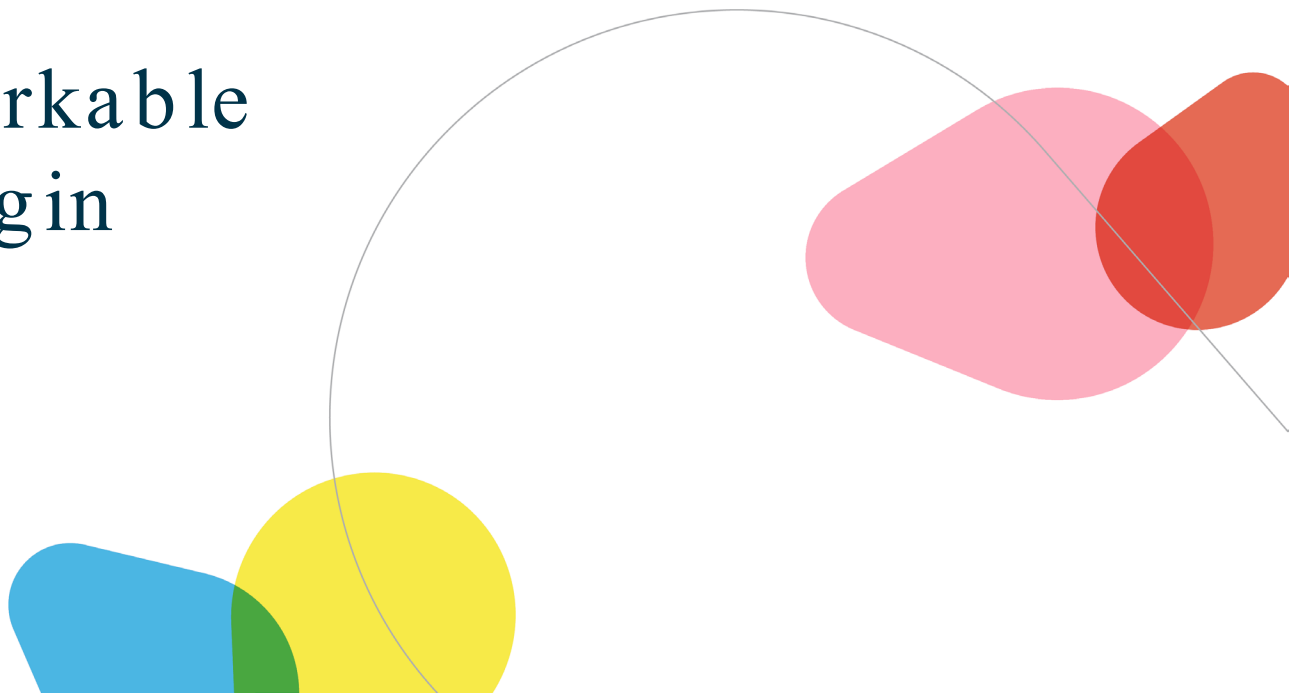


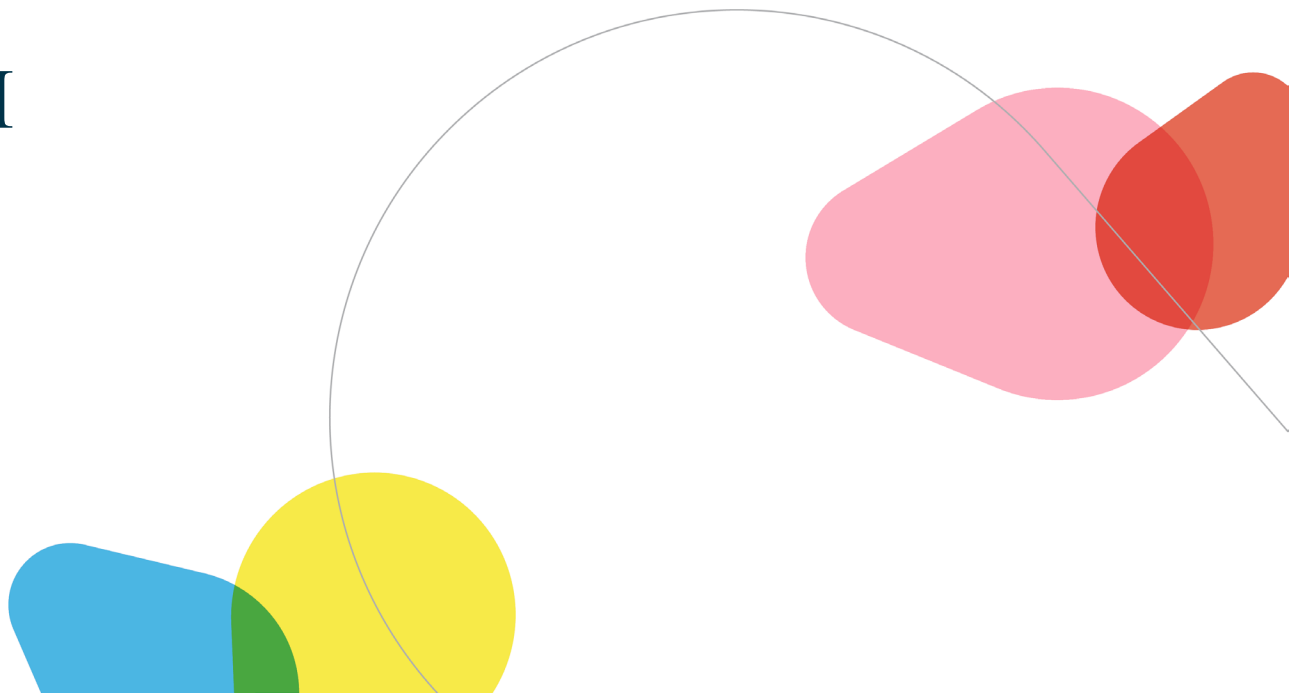


Where remarkable  
products begin





# Retailer PLM



# Private brands continue to surge in 2022

Over **87%** of consumers are opting for private label items or shopping at different stores for those items, particularly to save money.

Store brand growth is outpacing total category sales by **14%**.

**17.7% dollars share** and **19.6% unit share** of all groceries sold.

More than **41% of customers** bought more private label brands recently than before the pandemic.



# The conscious consumer

Retailers are embracing **sustainability** within their own brands to meet the demand for more **conscious consumption**



Plastic Reduction



Circular Economy



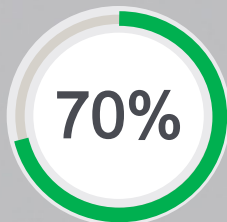
Nutritional Guidance



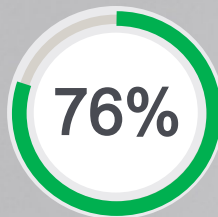
Transparency



# Taking private brands beyond the label



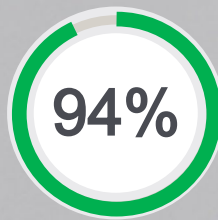
Consumers more interested in transparency about products



Corporations think consumers are satisfied with the level of transparency



Consumers demand more information on social, health, environmental and safety issues

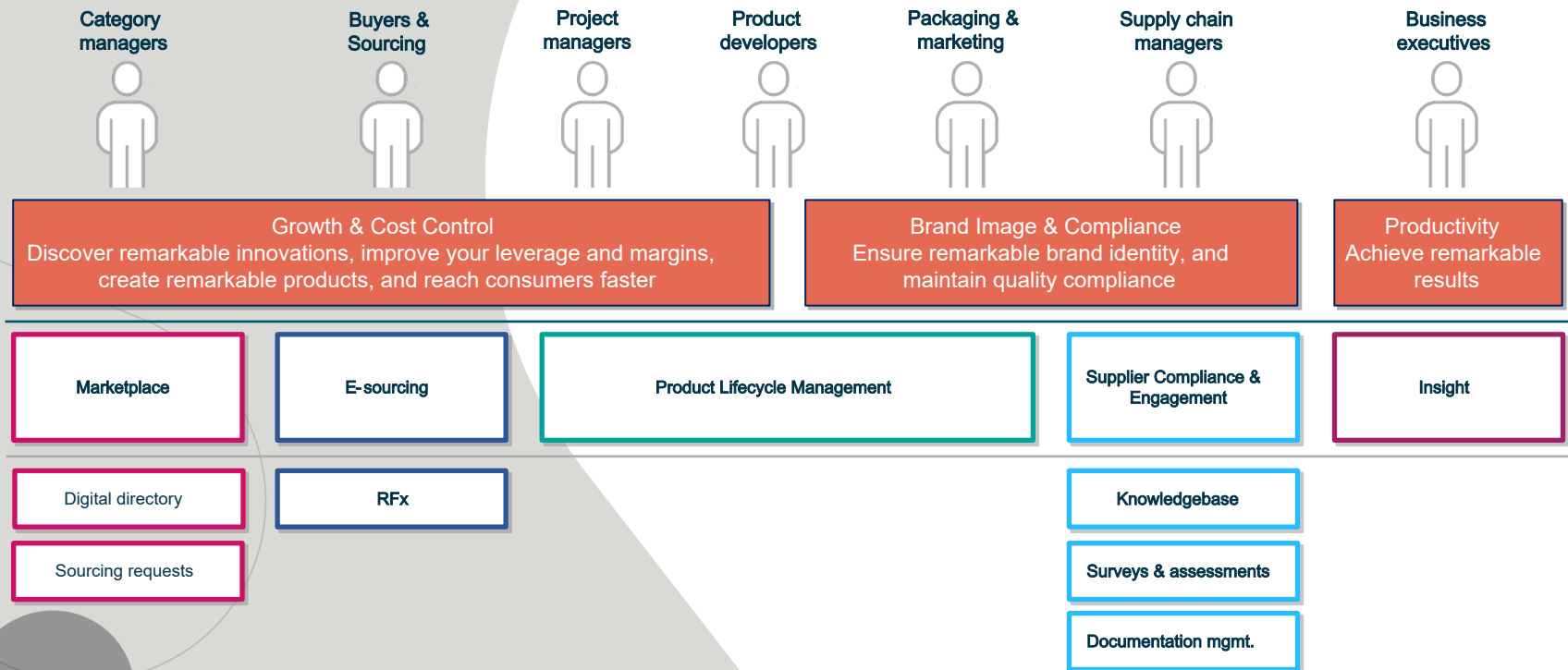


Consumers likely to be loyal to brands that are transparent



# PLM platform overview

We created a unified platform of multiple interlocking modules. Each fills a vital role and can be used as a standalone solution, but together they can give **brand owners** a truly remarkable edge.





# A global business network open to everyone

5,000+ businesses across 100+ countries use Trace One Network every day to access Trace One modules and connect with each other. You don't need to be a PLM user or even a private label manufacturer to benefit from this module.

- Leverage a collaborative network globally
- Gain retailers' attention and sell more products
- Identify and respond to market needs
- Diversify sourcing to protect margins and reduce disruptions
- Standardize your onboarding process to reduce supply chain risks
- Engage with suppliers and share news to build stronger relationships
- Centralize and efficiently share key business documentation
- Assess partners to maintain compliance or increase data transparency



# Marketplace

Over **25 retailers** are already connected to Trace One Network.

- Upload and promote your product portfolio with images, composition, and product claims
- Position product innovations with targeted audiences
- Get notified and respond to Sourcing Requests from retail buyers
- Search for new raw materials from a growing supplier community





# Marketplace

☐ Companies

☐ Contacts

☒ Products

☐ Posts

6 results

Show results for CLEAR ALL


☒ GEOGRAPHIC AREA

☒ NORTH AMERICA

Category

Product claims

Components




Grass Fed Organic Ground Beef 90/10

MEYER NATURAL FOODS

MEAT/POULTRY/OTHER ANIMALS - PREPARED/PROCESSED

COMPARE




Grass Fed Organic Ground Beef 85/15

MEYER NATURAL FOODS

MEAT/POULTRY/OTHER ANIMALS - PREPARED/PROCESSED

COMPARE




Cold Sore Patch

ASO EUROPE B.V.

BEAUTY/PERSONAL CARE/HYGIENE / HEALTHCARE

COMPARE




Hydrocolloids - blister plasters

ASO EUROPE B.V.

HEALTHCARE / MEDICAL DEVICES

COMPARE

Compare (0/8) ▲



# Marketplace

Meat/Poultry/Other Animals - Prepared/Processed

## Grass Fed Organic Ground Beef 90/10



### Description

Grass Fed Organic Ground Beef 90% Lean 10% Fat

16 oz (1 lb)



Meyer Natural Foods

2 products



Environmental and social claims

Grass fed

Organic



Health and nutrition claims

Gluten-free

No Antibiotics

VS COMPARE

RECOMMEND

SAMPLE

QUOTATION

Compare (0/8) ▲

# Compliance

Over 5,000 manufacturers are already connected to Trace One Network.

- Build stronger relationships with improved communication and engagement
- Centralize and share key business assets to respond to customer requests for documentation
- Request data and documents from your raw material suppliers and get notified on expiration and renewals to stay in compliance
- Assess your suppliers and compare scorecards or reach out for additional information you need regarding facilities and products



# Compliance

## Knowledge

Search

6 results

Sort by

Publication date

Show results for

CLEAR ALL

X COMPANIES

Company

Search

☐ Trace One

Publication date

☒ No date

☐ Before


☐ After

MM/DD/YYYY

MM/DD/YYYY

All articles

My articles




### How to create a survey in Trace One Network and share it with suppliers?

on Friday, July 1, 2022 - 17:38

This is a brief overview of survey on Trace One Network. In this guide you will find out how to create a survey and understand all survey options.

Trace One Network survey

audience



### Trace One PLM training guide for suppliers

on Friday, July 1, 2022 - 16:49



This is a brief introduction to PLM for UNFI suppliers

PLM

supplier training guide

UNFI training

PLM user manual



# Compliance

Products

All

3/3

Search

✓ 19 - product 1

✓ 20 - product 2

✓ 21 - product 3

19 - product 1

no brand

Is this product supplied by your company ?

☒ Yes

☐ No

RFX

1

2

3

4

Primary packaging component 1

Primary packaging component 2

Final review and comments

Complete

What is the overall package structure description \*

bottle water

How many packaging primary components are used in this UPC?

2

Primary packaging component is the PLM primary packaging item

component 1 packaging format \*

☐ BAG

☐ BLISTER

☒ BOTTLE

☐ BOWL

☐ BOX

☐ CAN

# E-Sourcing

Centralize your **sourcing process** to negotiate better and gain an edge

- Create RFx's from templates and reuse previous questionnaires
- Invite team members to edit RFx and set requirements for suppliers or raw materials
- Export and compare supplier responses to make better decisions
- Stay notified and track the entire process through standard dashboards





# RFx

**Traceone**
**NETWORK**

Activity
 My Network
 Marketplace
 Knowledge
 Assessment
 Search
 Notifications
 Messaging
 Menu
 Apps

Product category \*
 

Prepared/Preserved Foods

Sample request \*
 

☒ Yes

Please send us samples to the following address:  
 General Retailer  
 3232 Avalon Drive  
 02188 Weymouth UNITED STATES OF AMERICA

> Company policies  
 Describe your company's rules and internal policies that the-bidders have to follow.

> Survey on the company  
 Create a survey to ask questions about the suppliers' company

> Survey on sites  
 Create a survey to ask questions about the suppliers' sites

> Product brief  
 Describe your requirements and create surveys for each product

> Prices and logistics  
 Create a survey to ask questions about the products' pricing and logistic information

Currency \*
 

USD

**Traceone**
**NETWORK**

Activity
 My Network
 Marketplace
 Knowledge
 Assessment
 Search
 Notifications
 Messaging
 Menu
 Apps

Categories
 

Prepared/Preserved Foods

Writers
 

Rachel Reynolds
 Kelly Project M...
 John Snow

MANAGE WRITERS

Product view
 Company view

PRODUCT	COMPANY	EX-WORKS PRICE	CARRIAGE-PAID PRICE
Gluten Free Beef Lasagne			
Gluten Free Chicken Penne			
Gluten free spaghetti bolognese			
Gluten free salmon linguine			

Notes
 

20/11: John : Brief product updated.  
 22/11: Kelly: ok from quality & Packaging point of view.  
 23/11: Validation by procurement done. Ready to be sent.

Import of documents  
 Internal detailed brief product.pdf

BROWSE

### Measure and accelerate your time to market

RfX management is an important stage of product development. The shorter it is, the sooner your company will generate revenue. With this dashboard, identify the RfXs which duration can be improved.

To focus on a specific time period, product category, RfX status or RfX creator, use the filters below.

Time period: 2020 Product category: all RfX status: all RfX creator: all

**STEP 1** Check the number of created RfXs.

**STEP 2** Focus on the average duration of RfXs.

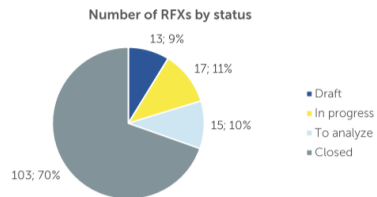
**STEP 3** Identify the RfXs that last longer than usual.

**STEP 4** Determine areas for improvement.

### NUMBER OF RFXS

Step 1

The total number of RfXs is: 148.



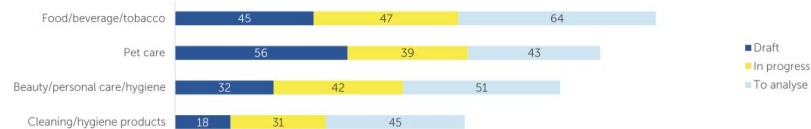
### RFX AVERAGE DURATION

Step 2

The average duration of an RfX is: 142 days.

Identify the product categories for which RfXs take the longest.

#### Average duration by product category and by RfX stage

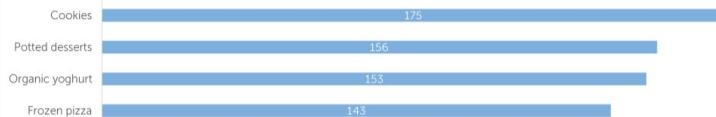


Note: RfXs that are not closed yet are not included in the numbers above.

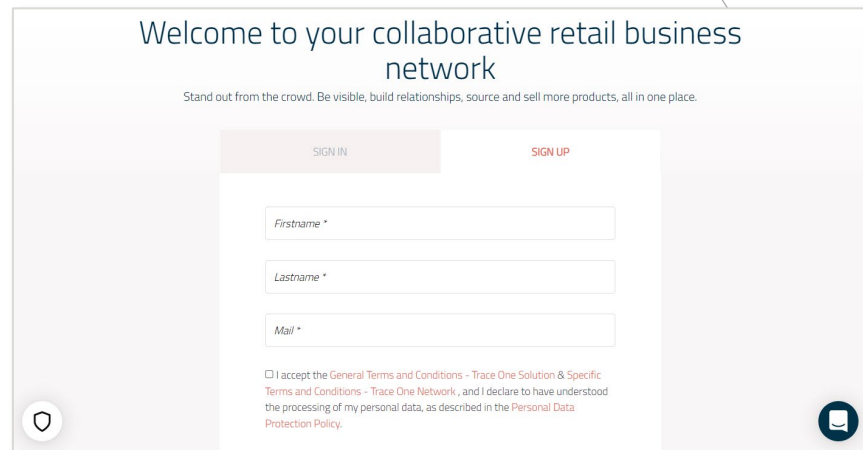
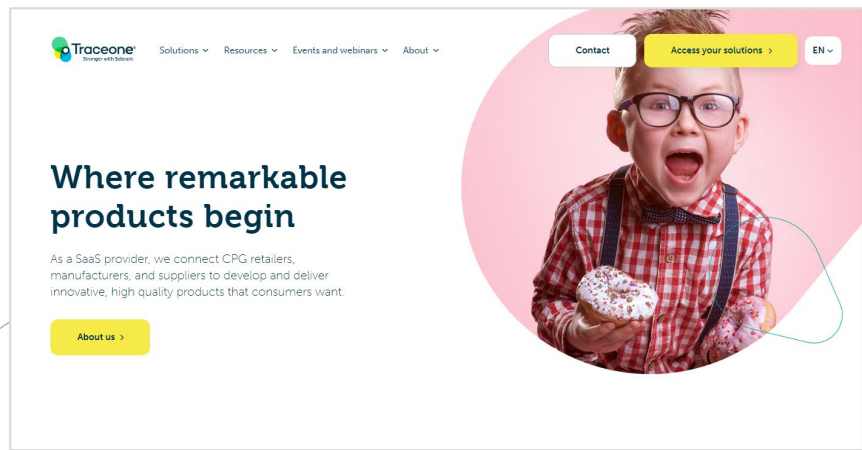
### LONGEST ONGOING RFXS

Step 3

The RfXs below are still ongoing and take more time than the average duration of 142 days.



# How do I get started?



[www.traceone.com](https://www.traceone.com) > access your solutions

## Connect with us



TraceOneNetwork



Company/trace-one



[youtube.com/user/Traceoneworld](https://youtube.com/user/Traceoneworld)



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