



## ECR Poland Initiative

### Item Synchronisation via GDSN in Poland

Under umbrella of ECR Poland, retailers and suppliers intend to harmonise the processes of master data synchronisation. This initiative is aimed at demonstrating the tangible benefits for any supply chain participant and making it the starting point for GDSN deployment in Poland.

For this reason we support the use of the Global Standards for item synchronisation (GDSN) as defined and maintained by GS1. There is best practices already in place in various countries where thousands of companies have been successfully synchronising master data via GDSN certified data pools (such as 1Sync and SA2 Worldsynchron). Some of these companies are members of ECR Poland so that their practical experience can be leveraged for quick and reliable results.

This collaborative initiative reflects the objectives of Efficient Consumer Response strategy (ECR) and is intended to mutually drive substantial costs from the supply chain and also to pave the way for enhanced concepts like RFID and EPC.

ECR Board Poland Cochairmen

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Stefan Golonka  
Managing Director  
Kraft Foods Polska

A blue ink signature of Francois Colombie.

Francois Colombie  
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