Meijer Data Synchronization Initiative
Data Synchronization Implementation Guide

Version 7
March 2022

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1 OVERVIEW

This document is intended to be used by vendors who will be electronically synchronizing product data through the Global Data Synchronization Network (GDSN®).

Data Synchronization is the electronic transfer of standardized product information between Trading Partners and the continuous synchronization of the data over time.

The benefits of data synchronization include:
- Facilitates the accuracy of product data
- Reduces time to create and introduce new products and changes to products
- Enables an electronic review and approval processes
- Improves market share by increasing speed to shelf for new Products
- Reduces out-of-stocks
- Reduced shelf-tag and checkout errors in stores
- Builds foundation for future applications
- Encourages standardization of product data

2 MEIJER DATA SYNCHRONIZATION INFORMATION

2.1 Primary Data Synchronization Contact

Email: meijervendor@meijer.com

2.2 Meijer Publishing GLN – updated

Production: **0041250000013**

Meijer's GDSN data pool is 1WorldSync.

2.3 Meijer Additional Information

Top off information will be handled through the Product Information Management (PIM) Application on the Meijer VendorNet

3 STEPS TO SYNCHRONIZING YOUR PRODUCT DATA TO MEIJER

3.1 VENDORS that are not currently Connected to Meijer

1. Provide Meijer with your Publishing GLN along with your GLN company contact information
   - o Complete the Meijer Trading Partner Form at 1WorldSync/Meijer Landing Page https://www.1worldsync.com/community/customers/meijer/

2. Meijer will subscribe to your publishing GLN through 1WorldSync.

3. Verify your data and Load Products into your data pool.
   - o Obtain Education/Training from your Data Pool or Solution Partner for loading product
   - o Review GDSN Package Measurement Standards and GTIN allocation rules at http://www.gs1us.org/resources/standards/package-measurement-standards

4. Meijer currently prefers that you just publish new products going forward.

5. If you have product that was previously entered into the Meijer system prior to connecting through GDSN, you will need to send these in as an initial load, if you want to make changes through the GDSN.

6. If you submit changes to a product that is not yet synchronized, it will not process at this time.

7. Currently we are not sending Catalogue Item Confirmations (CIC) messages.

3.2 CURRENT VENDORS that SYNC'D to the Old GLN

1. Update to Meijer's New GLN – 0041250000013, Meijer has already connected your current GLN to the new GLN.

2. Verify your data and Load Products into your data pool.

3. For current product that was previously published to the old GLN, send product as an "Publish an Initial Load"

4. For new product "Publish as New"

5. For changes to product that has been sent to the new GLN, "Publish as Change"

6. Currently we are not sending Catalogue Item Confirmations (CIC) messages.

4 MEIJER ATTRIBUTE REQUIREMENTS

Fields to Synchronize via Data Sync

	MEIJER Description	**GDSN Description**
1.	Information for the PMM UPC	Consumer Unit
2.	Information for the PMM Case	Orderable Unit
3.	UPC or Case Level Information	Product Type

Product

4.	Vendor Product Description	Functional Description
5.	Product Height	Height
6.	Product Height UOM	Height (attribute UOM)
7.	Product Width	Width
8.	Product Width UOM	Width (attribute UOM)
9.	Product Depth	Depth
10.	Product Depth UOM	Depth (attribute UOM)
11.	Selling UOM	Selling Unit Of Measure
12.	Package Unit Size	Net Content
13.	Package Unit Size UOM	Net Content UOM
14.	MSRP – optional	Suggested Retail price
15.	First Release Date –optional	Consumer Availability Date Time

UPC

16.	GTIN Type	EAN UCC Code
17.	GTIN Id	GTIN

Case

18.	Vendor Item Code	
19.	Case Quantity	
20.	Buying UOM	Ordering Unit Of Measure
21.	Weight UOM	Gross Weight
22.	Weight	Gross Weight (attribute UOM)
23.	Case Height	Height
24.	Case Width	Width
25.	Case Depth	Depth
26.	Cube	(calculated from Height, Width, Depth)
27.	Vendor Order Factor – optional	Order Sizing Factor
28.	Ti	TI or non GTIN Pallet Ti
29.	Hi	Hi or non GTIN Pallet Hi

Shipper Component

30.	Component GTIN	GTIN
31.	Quantity	Quantity of Next Level Product

Customer Facing Data

32.	Product Name	Product Description
33.	Features (when multiple values exist for a UPC, they are merged in the sequence they were received in the XML File)	Trade Item Feature Benefit
34.	Product Details (when multiple values exist for a UPC, they are merged in the sequence they were received in the XML File)	Trade Item Marketing Message
35.	Image URL (used to download image and determine orientation)	Uniform Resource Identifier

Images

36.	Image Start Date (optional, if it does not exist, then the date is today's date (the day the data was processed)	File Effective Start Date Time
37.	Image Filename (optional, but used to determine orientation if the URL is not in GS1 standards)	External File Link File Name
38.	Image Type (Meijer only process images that have a type of product image)	Type of Information
39.	Image End Date (optional, if it does not exist, then the date is set to 12/31/2099)	File Effective End Date Time

GS1 Standards for Images

URL/Filename contains	Facing/Orientation
A1C1	Front
A7C1	Back
A2C1	Left
A8C1	Right
A3C1	Top
A9C1	Bottom
A1L1	TiltLeft
A1R1	TiltRight

Digital Product Content Requirements

Please note digital product content is ONLY displayed by the primary UPC. Update all UPCs associated with the Meijer PID/product (unless the information specifically varies by UPC, i.e. an old UPC corresponds with old information). Updating all UPCs will eliminate the dissemination of inaccurate information, in the case of a primary UPC change. Meijer continues to evolve its digital content so that all products provide the best customer experience. Below outlines our current image expectations and new compliance image requirements.

IMPORTANT: This information must be supplied upon initial product setup.

Customer Facing Data Requirements:

1. Product Name (Brand-Brand Product Lin-Variable-Core Product-Color-Size-Pack Count/Size)
   - Product name should reflect the name on the product package
   - Capitalize the first letter of each word
     o Subsequent letters are lower case
   - Add a comma before size
   - 80-character limit
   - Do Not include periods or other punctuation
2. Product Details ("Romance copy"/information about the product)
   - Opportunity to entice customers and provide general information
   - If available, company or brand information may be added a secondary information
   - 350-character limit
   - Capitalize the first letter of each sentence
   - Do Not use bullet points
   - Do Not include any nutritional or legal claims
3. Features (Additional product information)
   - Concise selling points and key callouts
   - 300-character limit
   - Capitalize the first letter of each word
   - Do Not include punctuation
   - Do Not include bullet points
   - Do Not include any nutritional or legal claims

Effective immediately, Digital Image Requirements:

Current Image Requirements:

- o Front Facing Image

Additional Compliance Image Requirements:
- o Ingredient/Supplement detail
- o Nutrition, Supplement and / or Drug Fact Panel
- o Warning Information
- o Distributed by
  - ▪ All the above information may be included in one image, if legible.

Image Resolution Requirements:
- o Preferred
  - ▪ 2400 X 2400 pixels @300 ppi
  - ▪ 16 MB file size
  - ▪ File Formats: PNG, JPG
- o Minimum Acceptable, if compliance information is legible
  - ▪ 1200 X 1200 pixels @300 ppi
  - ▪ 4 MB file size
  - ▪ File Formats: PNG, JPG, EPS, Tiff, PSD, PDF
- ➢ ADA/Accessibility Content Requirements – Product Images reference link:
  https://vendornet.meijer.com/Home/Section/Compliance-334

Any of the below image locations may be used to upload the additional compliance image requirements through PEF in the VendorNet:
- o Back
- o Left
- o Right
- o Top
- o Bottom
- o Tilt Left
- o Tilt Right

Photo Quality:
- o Images must be professionally photographed using a high quality, professional level digital camera
- o Product must be photographed with a large depth of field so the whole image is sharp and in focus
- o Lighting of the product should be uniform and natural
- o Reflections on the product should be minimized and natural

- o All product should be photographed against a white background – avoid black or colored backgrounds which can introduce color shifts into the product

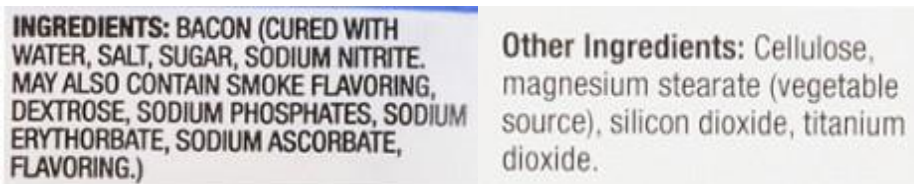Below are example images that meet the compliance requirements:

Image Set for a Product (total of 8 images can be submitted):
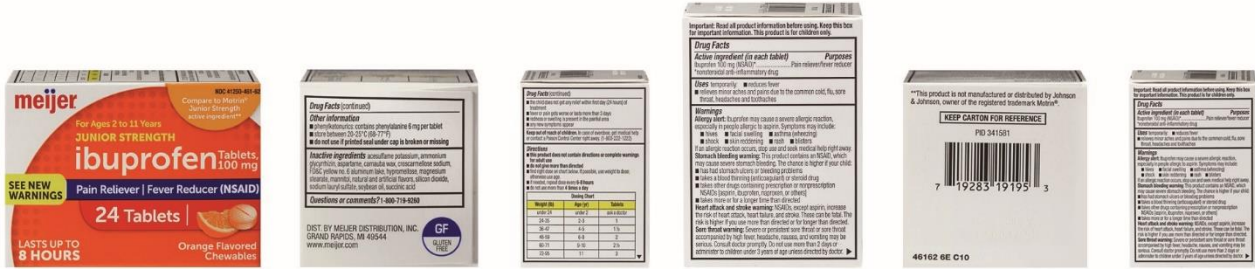
Nutrition / Supplement Facts Panel:

Ingredient/Other Ingredients Statement Line:

Warning Information:

THIS PRODUCT DOES NOT CONTAIN ANY DAIRY, SOY OR GLUTEN.

Suggested use: Adults, as a dietary supplement, take one (1) capsule daily.

Do not crush or chew.

Store in controlled room temperature area between 68°-77° F (20°-25° C). We recommend you store this product in the original blister card package.

WARNINGS: KEEP OUT OF REACH OF CHILDREN.

CAUTION: We recommend you discuss the supplements and medications you take with your healthcare provider. Consult your physician before taking this product if you have a medical condition, are pregnant or are nursing.

Distributed by Statement:

DIST. BY MEIJER DISTRIBUTION, INC.
GRAND RAPIDS, MI 49544
www.meijer.com

Additional Information Requested in Meijer Product Entry Form that is not submitted through GDSN

Product
1. Merchandise Area
2. Assign to Buyer
3. Vendor Id
4. Manufacturer Item Id/Style
5. Product Description
6. Size
7. Minimum Advertised Price
8. Color
9. Trademark
10. Hazardous
11. WIC
12. Target Group – media only
13. Newsstand Only – media only
14. Publications per Year – media only

UPC
15. UPC Description

Case
16. Vendor Id
17. Ship Point
18. Case Description
19. Related Sellable UPC
20. Case Cost
21. Buy Minimum
22. Buy Multiple

Shipper Component
23. Cost

REVISION HISTORY

Date	Ver #	Description of Change	Author
8/1/2011	.1	Initial document	Vanessa Frosch, Greg Mulder
2/14/2012	.2	Updated	Sandi Ragan
2/17/2012	.3	Updated with feedback from 1WorldSync	Sandi Ragan
4/3/2012	.4	Updated with feedback from Team	Sandi Ragan
5/11/12	1	Add in field information – publish	Sandi Ragan
5/30/12	2	Updated field information	Sandi Ragan
5/1/2018		Updated Meijer landing page information and steps to sync	Payal Patel
5/8/18	3	Added CFD and Image to fields Meijer consumes	Sandi Ragan
9/20/18	4	Updated details and added Meijer Information for CFD and Images	Sandi Ragan
2/4/20	5	Updated	Sheri Milstead
11/3/21	6	New Meijer GLN and change in initial process	Sandi Ragan
3/10/22	7	Process for syncing current product from GLN to new GLN. Remove CIC messages that are not being sent.	Sandi Ragan