



The industry's choice for product data and images.



[www.IX-ONE.net/WholeFoods](http://www.IX-ONE.net/WholeFoods)

## Who We Are

**We are the industry-wide, membership-based product data and image solution!**

IX-ONE's goal is to enhance the supply chain through efficient sharing of complete, standardized and accurate product data and images.

We have partnered with the industry's leading distributors, brokers, retailers and retail groups to collect, organize, verify and share product data and images.



## What We Provide

**We provide real-time access to all of the product data and images you need to drive sales.**

As the industry's destination for item data and images, IX-ONE is where retailers, brokers and distributors look when they need product information. In addition, IX-ONE proactively shares product data throughout the industry through an API (application program interface) ensuring that all members have current information.



- Shelf tag programs
- Marketing pieces
- Planograms
- E-commerce solutions
- Digital engagement
- Faster dissemination of new-item information
- Augmented internal reporting

**We put all of your product data and images in one place.**

Say good-bye to scattered data. Finally, all of your product data and images in one place, searchable by you and your trading partners.

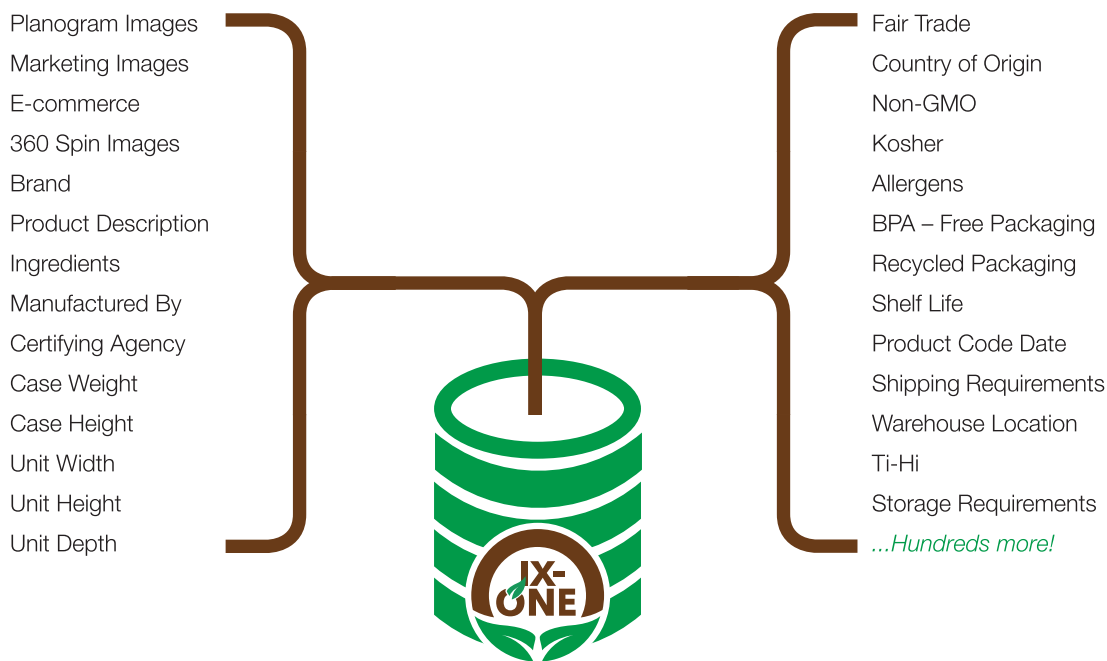


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## What We Do

We capture over 1200 data points and more than 30 images from each item.

From planogram, marketing and E-commerce images through supply-chain and everything in between – IX-ONE captures, verifies, standardizes and shares your information with your member industry partners.

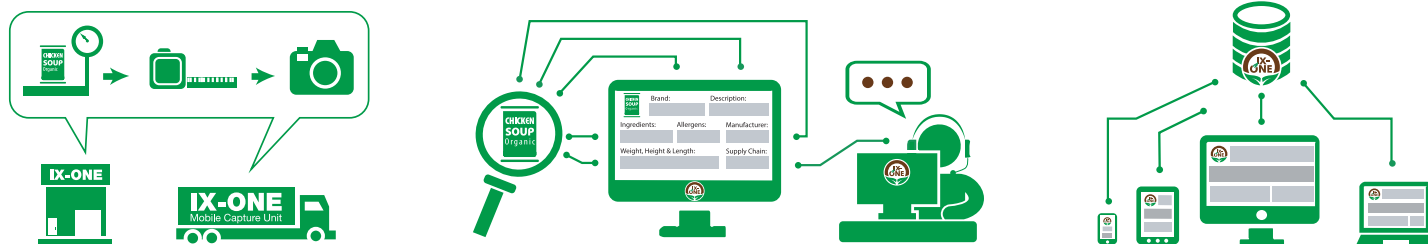


Accurate, complete and standardized product data and images are critical for success.

## How We Do It

We capture our data right from the source.

We physically handle each item. We weigh, measure, photograph and electronically capture all label data directly from the products and make it available to IX-ONE members.





## Our Industry Shared Vision

Whole Foods Market is excited to be a founding member of IX-ONE and to be part of the family of suppliers, brokers, distributors and retailers in the IX-ONE exchange.

Together, we all share a vision for the standardization and communication of complete and reliable product data and images within the natural, organic and specialty foods industry.

As the industry's choice for product data and images, IX-ONE:

- Brings efficiencies by standardizing the content and communication of product data and images
- Accelerates new item speed-to-retail by facilitating the delivery of product specifications to broker, distributor and retailer members
- Equips all member-trading partners to better purchase, merchandise and sell our industry's products
- Enhances the quality and availability of product attributes, certifications and allergens for the education of our industry's consumers
- Strengthens the entire industry by democratizing product data and images

## Members Save Time & Money!

**IX-ONE handles it all.**

When it comes to managing and sharing product data and images, suppliers traditionally waste valuable resources (both time and money) trying to do it themselves.

Eliminate costs throughout the supply chain...

- Remove the redundancies of maintaining non-standardized data for each trading partner
- Simplify and expedite new items setup and maintenance
- Streamline access to product data and images



For more information about becoming a member of IX-ONE, please call us at 904-512-3200 or visit us at [www.IX-ONE.net/WholeFoods](http://www.IX-ONE.net/WholeFoods)