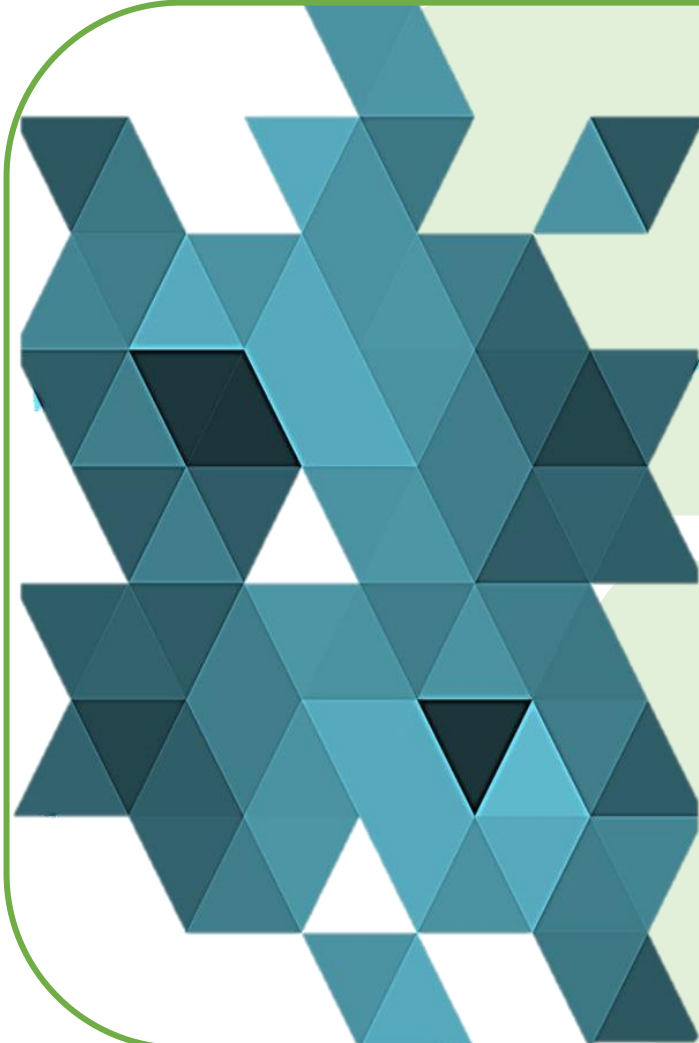


Syndigo Marketplace Tips



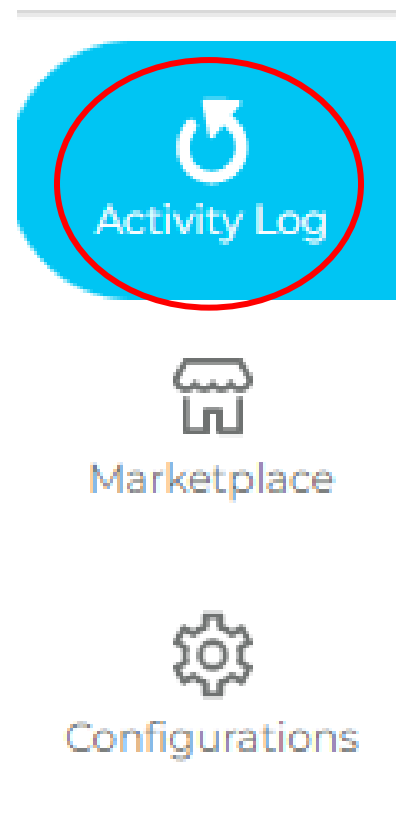
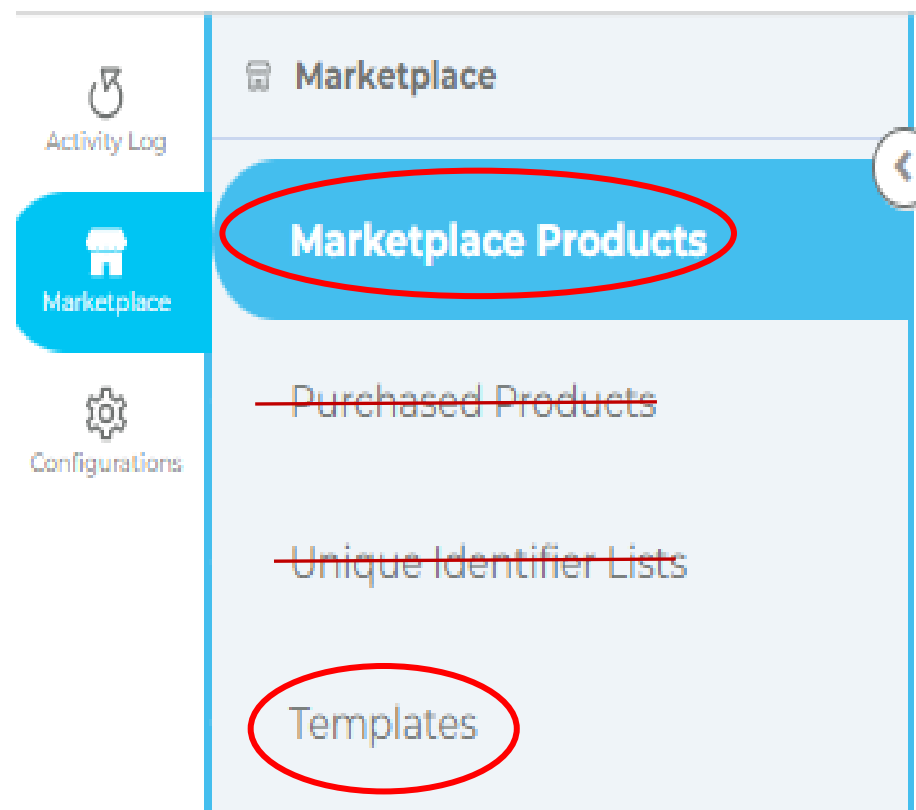
This booklet is intended to be used as a general guide for users of the Syndigo database. It contains some of the most frequently asked questions and can be referenced to troubleshoot issues. If more attention is needed, please see page 18 for additional support resources.

Additionally, reference page 19 to learn about the Topco CVID and understand its components. The CVID has some variations and further knowledge on the variations can be obtained from the Topco Enterprise Data Governance Team. Also note that the Syndigo database holds the CVID in the “Internal Supplier ID” field.

Syndigo Marketplace Tips

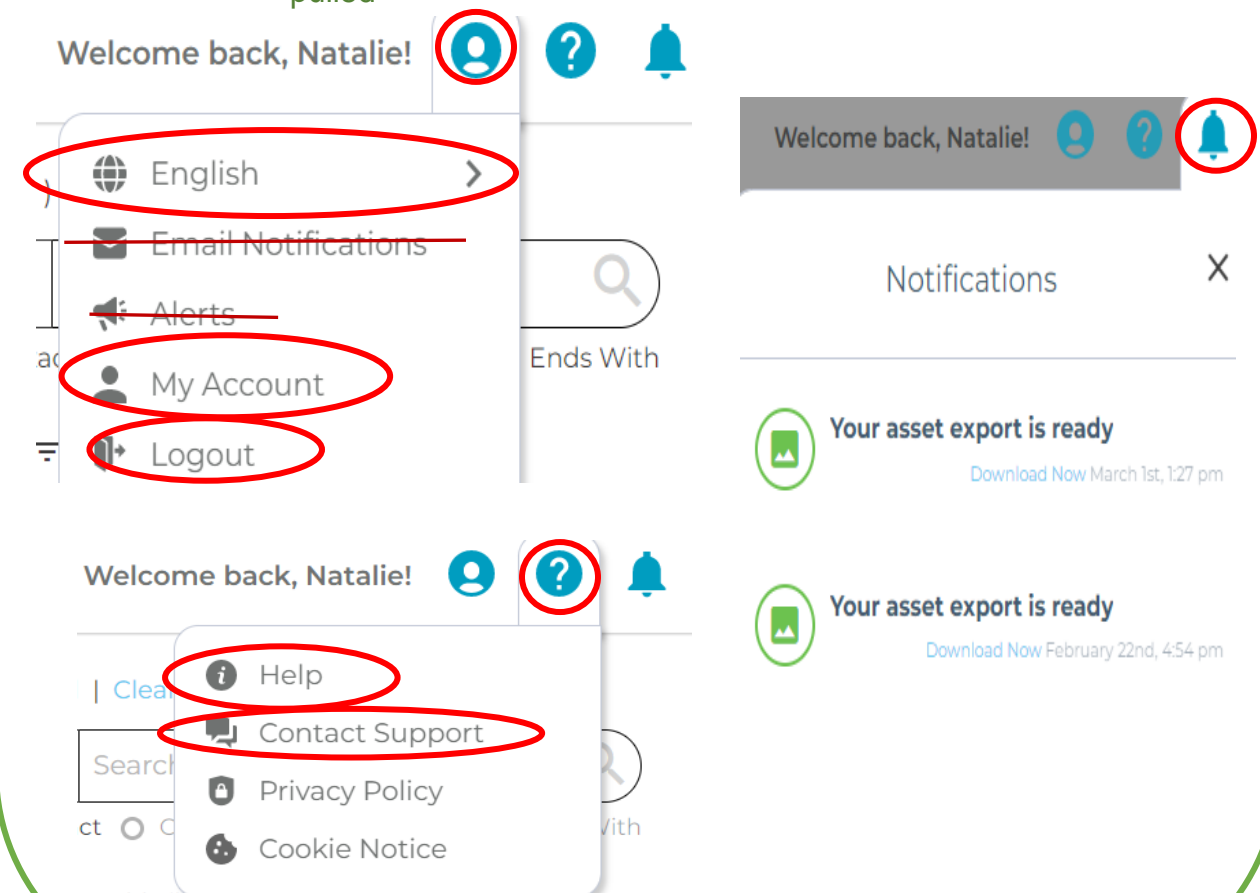
Which tabs are applicable to me?

- Search for items within the “Marketplace Products” tab.
- Create image download templates in “Templates” tab.
- “Purchased Products” and “Unique Identifier Lists” are not tabs that Topco utilizes.
- Search and pull any exports that have been created in the “Activity Log” tab
- Configurations is not a tab Topco utilizes



Which icons are in the top right corner?

- The first icon you can update your language preference, access your account, or log out.
 - Disregard “Email Notifications” and “Alerts”
- The “Help” button has a library of Syndigo-created informational videos. The “Contact Support” button takes you to a form to fill out to receive help from Syndigo, as well as a phone number if your matter is more urgent.
- The third icon will display any notifications, such as downloads or exports that you have recently performed or pulled



Syndigo Marketplace Tips

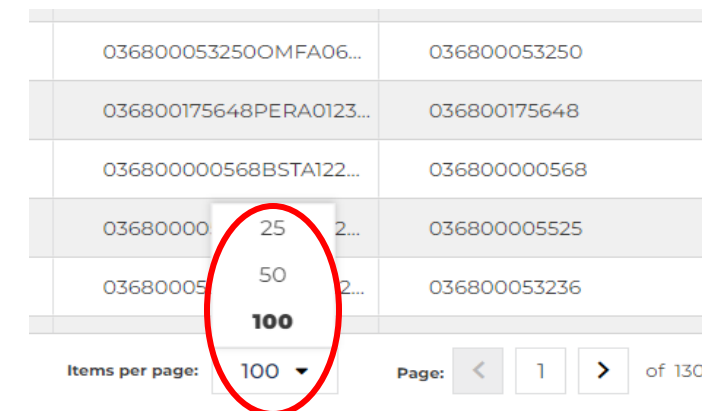
From the “Manage Columns” menu, which columns would you recommend I show on my dashboard?

- In the linear view, you can show up to 20 columns at a time. Below are Topco data fields and their equivalent matches in the Syndigo platform. These are basic item identifying fields that would be beneficial to select from for most users.
 - NOTE:** In Syndigo, “Topco” is referred to as a “Supplier”, which is why “Supplier” appears before all the SAP category hierarchy phrases.

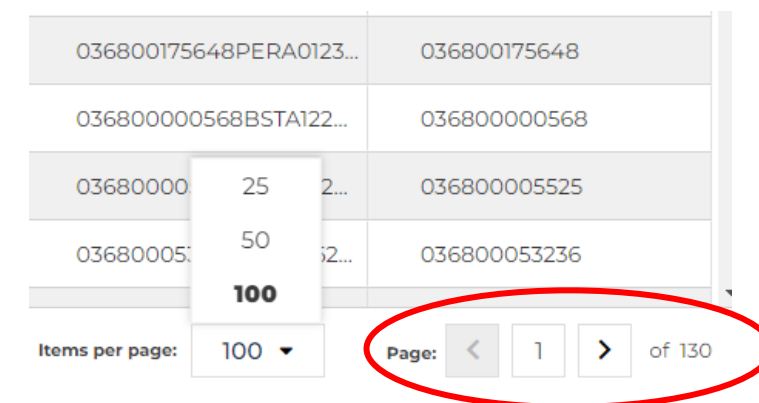
Topco Data/Term		Syndigo Marketplace field name
Image Thumbnail	=	Front-Center-Elevated (for Packaging = Topco & member brands images have been retouched)
Image Thumbnail	=	Main Product Image (recommended selection for PLU items) (for Packaging not retouched, but image is available for other clients)
Brand Owner	=	MFG Name
Brand	=	MFG Brand Name
Product Title	=	Product Name
Size	=	Package Size
Consumer UPC	=	12 Digit UPC
CVID	=	Internal Supplier ID
PLU #	=	PLU
Date added (pre-2022)	=	Date Posted (date is associated with records loaded prior to year 2022)
Date added (post-2022)		Original Post Date (date is associated with records post year 2022)
SmartLabel® URL	=	Link to the SmartLabel page (if applicable)
SAP Division	=	Supplier Division
SAP Sub-Division	=	Supplier Subdivision
SAP Category	=	Supplier Category
SAP Sub-Category	=	Supplier Subcategory
SAP Segment	=	Supplier Segment
Record Creator	=	Legacy Data Source - references the company who created the data record - Intake = Syndigo - TOPCO = Label Insight (our previous partner)

How do I show more results per page?

- Update the number in the “Items per page” dropdown at the bottom-right of the screen. Once you set the number of rows to see per page, this will be the default you open to each time you log in.



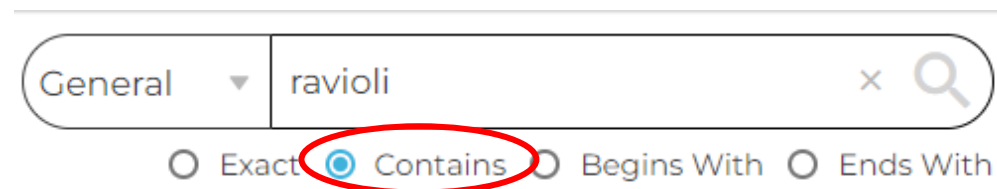
- In the bottom-right-corner are arrows to click to the next page. You can also type in a number in the middle box to go directly to a particular page.



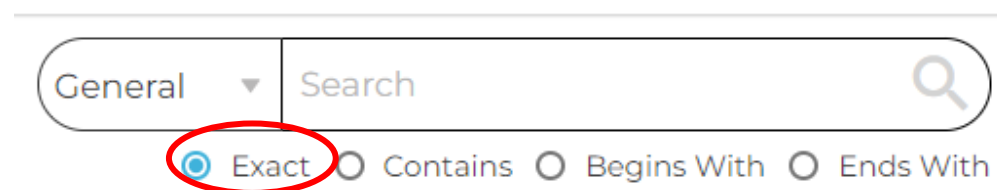
Syndigo Marketplace Tips

What do I need to know about the Search Box?

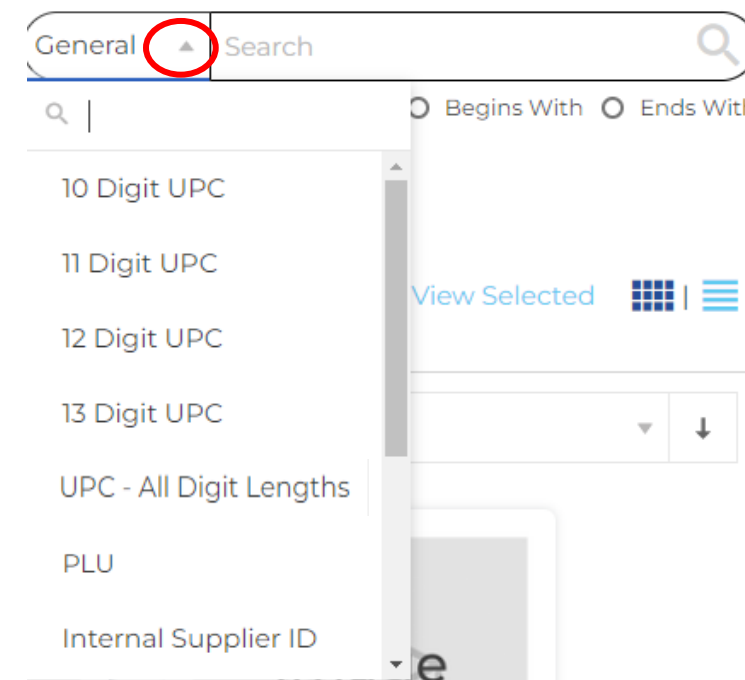
- When “General” is selected, you can enter a word and that text will be searched for within the record’s Product Name. You must select the “Contains” radio dial in order to search this way.



- The radio dials are key to your search. If you are not returning results, it is likely because you are on “Exact” and the entry is not matching-up exactly with any records in Syndigo’s database.



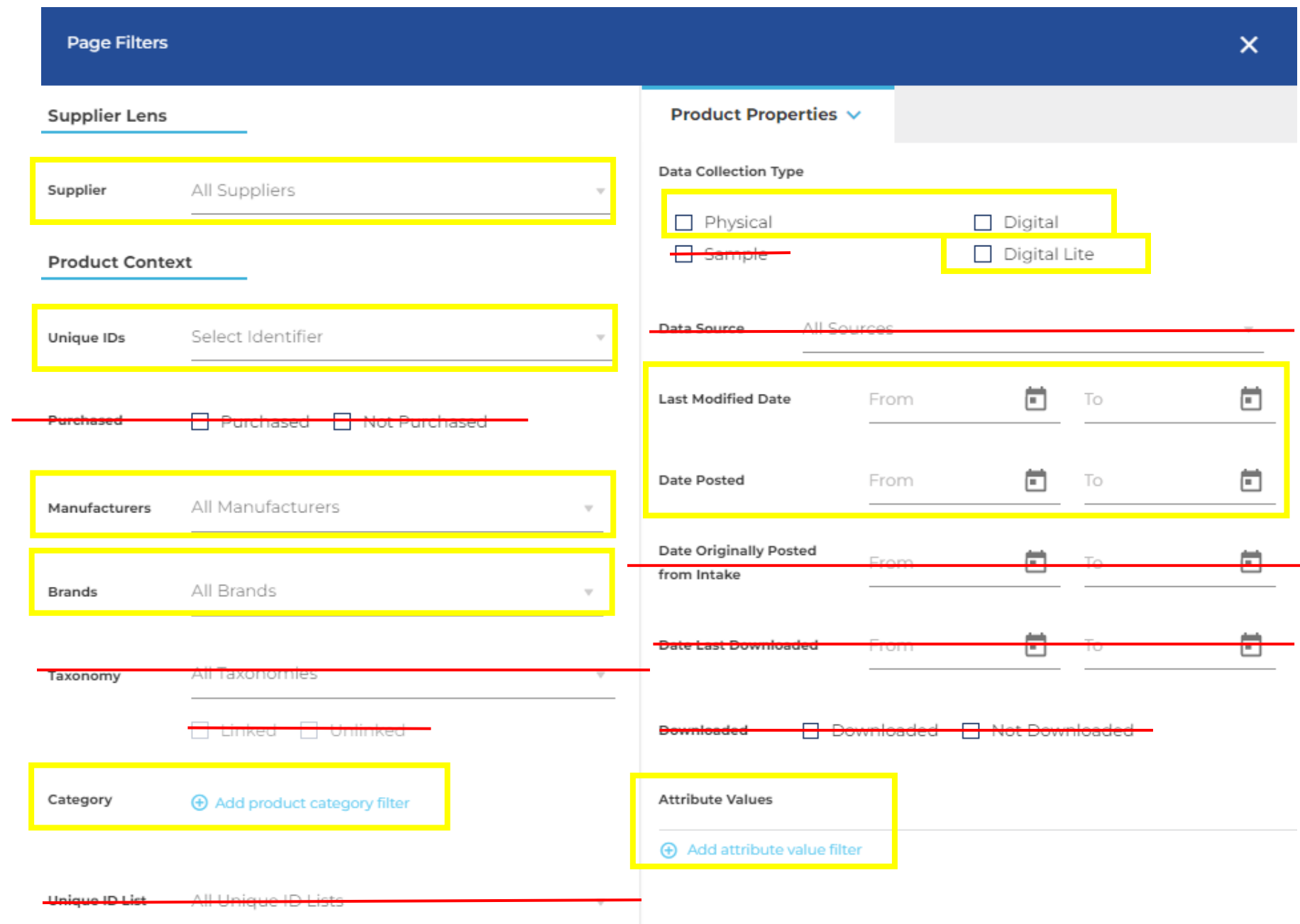
- The dropdown offers 7 different ways to search a UPC record:
 - Do not include dashes in the entry.
 - Remember the “Internal Supplier ID” is Topco’s CVID.
 - The 11-digit UPC is formatted WITHOUT the check-digit (that is the last digit at the end of a UPC).
 - Search by “UPC – All Digit Lengths” when you have a partial UPC



Syndigo Marketplace Tips

What should I do with dropdowns that are unfamiliar to me in the “Add Filter” Page Filters screen?

- Ignore them. The Syndigo database is utilized in various ways by other clients of Syndigo, and therefore, not everything that is listed on the platform is relevant to Topco users.
- I have crossed-out the fields that are not relevant to Topco users and highlighted the ones in yellow that are. They are also listed below.
 - Supplier – only used to locate PLU skus under “Syndigo PLU-Fresh”
 - Brands
 - Manufacturers
 - Category
 - Unique IDs
 - Data Collection Type
 - Date Posted
 - Last Modified Date
 - Attribute Values



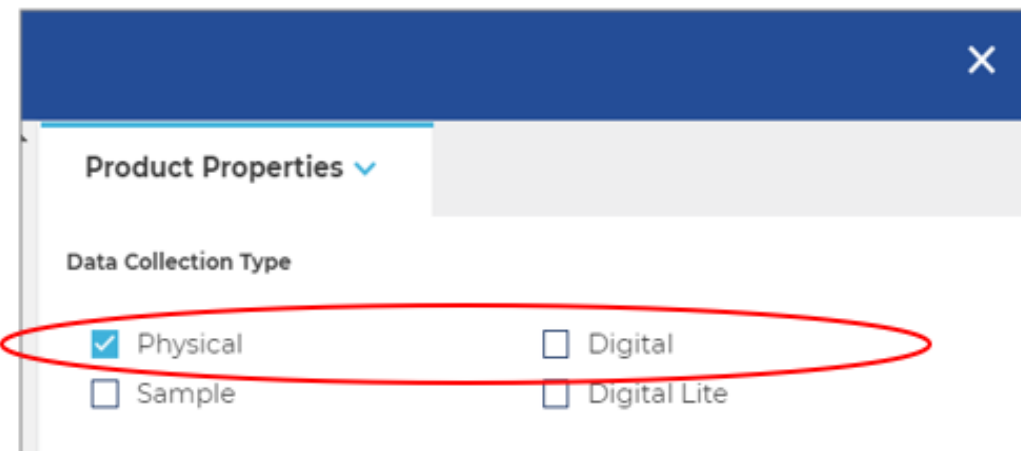
The screenshot shows the 'Page Filters' dialog box with the following filters and their status:

- Supplier Lens:** Supplier (All Suppliers) - **Highlighted in yellow**
- Product Context:** Unique IDs (Select Identifier) - **Highlighted in yellow**
- Purchased:** Purchased, Not Purchased - **Struck through with a red line**
- Manufacturers:** All Manufacturers - **Highlighted in yellow**
- Brands:** All Brands - **Highlighted in yellow**
- Taxonomy:** All Taxonomies, Linked, Unlinked - **Struck through with a red line**
- Category:** Add product category filter - **Highlighted in yellow**
- Unique ID List:** All Unique ID Lists - **Struck through with a red line**
- Product Properties:** Product Properties - **Highlighted in yellow**
- Data Collection Type:** Physical, Digital, Digital Lite, Sample - **Physical, Digital, and Digital Lite are highlighted in yellow; Sample is struck through with a red line**
- Data Source:** All Sources - **Struck through with a red line**
- Last Modified Date:** From, To - **Highlighted in yellow**
- Date Posted:** From, To - **Highlighted in yellow**
- Date Originally Posted from Intake:** From, To - **Struck through with a red line**
- Date Last Downloaded:** From, To - **Struck through with a red line**
- Downloaded:** Downloaded, Not Downloaded - **Struck through with a red line**
- Attribute Values:** Add attribute value filter - **Highlighted in yellow**

Syndigo Marketplace Tips

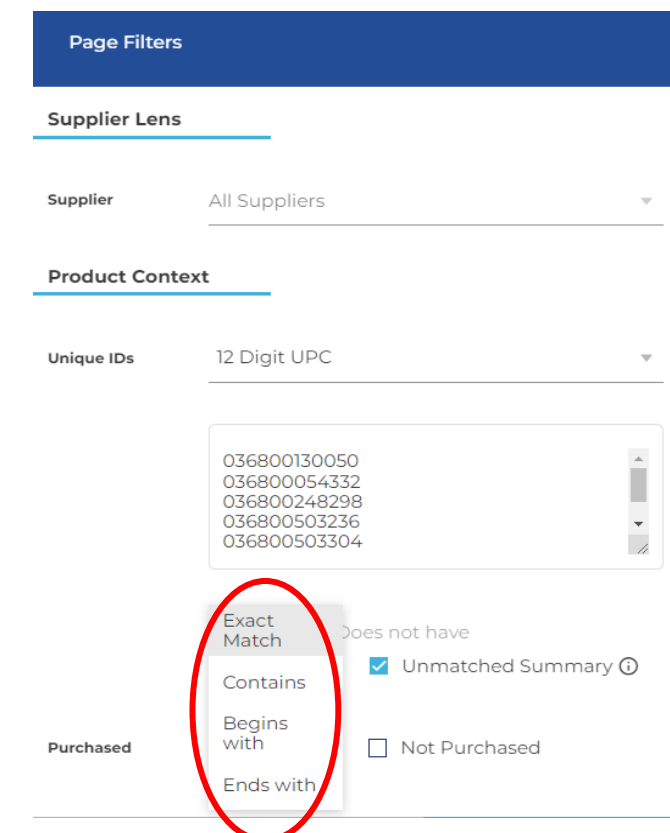
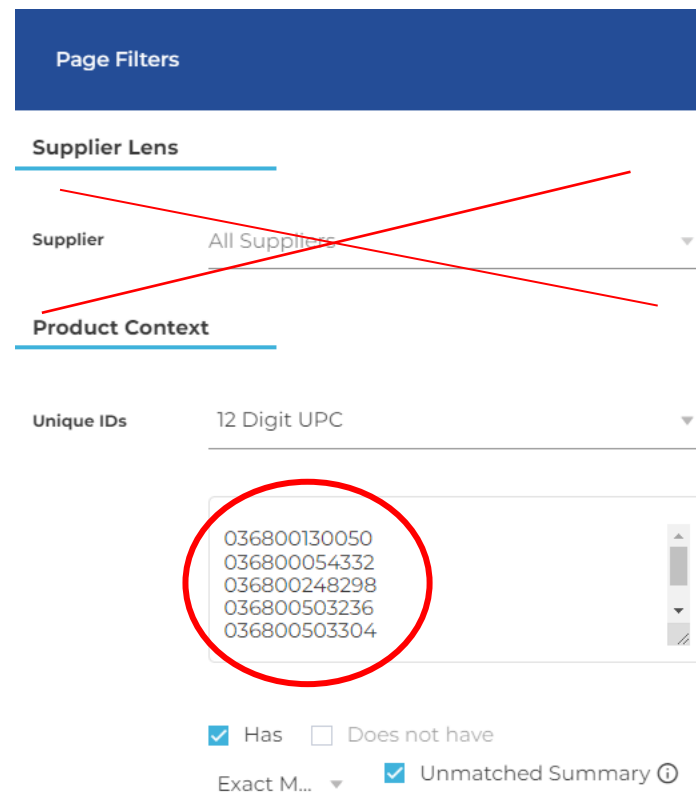
I only want to see the records that have photographs in them. How do I filter to see only that?

- Click “Add Filter,” and on the right side of the page you will see “Data Collection Type.” (shown below)
- Check the box of “Physical” to filter to only records that have product photography.
- Check the box of “Digital” and “Digital Lite” if you want to see the products that only have digital flat artwork available so far.
 - Digital files are only available for Topco own brands and members participating in the Bioengineering Project.
 - Members cannot see digital artwork items until a Physical sample is sent in for imaging.
 - Digital files will exist until a supplier prints, packs and ships physical samples to Syndigo for imaging.



How do I search for multiple records at one time?

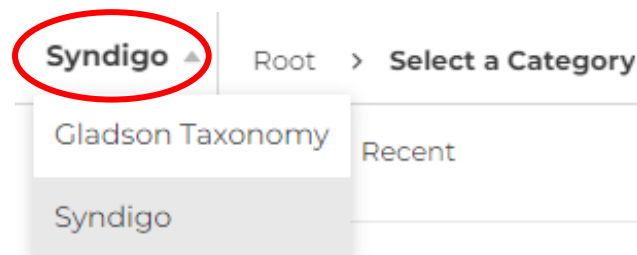
- Click “Add Filter,” and on the left side of the page scroll down to the bottom to “Unique IDs”.
- From the dropdown, select the format of the values you will input into the search.
 - Most used formats are, “12-digit UPC” and “Internal Supplier ID,” which is the Topco CVID.
 - If using the 11-digit UPC, note that the end-check-digit is the digit that is missing in the format, not the first digit.
 - If you have a partial UPC or having an issue returning results, select the “UPC – All Digit Lengths” dropdown.
- Copy and paste the search values in the open text box.
- Check the box for “Unmatched Summary” if you want to see the values that are NOT found in Syndigo.
- If you are looking for a list of items that share a similar UPC, either select “contains, begins with, ends with” in the dropdown.
- Click “Apply Filters” in the bottom right-hand corner to return results.



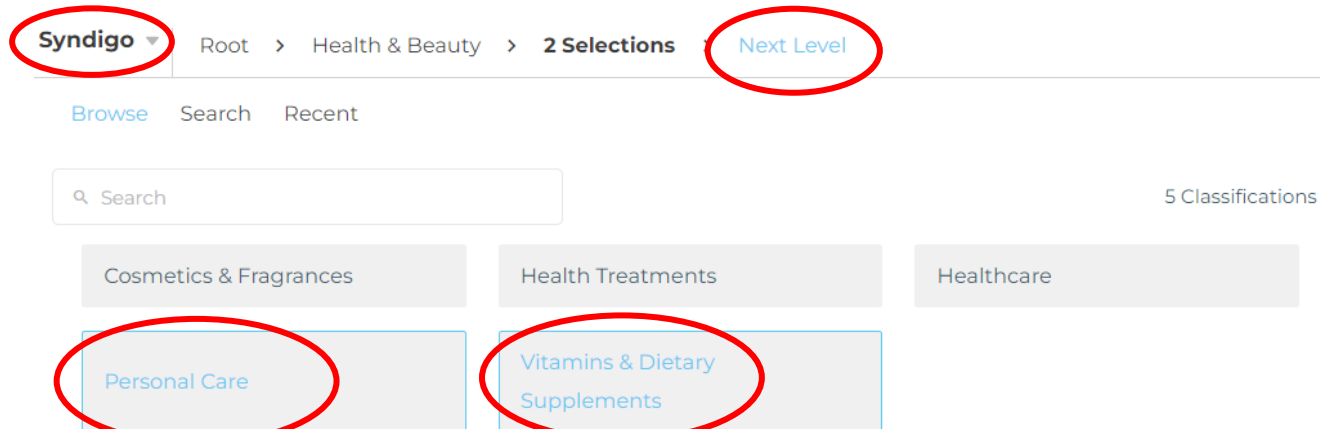
Syndigo Marketplace Tips

What do I need to know about using the “Category” filter?

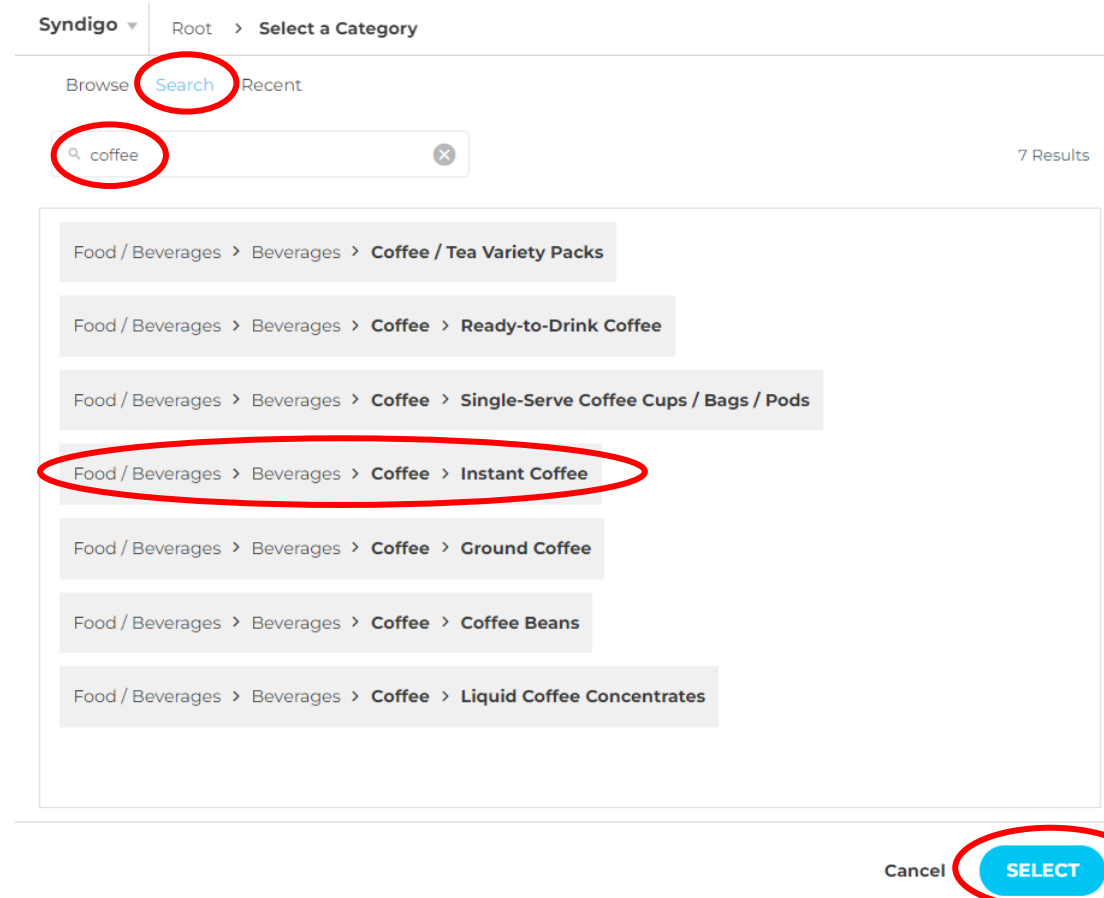
- To begin any search, always select “Syndigo” from top-left-corner dropdown



- The “Browse” functionality is a broad search. To use it:
 - Select the category you’d like to search through by clicking on a grey box.
 - You can select more than one grey box.
 - Click “Next Level” to move the next level of category options.
 - When you’ve reached the filter level you want to view, click the blue “Select” button on the bottom of the box to apply your search.



- The “Search” functionality is a more pointed search. To use it:
 - Click the word “Search” at the top.
 - Enter a word(s) into the open “Search” field.
 - Scroll through the results and click on the grey box with the path that matches your need.
 - Click the blue “Select” button on the bottom of the box to apply your search.




Syndigo Marketplace Tips

How do I select all the records I returned results for?




- You can select all showing on a single page view by checking the top box in the upper left corner (see where the red arrow points to). In the example below, if the “Rows per page” is set to show 25 records, you will only select 25 records of the 344 products by checking the box.
- If you want to select all records across multiple pages, click on “Select All”.

344 Products (0 Selected **Select All** | Clear All)

Language:  English (US) Manage Columns

View Details Download Products Active Product



<input type="checkbox"/>	Front - Center - Elevated	Product
<input type="checkbox"/>		Crav'n I
<input type="checkbox"/>		Crav'n I
<input type="checkbox"/>		Crav'n I

How do I remove the records I selected?


- Click “Clear All”

672,880 Products (672,880 Selected | Select All **Clear All**)

Language:  English (US) Manage Columns Add Filter

Why is my search not returning any results?

- You likely have a filter or search still in the database.
- Check the following:
 - “Add Filter” is not applied
 - The “Search” box contains no text.

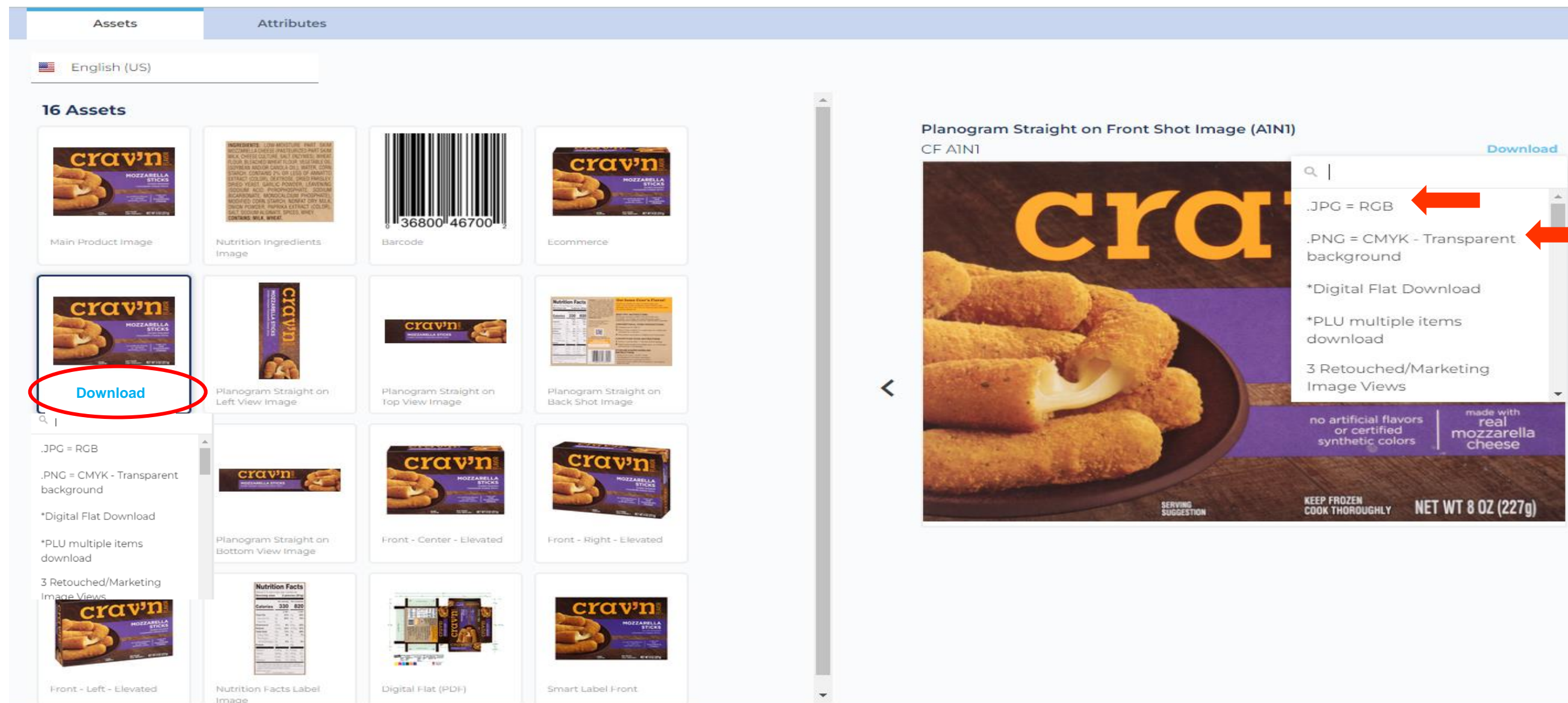
General **brisket** × 
 Exact Contains Begins With Ends With

1 Filter ×

Syndigo Marketplace Tips

Which selection should I make to do a direct download?

- The top two options (JPG & PNG) in the direct download dropdown are the most popular.
- You can download from either the larger view or from the smaller tiles.



The screenshot displays the 'Assets' tab in the Syndigo Marketplace interface. It shows a grid of 16 assets for 'crav'n' mozzarella sticks. The 'Download' button on the 'Planogram Straight on Left View Image' asset is circled in red. A dropdown menu is open, showing options: '.JPG = RGB', '.PNG = CMYK - Transparent background', '*Digital Flat Download', '*PLU multiple items download', and '3 Retouched/Marketing Image Views'. Two red arrows point to the first two options. A larger view of the 'Planogram Straight on Front Shot Image (AIN1)' is shown on the right, with a 'Download' button and a search bar.

Syndigo Marketplace Tips

What if I only want to look at the item without downloading?

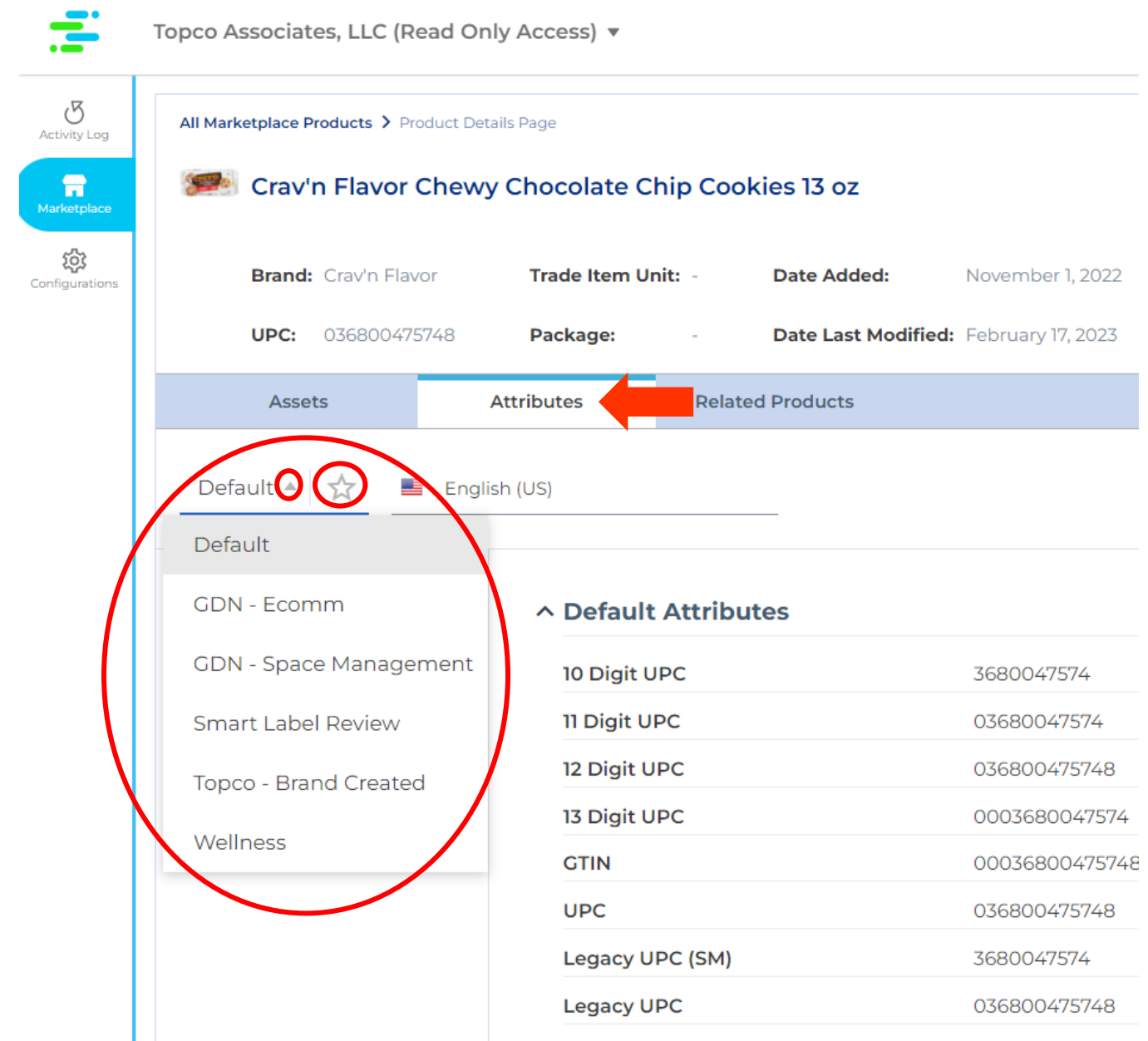
- After selecting an asset from the smaller tiles and clicking on the larger image, you can zoom in and out using the mouse scroller or the magnifying glass.
- You also have the option to flip the image if necessary.



Syndigo Marketplace Tips

What else is in a file record that I should be aware of?

- If you click on the “Attributes” tab, there are various dropdowns that lead to more product information.
- Click the dropdown next to “Default” to view the other data sets.
- For PLUs, the “GDN-Ecomm” dropdown shows the USDA Nutrition Panel associated with each SKU
- The information provided in each data set is helpful to see in one view, such as the “Wellness” data.
- If you want to save your selection for the next time you’re using the filter, select the star.
- This data can also be viewed in Columns, Filters, or via the Product Content export called, “TPTI Marketplace.”



Topco Associates, LLC (Read Only Access) ▾



All Marketplace Products > Product Details Page

Crav'n Flavor Chewy Chocolate Chip Cookies 13 oz

Brand: Crav'n Flavor **Trade Item Unit:** - **Date Added:** November 1, 2022

UPC: 036800475748 **Package:** - **Date Last Modified:** February 17, 2023

Assets **Attributes** Related Products

Default   English (US)

Default

- GDN - Ecomm
- GDN - Space Management
- Smart Label Review
- Topco - Brand Created
- Wellness

Default Attributes

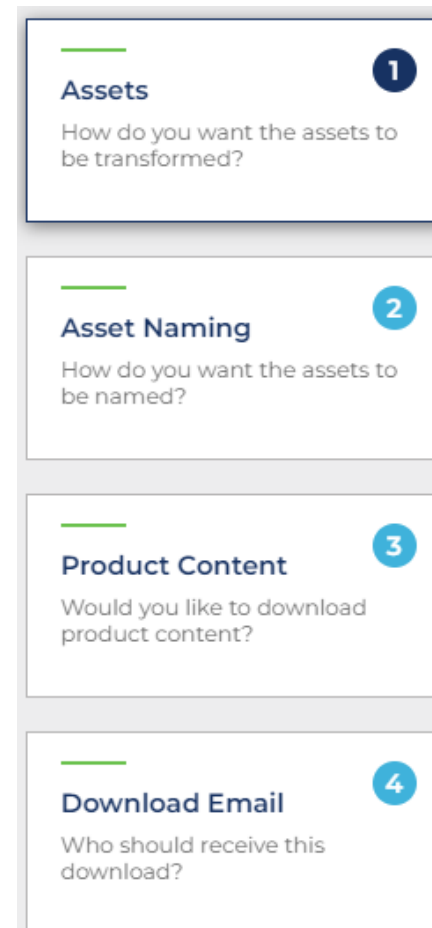
10 Digit UPC	3680047574
11 Digit UPC	03680047574
12 Digit UPC	036800475748
13 Digit UPC	0003680047574
GTIN	00036800475748
UPC	036800475748
Legacy UPC (SM)	3680047574
Legacy UPC	036800475748

Syndigo Marketplace Tips

What do I need to know about the “Download” functionality?

1 of 5

- There are 4 boxes within the Download functionality.
- All boxes must be completed in order to perform the export request.
- Box #1 and #2 will grey-out if you select “no” in either of them, which means you can move onto the next box to complete.



1
Assets
How do you want the assets to be transformed?

2
Asset Naming
How do you want the assets to be named?

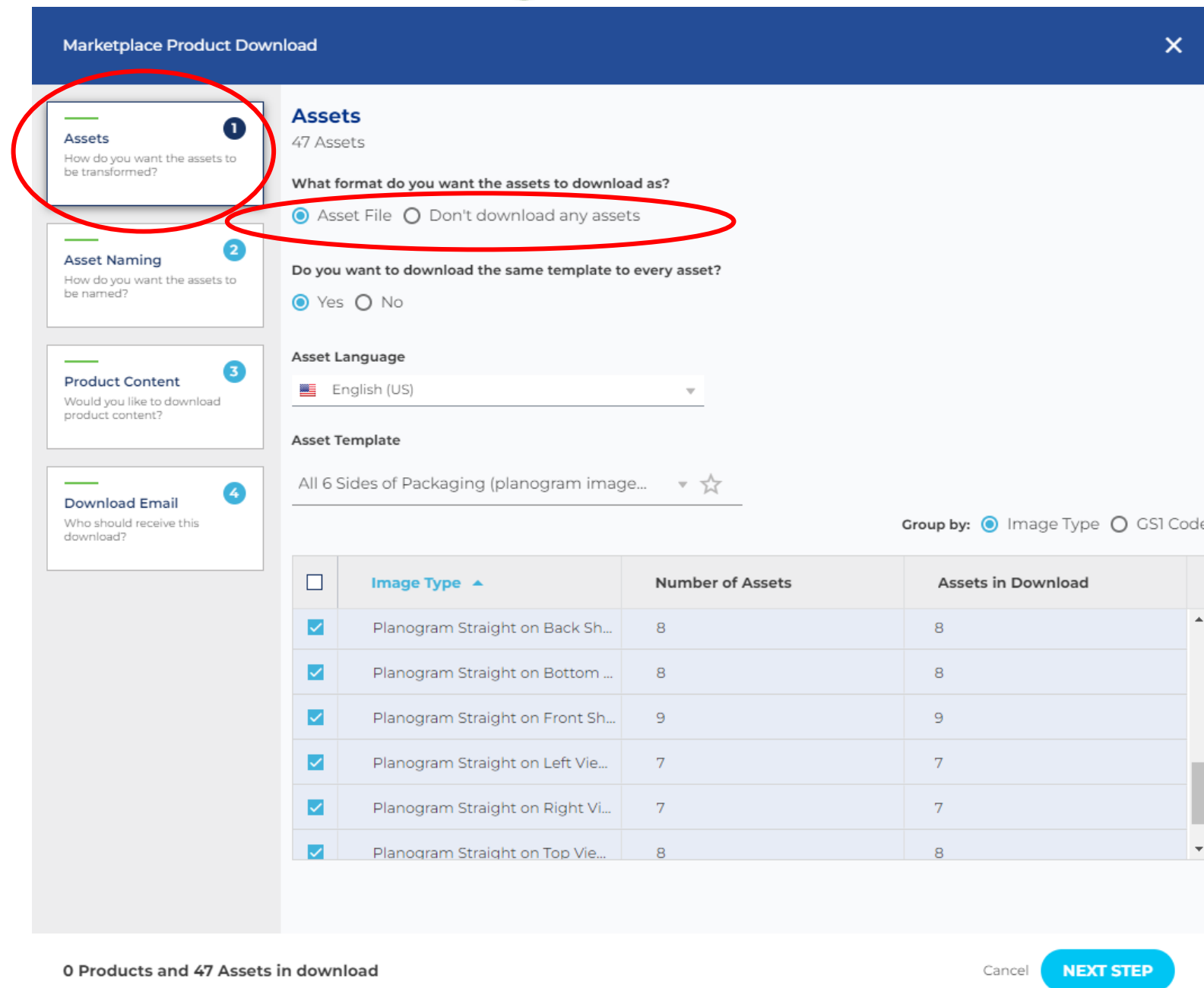
3
Product Content
Would you like to download product content?

4
Download Email
Who should receive this download?

Syndigo Marketplace Tips

Download (Continued) 2 of 5

- Asset #1 = contains the images within the library
- Click “No” in the radio dial if you do not want images exported, and box #2 will grey-out. Then move on to box #3.
- If you do want images, leave the radio dial as is on “Asset File” and move onto the “Asset Template” dropdown.
- In the “Asset Template” dropdown, select from a preassembled Template.
- When you select the Template you want, you will see blue check boxes appear in the asset(s), which show what is selected in that particular Template.
 - You can uncheck the box to remove any image assets you do not want.
 - The total number of assets will adjust in the far-right column under “Assets in Download” as you add or remove check box selections.
- Once completed, click the blue “Next Step” button or select box #2 to move on.



Marketplace Product Download

Assets
47 Assets

What format do you want the assets to download as?
 Asset File Don't download any assets

Do you want to download the same template to every asset?
 Yes No

Asset Language
 English (US)

Asset Template
 All 6 Sides of Packaging (planogram image...)

Group by: Image Type GS1 Code

<input type="checkbox"/>	Image Type	Number of Assets	Assets in Download
<input checked="" type="checkbox"/>	Planogram Straight on Back Sh...	8	8
<input checked="" type="checkbox"/>	Planogram Straight on Bottom ...	8	8
<input checked="" type="checkbox"/>	Planogram Straight on Front Sh...	9	9
<input checked="" type="checkbox"/>	Planogram Straight on Left Vie...	7	7
<input checked="" type="checkbox"/>	Planogram Straight on Right Vi...	7	7
<input checked="" type="checkbox"/>	Planogram Straight on Top Vie...	8	8

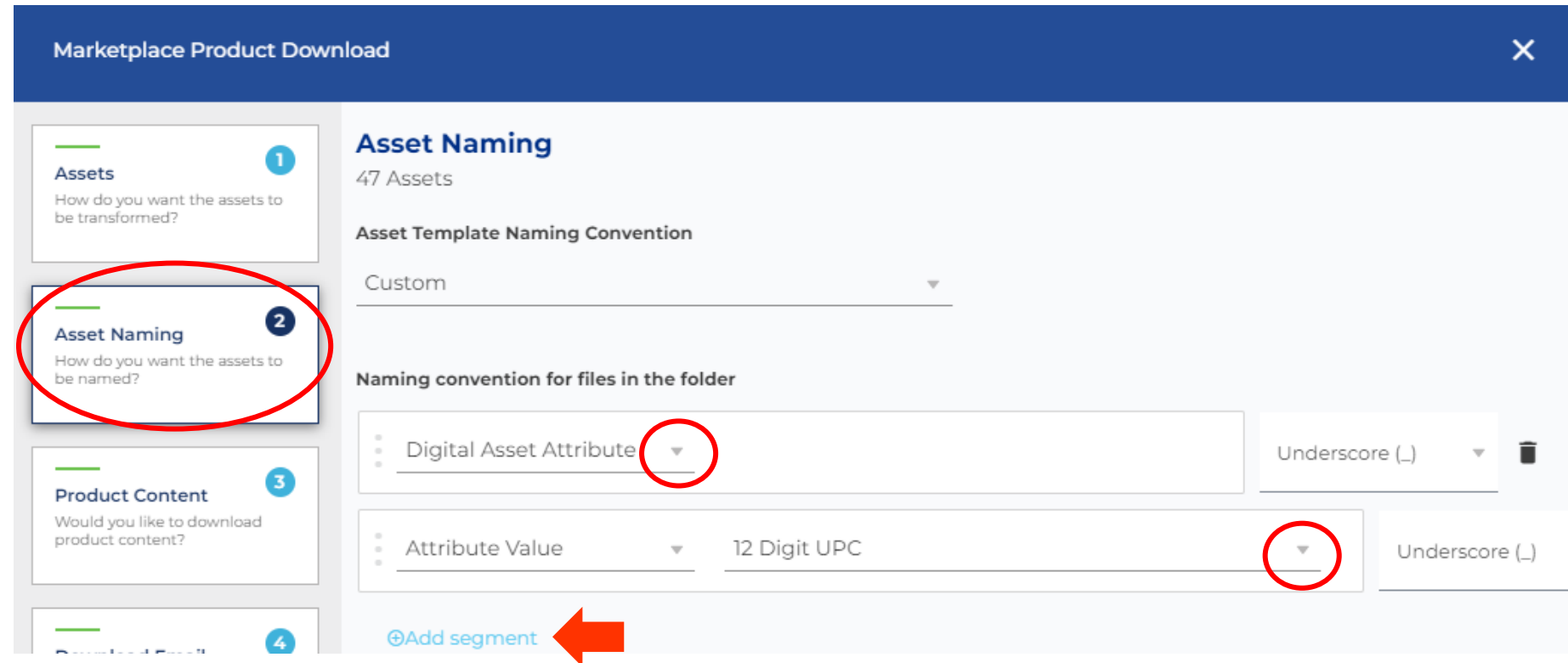
0 Products and 47 Assets in download

Cancel **NEXT STEP**

Syndigo Marketplace Tips

Download (Continued) 3 of 5

- Asset Naming #2 = this functionality allows the asset files (image files) to be exported with a customized naming convention.
- The top two naming conventions are:
 - Digital Asset Attribute = provides the name of the asset such as “Barcode,” “Ingredients,” “Main Product Image,” etc.
 - Attribute Value = provides the specific attribute record information, such as “Product Name,” “UPC,” etc.
- If using a pre-existing template, the Asset Naming convention will already be populated and can be used as-is, or adjust to your preference.
- Additional naming segments can be added to a naming convention by clicking on “Add Segment.”
- Once completed, click the blue “Next Step” button or select box #3 to move on.



Marketplace Product Download [Close]

Assets 1
How do you want the assets to be transformed?

Asset Naming 2
How do you want the assets to be named?

Product Content 3
Would you like to download product content?

Asset Naming
47 Assets

Asset Template Naming Convention
Custom

Naming convention for files in the folder

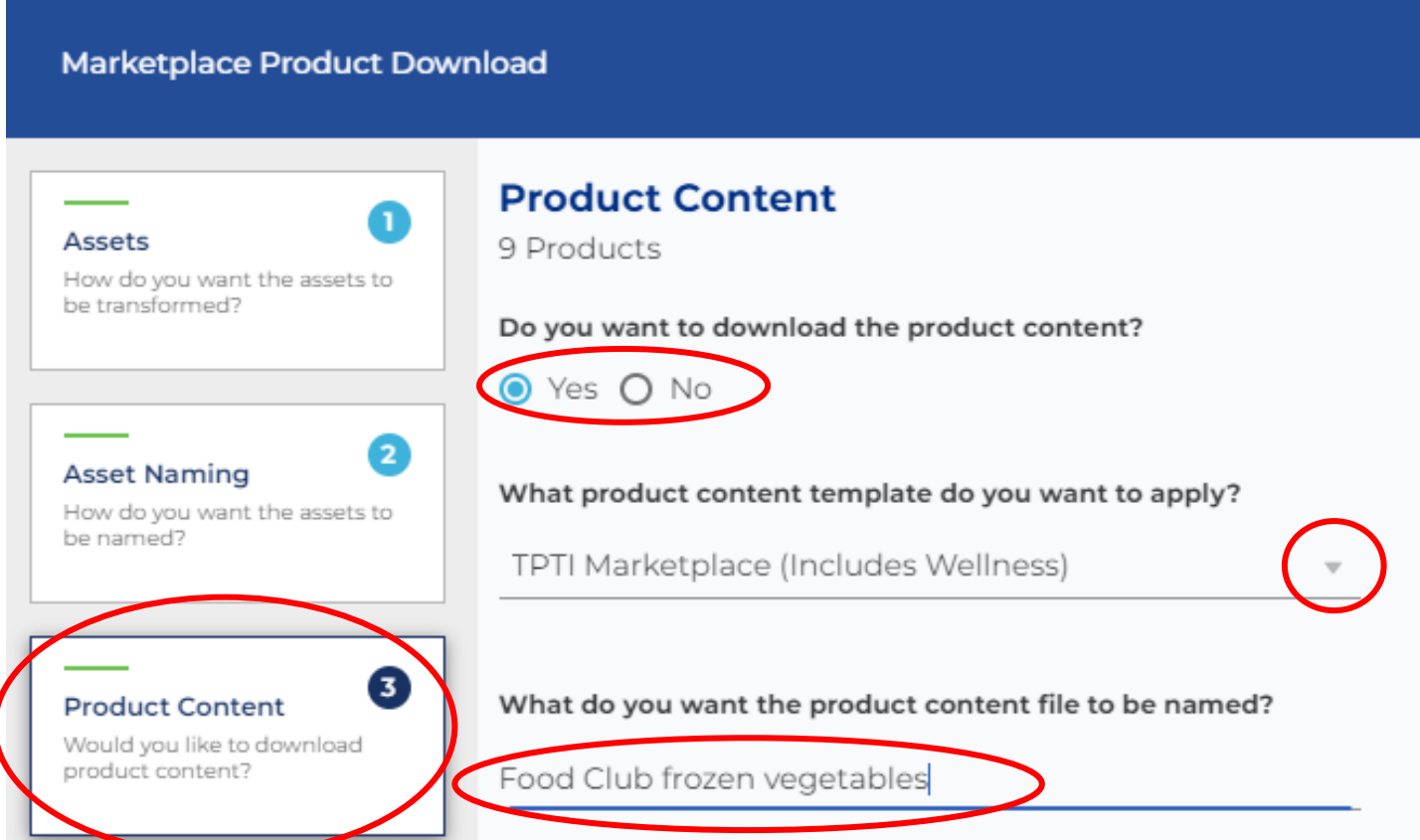
- Digital Asset Attribute [Dropdown] Underscore (_) [Trash]
- Attribute Value [Dropdown] 12 Digit UPC [Dropdown] Underscore (_)

[+ Add segment](#) [Red Arrow]

Syndigo Marketplace Tips

Download (Continued) 4 of 5

- Product Content #3 = contains a spreadsheet of product data and wellness attributes
- Click “No” if you do not want a spreadsheet export, then move on to box #4.
- If you want a spreadsheet export, keep the “Yes” dial selected, and select “TPTI Marketplace (Includes Wellness)” in the dropdown.
- Populate the open text box with the name you want the file called in the export.
- Once completed, click the blue “Next Step” button or select box #4 to move on.



Syndigo Marketplace Tips

Download (Continued) 5 of 5

- Download Email #4 = the information contained in this box enables you to send the email to yourself or other with a short message
- As a system default, your email address will always be present as someone who will receive the download. If you do not want to receive it, simply click the “x” next to your name to be removed from the distribution.
- You can add as many emails as you want, by pressing “enter” after each email address.
- A message to the recipients can be added to inform them in the email what the download contains.
- Once completed, click the blue “Send Download” button.

- Download recipients will receive an email right away from “no-reply@syndigo.com” that informs them content is being pulled together.
- Depending on the size of the file(s), the content email could take a few mins. to an hour to be received.
- If downloading both Product Content (a spreadsheet) and Assets (images), the recipients will receive two separate emails from “no-reply@syndigo.com”.

Marketplace Product Download
✕

1 Assets
How do you want the assets to be transformed?

2 Asset Naming
How do you want the assets to be named?

3 Product Content
Would you like to download product content?

4 Download Email
Who should receive this download?

Download Email

Who do you want this download to be emailed to?

ngroshon@topco.com ✕
sarah.oconnor@topco.com

What message do you want to add to the email?

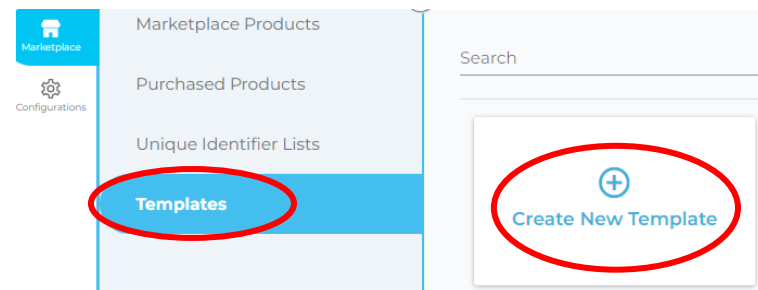
Hi Sarah. Here are the Food Club frozen vegetable images and data assets I found in Syndigo. ←

0 Products and 25 Assets in download
Cancel
PREVIOUS STEP
SEND DOWNLOAD

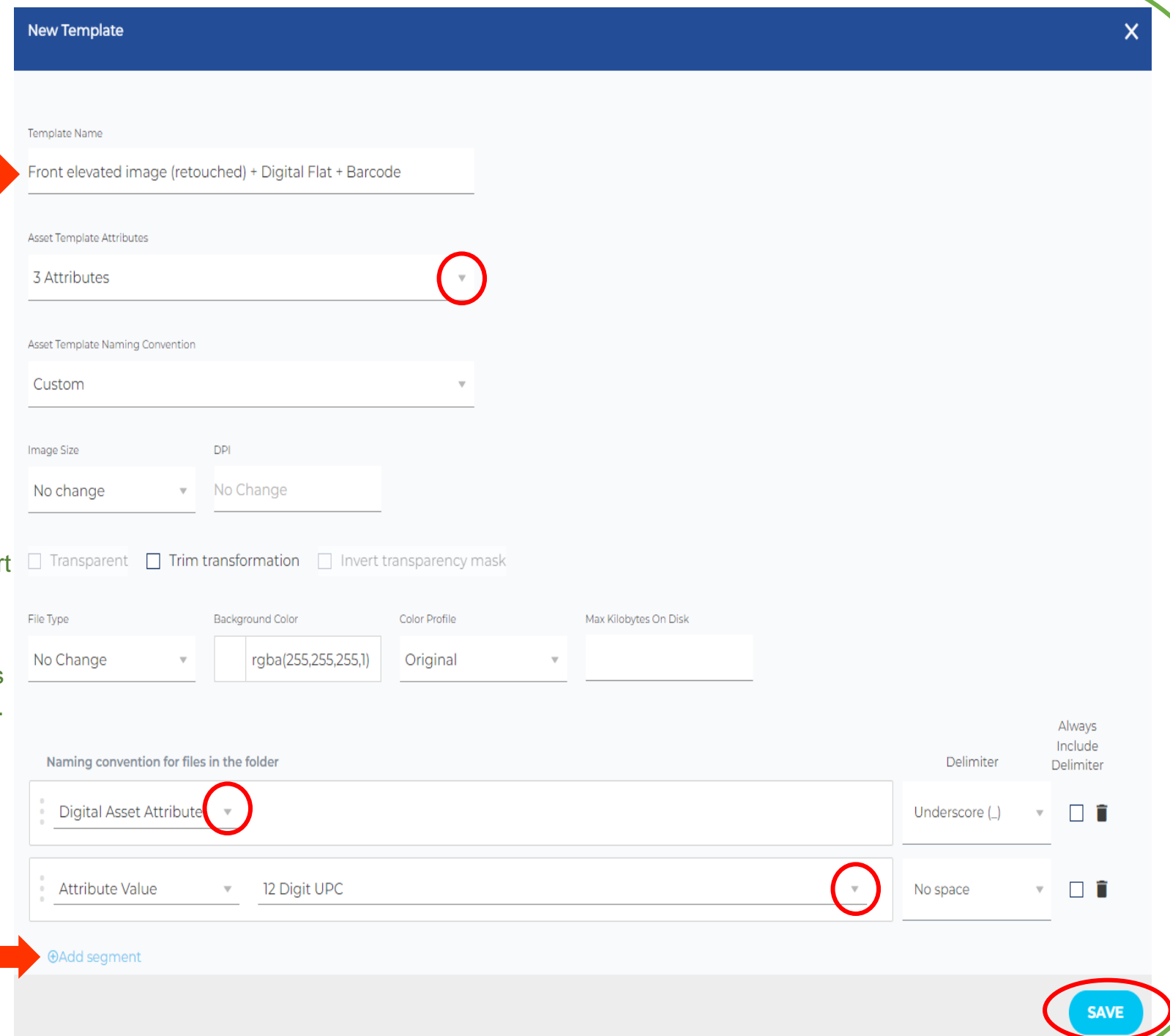
Syndigo Marketplace Tips

What do I need to know about Templates?

- They're created for the purpose of efficiently downloading a bulk set of image assets at one time.
- You can use one that exists or create your own.
- To create one, click on the "Templates" tab and select "Create New Template"



- **Template Name:** It is best practice to name your template with the assets you've selected, along with any transformations you've added like color mode or file type changes.
- **Asset Template Attributes:** Select the image views you want in your export from all options available.
- **Image Transformation:** Choose to alter the size, file type, DPI, or color mode of the files you're exporting. If nothing is selected in this area, that is OK. The files will export in the standard jpeg file type in RGB color mode.
- **Naming Convention:** allows the image files to be exported with a customized naming convention.
- Top two naming conventions are set-up with:
 - **Digital Asset Attribute** = provides the name of the asset such as "Barcode," "Ingredients," "Main Product Image," etc.
 - **Attribute Value** = provides the specific attribute record information, such as "Product Name," "UPC," etc.
- Once complete, click the blue "Save" button.



New Template

Template Name
Front elevated image (retouched) + Digital Flat + Barcode

Asset Template Attributes
3 Attributes

Asset Template Naming Convention
Custom

Image Size: No change | DPI: No Change

Transparent Trim transformation Invert transparency mask

File Type: No Change | Background Color: rgba(255,255,255,1) | Color Profile: Original | Max Kilobytes On Disk: []

Naming convention for files in the folder

Digital Asset Attribute | Attribute Value: 12 Digit UPC

Delimiter: Underscore (.) | Always Include Delimiter:

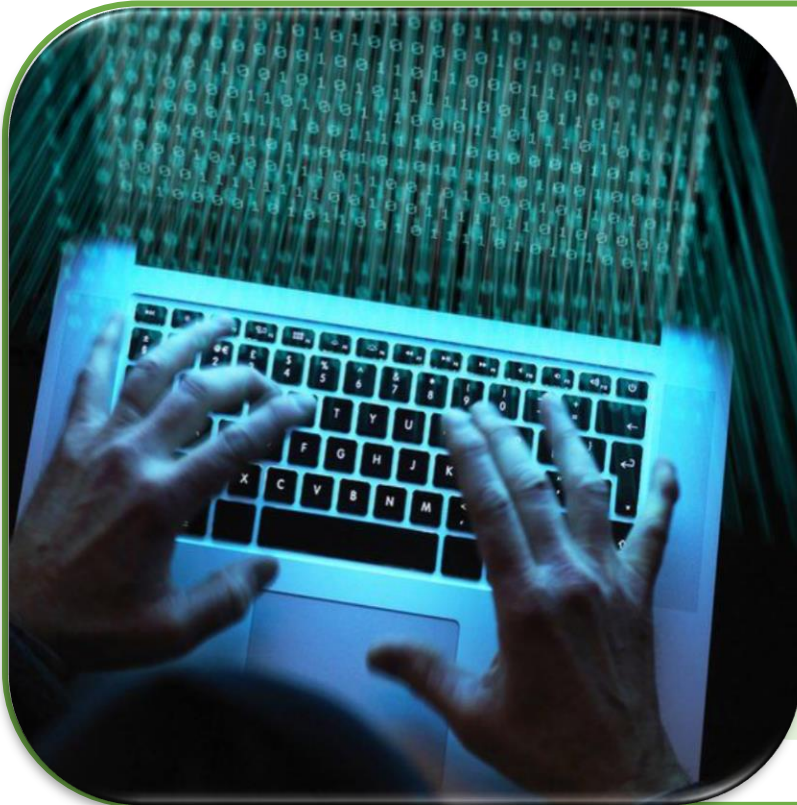
No space |

[@Add segment](#)

SAVE

Syndigo Marketplace Tips

Support Resources:



TPTI Program Page = <https://www.syndigo.com/topco/>

Syndigo email support = <https://www.syndigo.com/support>

Syndigo phone support (for urgent matters) = 855.796.3446

TPTI Team email = TPTIteam@topco.com

Syndigo Marketplace Tips Reference:

CVID = Internal Supplier ID in Syndigo

- **Topco's Unique Identifier is the Consumer Variant ID (CVID)**
 - Necessary to identify each unique label version and the product data and components associated it; components include QR Code, NLEA, bioengineering status, SmartLabel page, etc.
 - Always 22 characters containing:
 - **Consumer UPC Code** = 12 Characters
 - **CSA** (Creative Service Abbreviation) = 3 Characters – denotes the supplier
 - **Artwork Version** = 1 Character – always “A” but if additional versions of the exact same label are produced with the supplier at the same time but with a slight difference such as the Country of Origin, the character on those additional label versions will be “B”, “C”, etc.
 - **ARD** (Artwork Reference Date) = 4 Characters (MMYY) – denotes when the artwork project started
 - **Variant** = 2 Characters – Usually “00” but can be “01”, “02”, etc. for unique tracking needs

Tuna Label Example

INGREDIENTS: TUNA, WATER, VEGETABLE BROTH (PEA AND CARROT), SALT.
CONTAINS: FISH (TUNA).
 DISTRIBUTED BY TOPCO ASSOCIATES LLC
 ELK GROVE VILLAGE, IL 60007
 1-888-423-0139 ©TOPCO **REMA0820**
 PRODUCT OF THAILAND
 PRODUCT MAY CONTAIN BONES
 BPA-NON INTENT CAN LINING
 PLEASE RECYCLE



Scan here for more food information or call 1-888-423-0139

SATISFACTION GUARANTEED OR YOUR MONEY BACK
thatssmartbrand.com



1 9 3 4 7 6 0 0 3 0 8 5

