



April 23, 2025

To: Our Supplier Community
Re: Item Data Synchronization

Hello,

HH Global has implemented Data Synchronization to better meet the requirements of our retailer customers and to streamline delivery of accurate item information between our systems. To meet these objectives, we need you to begin synchronizing your item data with HH Global via the Global Data Synchronization Network (GDSN) as soon as possible.

Please take the following required steps to publish and synchronize your items:

1. To begin data synchronization with HH Global, complete the GDSN supplier registration form at www.1worldsync.com/trading-partners/hhglobal.
2. If your company has implemented GDSN, please review the HH Global Implementation Guide (available at the same site above) on how to synchronize your item data with HH Global.
3. If your company has not implemented GDSN, select a certified GDSN Data Pool or Solution Provider. HH Global is using 1WorldSync as our certified Data Pool and the 1WorldSync Sync/PDI system for receiving item publications and publishing outbound to our retailer customers.
4. Begin synchronizing data with us for all of your items if possible.

We recognize that the majority of our suppliers have already implemented GDSN and are familiar with its benefits. We thank you in advance and look forward to partnering with your organization to reach our mutual objective of streamlined delivery of your items to our retail customers.

For more information and current versions of our data synchronization documents please visit www.1worldsync.com/trading-partners/hhglobal.

Yours truly,

HH Global