](https://www.1worldsync.com/community/customers/meijer/) on the 1WorldSync website (<https://www.1worldsync.com/community/customers/meijer/>). On this landing page you will find the following information:

- Trading Partner Form to provide your company's publishing Global Location Number (GLN), if you have not done so already
- Our implementation guide and FAQ's, that outlines all the required steps

New vendors will be able to provide their GLN at time of vendor registration. Current vendors can fill out the Trading Partner Form with your GLN information. For current vendors, once we received and subscribe to your publishing GLN you can begin the initial load process. The initial load will include all product levels in your packaging configuration (hierarchy) that are sold to Meijer. To identify products sold to Meijer, you may run a report available on the Meijer VendorNet>Sales & Merchandising>Sales Reporting>Micro Strategy> UPC Info Lookup.

If you have any questions, please contact meijervendor@meijer.com. For additional information on Data Pools, contact 1WorldSync at 1-866-280-4013.

Thank you in advance for supporting this very important initiative. We look forward to realizing the mutual benefits that this initiative will provide.

Sincerely,

Meijer Vendor Management