



**Morton  
Wholesale**

**Supplier  
GDSN  
Implementation  
Guide**



Version 1.0  
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## OVERVIEW:

We are launching a new ERP system in Q2. To facilitate a smooth network transition and to provide us with a new ongoing method of obtaining the most up-to-date product information from our suppliers, we are partnering with Commport Communications International, inc., to provide us with GDSN Data Recipient data pool services. Our GDSN (Global Data Synchronization Network) supply chain initiative will simplify the exchange of supplier product information by leveraging the GDSN data synchronization model.

The GDSN uses standardized data attributes and communication choreography that enables us to receive clean, current and complete product content from ALL our supply chain partners through a single network. The GDS Network employs a data synchronization model, so as a supplier changes, adds or deletes an item, the change is automatically received by Morton Wholesale within 24 hours, keeping both parties on the same page.

Here are your GDSN publication Options:

1. If you are in the GDSN today you can use your current data pool to publish your item data to Morton Wholesale.
2. If you have your item data in ECCnet, GS1 Canada offers a free GDSN-out bridge service to publish your data to Morton Wholesale via the GDSN.
3. If you are not in the GDSN today, we recommend you contact Commport and talk with Brian Miles: 905-726-5297 or [brianm@commport.com](mailto:brianm@commport.com) regarding their GDSN data pool service. Commport have operated a GDSN-certified data pool for 11 years, have numerous suppliers across many industry sectors and uses a business model that combines data pool onboarding with GDSN data registration and publication services for one low price. Commport provides excellent training and ongoing support and they will help you successfully join the GDSN.

To learn about the GDSN and Commport go to:

- <http://www.commport.com/global-data-synchronization/>
- <http://www.gs1.org/gdsn>.

All the information you require to meet the Morton Wholesale GDSN requirements is included in this guide.

All communication related to Morton Wholesale GDSN implementation options and matters should be directed to Commport.

## TIMING:

We require all your GDSN item data for all items we carry to be successfully published to us **NO LATER THAN MARCH 1, 2017.**

## PRODUCT CONTENT REQUIREMENTS:

**GDSN Data:** Morton Wholesale requires the following data:

1. **Active Products:** Morton Wholesale requires you to publish to us via the GDSN **ALL of the items you currently stock which, at a minimum, would include all the items we currently purchase from your company today and products we purchased from you over the last 12 months.**

**Changes/Deletions:** As your products change, continue to send the changes, corrections and any deletion notifications for these products. This will ensure Morton Wholesale will receive your latest information on a daily basis.

**New Items:** We want you to publish all your items to us. If you have new items, please publish them to Morton Wholesale as we plan to use the GDSN as a sourcing tool for potential new items.

2. **GTINS:** For each published item, Morton Wholesale requires **ALL GTINS** that are associated with the items we purchase today including the base-level GTIN (consumer unit) and all other package level GTIN's.

3. **Product Attributes:**

With regards to the specific product attribute information please download a copy of the Morton Wholesale attributes from: <http://www.commport.com/morton/>

#### 4. Digital Content:

Please publish all digital content, including any “meal” or “place setting” images. Our method for obtaining your images is URL tags for digital content in your current GTIN records. This method means we do not have retrieve, handle and match digital content – we know we have the correct image because it associated with your specific GTIN.

Please provide both high rez and low rez (RGB) images if you can.

### STEP-BY-STEP GUIDE TO SYNCHRONIZATION:

1. Review the product content requirements above and using the product attribute link
2. Load your items into your data pool. Contact your data pool support for any assistance needed or contact Commport. If you use the GS1 Canada GDSN-out bridge and have problems please contact Commport.
3. Publish your items to < **0880848000017** > as “Initial Load”
4. Morton Wholesale will review the item data received and send the Catalogue Item Confirmation (CIC) message as follows:
  - a. A CIC with the state of “ACCEPT” will automatically be sent when publication is received and the data passes initial attribute validations
  - b. A CIC with the state of “REVIEW” will be sent if there are missing attributes or data discrepancies with details of the issue(s):
    - i. Review the message, make the corrections and publish the corrections to Morton Wholesale
  - c. A CIC with the state of “SYNCHRONIZED” will be sent after Morton Wholesale has processed the item data
  - d. A CIC with the state of “REJECT” will be sent if the published item is not carried by Morton Wholesale.

## PROJECT CONTACTS – MORTON WHOLESALE

- **Project Executive:**  
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