



**IDDBA**  
**IDDBA Digital Catalog User guide**

Version #1



## IDDBA Digital Catalog User guide

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### 1 Product Content Syndication Overview

The International Dairy Deli Bakery Association (IDDBA) is a nonprofit trade association for food retailers, manufacturers, wholesalers, brokers, distributors, and other industry professionals. They have more than 1,500 members consisting of small independent to world's largest corporations.

IDDBA has partnered with [1WorldSync](#) for their digital product catalog, which will showcase products and associated data from brand owners/manufacturer members. This catalog will be receiving product content via Global Data Synchronization Network (GDSN).

The GDSN is an automated, standards-based global environment that enables secure and continuous product data syndication between trading partners.

This GDSN implementation guide outlines the steps suppliers must follow to share their product content with IDDBA via the GDSN.

Suppliers must be subscribed to a GDSN-certified data pool such as 1WorldSync, to share product content with IDDBA.

#### **IDDBA GLN: 1200109688171**

#### **Contact:**

For questions related to your requirements for participation, please contact **Katie Roelke**, Membership Director, IDDBA at [kroelke@iddba.org](mailto:kroelke@iddba.org).

If you have questions about sending your GDSN data to IDDBA, please contact our partner, 1WorldSync, at 866.280.4013 or email [technialsupport@1worldsync.com](mailto:technialsupport@1worldsync.com).

### 2 STEPS TO BEGIN SYNDICATING YOUR DATA WITH IDDBA

1. Check if your organization have an active subscription to a GDSN certified data pool. If you are currently not a member of a GDSN data pool, you will need to subscribe to one.
  - a. You can contact 1WorldSync to verify and learn about GDSN data pool and their role, at 866.280.4013.
2. Complete the IDDBA Trading Partner Form (TPF) available via <https://1worldsync.com/community/find-a-trading-partner/iddba/>
  - a. IDDBA will subscribe to your GLN
3. Review IDDBA product attribute requirements in Section 3 of this document
  - a. All IDDBA requested attributes are currently available within GDSN



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- b. Note: Product Images and ecommerce attributes are required for successful placement of your products in our digital catalog.
4. Load your product data including all attributes outlined in Section 3 of this document into your home GDSN data pool
5. Publish all products you sell to IDDBA and/or its members to **IDDBA GLN 1200109688171**. IDDBA encourages you to publish any additional products that you would like our members to see in our digital catalog
  - a. Publish item data with the appropriate Publication Types of 'Initial Load' or 'New'.
    - i. 'Initial Load' for existing item information
    - ii. 'New' for brand new item introductions
    - iii. IDDBA wants all new items to be published via the GDSN
  - b. IDDBA will currently send "RECEIVED" CIC message only. As this project evolves within IDDBA, we plan to provide additional CIC messaging.
6. Continue to send updates for your items via the GDSN. This will ensure your products are accurately listed in the IDDBA digital product catalog.

### 3 ATTRIBUTE REQUIREMENTS

#### 3.1 GDSN Required and IDDBA Requested Attributes

Your products will be displayed digitally via a searchable catalog, include as much information as you can to ensure a rich customer experience.

In addition to all GDSN mandatory attributes, IDDBA requires all foodservice attributes that includes nutritional, allergen, and ingredient information.

Any or all marketing information including product title, description, why buys and product images are also strongly encouraged to be shared via the GDSN.

For a full listing of our required attributes visit, <https://1worldsync.com/community/find-a-trading-partner/iddba/>.