

Label Insight™, the market leader for transparency, and 1WorldSync™, the leading provider of product content solutions, have joined forces to create a comprehensive solution for product data distribution and transparency.

LabelSync™: A Best-in-Class SmartLabel Solution

- **Parsed Ingredient Lists** — Create intuitive and navigable access to ingredient information.
- **Ingredient Definitions** — Explain what and why simply to the consumer with plain language ingredient definitions.
- **Claims, Certifications and Disclosures** — Easily capture and state all of the important attributes consumers really care about.
- **Off-Pack Attributes** — Unlock the power of SmartLabel as a brand canvas to include product features and benefits that physical packaging can't accommodate.
- **Cross-Device Functionality** — Ensure that your SmartLabel page displays correctly no matter what device the consumer chooses.



SAVE THE DATE

Visit us at the upcoming GS1 Connect
in Phoenix, AZ - June 5–7th.

Manufacturer Partnership Benefits

1WorldSync and Label Insight offer a variety of solutions to help manufacturers create, manage and deliver high quality and high powered content in the new digital world. LabelSync enables manufacturers to source SmartLabel content from a variety of sources, including package flat data and master data through GDSN.



Retailer Partnership Benefits

Label Insight and 1WorldSync enable true digital transformation to address a critical need: digital shopper expectations colliding with physical store realities. Our combined data and image solutions can power new strategies in merchandising and assortment curation, create transparency-driven wayfinding, and search and discovery experiences, and define and activate custom health and wellness initiatives.



A New Partnership Enabling True Digital Transformation

Label Insight, the market leader for transparency, and 1WorldSync, the leading provider of product content solutions, have partnered to create the industry's most comprehensive solution for product data distribution and transparency.

To drive loyalty with shoppers today, CPGs and retailers need to provide a truly differentiated shopping experience in-store and online. Label Insight's High Order Attribute data, paired with 1WorldSync's unmatched global distribution across the supply chain, "allows brands and

retailers to provide consumers with an unprecedented level of rich, high quality product information." – Dan Wilkinson, 1WorldSync, CCO

Label Insight and 1WorldSync enable true digital transformation to address a critical need: digital shopper expectations colliding with physical store realities.

To learn more about our partnership, visit labelinsight.com/labelsync

Transparency is a Boardroom Discussion



**"Transparency leads to trust,
which is the basis for prosperity."**

- Paul Polman, CEO Unilever

"We knew that Raley's could develop a program that truly addresses the needs of our customers and serve as a trusted advisor... I challenge food manufacturers to aspire to meet our Shelf Guide standards for their products."

- Michael Teel, Raley's Owner & CEO



Learn more about the consumer mandate for transparency and how the industry is responding at labelinsight.com