



To: Our Supplier Community  
Re: Global Data Synchronization Update

**McLane Company** previously sent you information regarding the Global Data Synchronization Network<sup>®</sup> (GDSN<sup>®</sup>). McLane utilizes this network to synchronize item information with our trading partners and we are requesting that our suppliers utilize the GDSN to synchronize their products with us. This will enable you to quickly and efficiently exchange valuable supply chain data that is accurate and compliant with universally supported GS1 System standards.

**What the GDSN means to our suppliers:**

**McLane Company**, Inc. has realized that data synchronization is the most effective and consistent method ensuring trading partners share accurate and relevant information with each other helping them achieve an efficient supply chain. Additional benefits of utilizing the GDSN include elimination of costly errors, new item speed to shelf and reduced out of stocks.

**McLane Company is asking all suppliers to comply with this request to synchronize as soon as possible.**

Please visit the 1SYNC website at <http://www.1sync.org/mclane.html> to learn more about “How to Publish to McLane” as well as join us at an upcoming web seminar at <https://www.livemeeting.com/lrs/1100006351/Registration.aspx?pageName=1t6gfjxqzpc6cmqf>

**Your next steps:**

- 1) **Let McLane know your intentions.** Provide your publishing information, including data sync contact information to [supplierGDS@mclaneco.com](mailto:supplierGDS@mclaneco.com).
- 2) **Enroll with 1SYNC** by contacting the organization by phone at **+1.866.280.4013, Option 1** or contact the GDSN-certified Data Pool of your choice.
- 3) **Get prepared** to synchronize data for **all** of your items.

Synchronizing data utilizing the GDSN is an integral part of our supply chain business processes. We are asking that you join us to synchronize in its entirety so that we can all maximize its value and drive a faster return on investment.

Regards,

Keith Ross  
Director of Merchandising  
McLane Company

**\*\*\* McLane Company would like to invite all our suppliers to join us at the U Connect Conference (<http://www.uconnectevent.com/>) and join us at our “Retailer Roundtable” to discuss any topics related to our GDSN initiative. Please use the Promotion Code UCONMCL15 when registering**