



GS1 GDSN success story

Savory snack manufacturer optimises data exchange, thanks to more clearly categorised product information

Known for their potato chips, pretzels and other snacks, Utz Quality Foods faced product data inaccuracy and inefficiency challenges—along with a major IT upgrade project underway. Thanks to the expertise of Syndigo and the power of the GS1 Global Data Synchronisation Network (GS1 GDSN®), they now share high-quality product information with all their retailers using a cost-efficient, reliable and rapid approach.

Utz Quality Foods is the largest independent and privately held snack brand in the United States.

The Utz content management team realised that they were spending too much time going back and forth manually reconciling data inaccuracies and correcting errors in a seemingly never-ending effort to share accurate product information.

In addition, Utz was in the process of upgrading to an integrated Enterprise Resource Planning (ERP) system. With less than three months until their launch date, they needed to provide more complete and accurate product information for nearly 2,000 SKUs to be added to this new system.

Utz also wanted to ensure that their syndicated content was clean and consistent before they changed over to their new ERP system.

The right partner for quality and speed

With their tight timeframe and their high expectations, Utz needed a new GS1 GDSN partner capable of updating their product data rapidly and accurately, so they could focus their time on other aspects of the new system implementation. That's why they turned to [Syndigo](#).

As a GS1 GDSN-certified data pool, Syndigo makes it possible for any company in any market to seamlessly share timely, reliable and high-quality product information.

Syndigo's experts worked collaboratively with the team at Utz to cleanse their product content and ensure that each of Utz's data recipients would get data with the quality and completeness they required.

In short



Company: Utz Quality Foods

Type: manufacturers of a range of savory snack brands

Market: United States

Sector: CPG/Grocery, foodservice



GS1 GDSN-Certified Data Pool: Syndigo

Sectors: manufacturers, brands, retailers, distributors, foodservice, healthcare, automotive aftermarket, restaurants and more

Time-consuming inefficiencies and an impending ERP system upgrade project motivated Utz to rethink their product data management programme.



seamlessly integrated
by Syndigo's dedicated
taxonomy team



into the required data
structures of each of
Utz's retail partners



with no added
manual work or
duplication of effort

“We need to deliver manufacturer-verified content, and one of our big challenges was the time it took to pull information together into one place. Taxonomy is very important to us, and Syndigo helped us build our internal workflow to provide consistent information out the door, thanks to GS1 GDSN. We partnered with the right team!”

Dave Colgan

Senior Director, eCommerce & Strategic Initiatives
Utz Quality Foods

Part of Syndigo's offer for manufacturers is a data quality gauge and robust content readiness scoring system. Syndigo works with many leading retailers and as a result, they know that different retailers have different requirements for the precise way that products are to be described and categorised. It's not surprising that companies and their customers sometimes use different terminologies. For example: is it “chips” or “potato chips?” Do they come in a “bag” or a “sack” or a “package?” Should the weight be listed as “10 ounces” or “284 grams?” In the data sync business, this is all known as “taxonomies” or “data structures.”

Syndigo has found that a well-designed taxonomy can be a critical element in an effective product content management program.

Syndigo's deep understanding of the expected taxonomies of various retailers lets them help brands like Utz properly identify their products in the ways that their retailers expect.

As a result of taking advantage of this service, Utz will have higher-quality data going forward. It also ensures that any ongoing maintenance will become far more effective, thanks to a greatly improved understanding of data gaps and the ability to correct them in near real time.

Furthermore, Utz and Syndigo implemented their data quality efforts within the three-month timeframe imposed by the ERP upgrade. Those short deadlines were met.

Less wasted time, more accessible data

By making their product information available on GS1 GDSN, Utz's data management processes became more efficient and less time-consuming. The move to GS1 GDSN also reduced the redundancy issues Utz had been experiencing by having multiple solution partners. Using GS1 GDSN also means that Utz can now provide their digital assets to more retailer partners around the U.S.

In short, Utz Quality Foods now has better-quality product information that they are exchanging with their retailers in a much better way with GS1 GDSN.

When product content is accessible and accurate, your business wins

Interested in GS1 GDSN? Get in touch with one of its data pools ▶

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