



We believe that good people working toward a common goal can accomplish anything they set out to do. On *wegmans.com*, customers have the ability to view our product offerings and build their shopping lists online while relying on up-to-date images and product data to help them make the best choices for their families.

To assist in keeping our planograms and website current, we have partnered with Syndigo, a syndication provider for package information and images, to capture images and packaging data (ingredients, nutritionals, etc.) for the products we display in our stores and on *wegmans.com*.

To ensure that your items are accurately represented on our website, in digital/mobile programs and in planograms, we ask for your participation in working with Syndigo to get your product(s) sent to them for image and data capture as soon as possible. Because of the large number of items involved, we are requesting that our vendor partners work *directly* with Syndigo.

Please follow the instructions on the next page for any existing items you provide to Wegmans and for all new items going forward.

Thank you,

Wegmans Management

## Syndigo Product Submission Procedures

Please send the list of products that you currently supply to Wegmans to Syndigo's Customer Service Group at [Wegmans@Syndigo.com](mailto:Wegmans@Syndigo.com). Please indicate that you are a Wegmans vendor by including your company name in the subject line of the email and a reference to Wegmans.

- Please send the list of products in either an Excel or text file format with complete UPCs (10, 12 or 14 digit UPCs). Please indicate whether your products are food, health and beauty care or other. Seasonal products should be included in this list.
- Syndigo's Customer Service Group will verify (within 3-7 business days) that all product images and information are current. If you need results quicker, please indicate this with your request.

**If Products Are Current** (processed within the last 18 months) and no changes or reformulations have been made to the product in this timeframe, no additional assistance/participation is needed from you at this time. Thank you for your support and we ask that you please continue to keep products updated through Syndigo.

**If Items Are NOT in the Syndigo Database or are Not Current**, please follow these steps to send your products to Syndigo:

- Please complete the web-based Product Request Form and submit payment.
  - ✓ The link will be provided by Syndigo's Customer Service representative when they report back the results of which products need to be sent in for processing.
- Please send one of each item to:

**ATTN: Wegmans CMP - (your approval code here)**  
**Syndigo Database Department**  
**5244 Edgewood Ct**  
**Jacksonville, FL 32254**

### Product and Shipping Instructions:

- When product is visible through the packaging and for all bags and soft containers and packages with shrink wraps and outer sleeves, please send a complete, filled package.
- Syndigo requires live products – **sales samples are not accepted**
- Syndigo will accept flats of the product package, as long as the package can be easily assembled and no product can be seen through a window/clear packaging.
- When packaging holds its shape without the product and the product is not visible or when boxes, bottles, cans, and jugs where the product is not visible, empty packages are acceptable.
- If the items are perishable, please pack accordingly and clearly indicate 'PERISHABLE' on the package.
- Please do not send controlled labels, or products with international UPCs.
- Please take care when packaging products. If they are breakable, please package them in bubble wrap, peanuts, shredded paper, etc.