



# 1WorldSync SmartLabel™ Solution

## Go Beyond the Label

Consumers are increasingly active participants in product attribution, basing their purchasing decisions on detailed levels of product information. Average shoppers are now informed participants, searching beyond the standard ingredient label for additional product information, such as ingredient origins and composition.

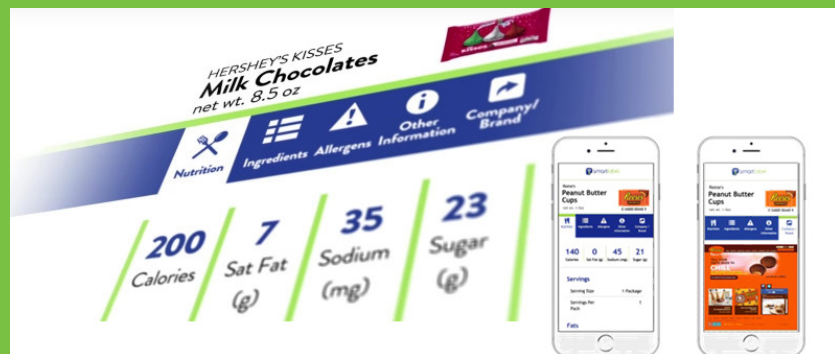
SmartLabel™ is a consumer information transparency initiative, led by the Grocery Manufacturers Association (GMA), committed to building trust with consumers by providing robust product information in an easy, standardized, and accessible digital format.

## 1WorldSync Solution for SmartLabel

The 1WorldSync SmartLabel Solution offers a seamless and efficient way to fulfill the industry initiative requirements and easily generates a consumer-friendly landing page for all of your products. Your product content and SmartLabel landing page are distributed and delivered via the 1WorldSync Product Information Cloud. **As an end-to-end solution, 1WorldSync can support your business to:**

- **PREPARE** your product information for SmartLabel compliance and distribution
- **CAPTURE** and aggregate your product information in compliance with SmartLabel specifications
- **MANAGE** product information from multiple entry points to ensure complete and accurate SmartLabel product information
- **DISTRIBUTE** product information via a SmartLabel-compliant landing page for consumer access and consumption

Let us connect your consumers with trusted product information every time, everywhere, so you can focus on producing quality products your consumers buy.



## Key Benefits & Features:

- **TRANSPARENCY:** Manage your product content via the 1WorldSync Product Information Cloud for access to more than 23,000 trading partners, 3rd party app providers, e-commerce recipients, and consumers.
- **SIMPLICITY:** Easily generate consumer-friendly SmartLabel landing pages directly from the 1WorldSync Product Information Cloud platform.
- **EFFICIENCY:** Minimize time and resources spent parsing attribute requirements.
- **INSIGHTS:** Find out what SmartLabel product information your consumers are accessing via SmartLabel analytics.
- **TRUST:** Deliver the right product information to your customers and consumers, every time, everywhere they are searching.

## The Right Information, Every Time

Sourcing the right product information to meet consumer needs can be challenging. Let our product information prodigies save your business time and resources.

SmartLabel Attribute Mapping & Assessment	Customized evaluation and mapping of SmartLabel information requirements against your available product information assets.
SmartLabel Readiness Assessment	Customized assessment of your readiness and ability to execute SmartLabel, including product information acquisition, availability, governance and distribution.
Digital Asset Management	Assessment and implementation of processes for digital asset acquisition, management, storage and distribution for SmartLabel, retailers, eTailers, and other global initiatives.
SmartLabel Education & Training	Learn how to successfully implement SmartLabel with essential knowledge, skills and best practices.
B2C/Transparency Assessment	Evaluation of global product content trends and requirements, mapping against internal processes, and deliver actionable scalable strategies to meet global product content needs.

## About 1WorldSync

With more than 17,000 customers across 54 countries, 1WorldSync is the leading product information network and data pool solutions provider, certified within GS1 Global Data Synchronization Network™ (GDSN®). 1WorldSync solutions and services enable businesses to exchange product information across their buy and sell side trading partner communities, via a single cloud-based platform with solutions for Transparency & Compliance, Supply Chain Enablement, and Omni-Channel Commerce. For more information, please visit [1worldsync.com](http://1worldsync.com).



1WorldSync  
1009 Lenox Drive, Suite 202  
Lawrenceville, NJ 08648 USA  
T +1 866 280 4013  
F +1 609 620 1200  
E [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com)

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