

## **PRESS RELEASE**

### **GS1 Belgium & Luxembourg appoints SA2 Worldsinc to run the local data pool CDB**

Brussels, Belgium / Cologne, Germany, 18 December 2008 – The CDB (Central Data Bank), the local GDSN data pool for the Belgian and GD of Luxembourg market, will be run by SA2 Worldsinc from 1 February 2009 onwards.

Ten years ago, the Board of GS1 Belgium & Luxembourg decided to set up the CDB as a GS1 data pool especially for the local retailers and suppliers. By this, GS1 recognized the importance of data synchronization as a prerequisite for efficient business processes and consequent exchange of business messages (eCom). Since 2007, the CDB is a certified GDSN data pool. After a slow take off, the CDB has recently been adopted by major retailers as their home data pool for item master data synchronization. Suppliers, large and small, are responding to the initiative by joining either the CDB or another GS1 certified data pool of the Global Data Synchronization Network (GDSN). The Board of Directors of GS1 Belgium & Luxembourg considered the time was right to move a step forward by looking for a new and global partner as technical solution provider of the CDB.

“Members of GS1 Belgium & Luxembourg should benefit from an excellent service level and our Board believes that SA2 Worldsinc has the know-how, the high-end technology infrastructure, the experience and the reliability to fulfil that challenge”, says Johan Vandenbossche, Logistic Director of Colruyt and Chairman of GS1 Belgium & Luxembourg. “We believe that data synchronization should be organized in a user friendly and high level quality service environment, to make it available as a basic service to even the smallest amongst our members. We are confident that the partnership with SA2 Worldsinc will facilitate that objective. In addition, we will make sure that our CDB users will not encounter any problem or fundamental change in the migration period.”

“We are proud to become the preferred GDSN partner for GS1 Belgium & Luxembourg. The SA2 user community regards this region as of strategic importance for the progress of GDSN within Europe – and so do we”, says Nihat Arkan, CEO of SA2 Worldsinc. “This relationship is a milestone for our globalization strategy”, he adds. “We look forward to helping local retailers and suppliers by leveraging existing SA2 users from neighbour countries of Belgium & Luxembourg”, comments Rolf Stark, Executive Director of SA2 Worldsinc. “Hence we will be able to generate quick wins for all SA2 user companies as well as for the GDSN community”, he concludes.

#### **About GS1 Belgium & Luxembourg**

GS1 Belgium & Luxembourg, headquartered in Brussels, member of the global GS1 organization, is the non-for-profit organization dealing with the dissemination of the GS1 standards in Belgium and the GD of Luxembourg. Its mission is : ‘to proactively support the implementation of the global GS1 standards and collaboration concepts in order to achieve greater efficiency and/or quality in the value chain in Belgium and the GD of Luxembourg. In this way, the consumer will be served faster, better and at lower cost’. GS1 Belgium & Luxembourg has currently more than 5.000 members, manufacturers and distributors of products and services in the consumer goods sector and beyond.

GS1 Belgium & Luxembourg offers a vast portfolio of products and solutions based on the GS1 standards, including GS1 Barcodes, GS1 eCom, GS1 GDSN, GS1 EPCglobal and ECR. By implementing these products and solutions and using the common global GS1 standards, companies will be able not only to achieve considerable benefits in their internal processes but also collaborate throughout the value chain with trading partners to reach a win-win situation. The local GDSN data pool CDB is such initiative whereby companies will benefit from data accuracy and process efficiency by synchronising their product data. For more information, please visit [www.gs1belu.org](http://www.gs1belu.org)

**About SA2 Worldsinc**

SA2 Worldsinc is a leading provider of master data solutions. The company helps more than 2,700 suppliers in 20 countries align and synchronize master data (such as product, case and pallet information) with retailers through the Global Data Synchronization Network (GDSN). Furthermore SA2 Worldsinc operates a GDSN-certified data pool and offers a range of additional services to support new industry directions, such as price and product image synchronization. Customers of SA2 Worldsinc include leading international retailers, such as Tesco, Ahold, METRO Group, Markant, Best Buy and COOP Suisse as well as many large suppliers, including SCA Hygiene, Sony Home Video and Dr. Oetker. SA2 Worldsinc, a joint venture of shareholders Pironet NDH AG, Agentrics LLC and GS1 Germany, was formed by the combination of SINFOS GmbH and the Agentrics data synchronization business unit in 2008. For more information, please visit [www.sa2.com](http://www.sa2.com)

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