



## Loblaw Requires Your Participation in ECCnet Item Certification

April 24, 2013

Dear Vendor,

Loblaw Companies Limited is committed to the ECCnet Item Certification service managed by GS1 Canada, and we require your participation. As an online, centralized industry solution for brand-validated, perpetually-cleansed, item level nutrition information and images, ECCnet Item Certification is built on the ECCnet Registry principle of loading your product information only once in order to reach multiple trading partners.

**Please complete the subscription process and certify your product data loaded in ECCnet Item Certification by June 30<sup>th</sup>, 2013.**

With the growth of mobile and online commerce, there are increasing demands facing the grocery industry for brand-validated product marketing and nutrition information. ECCnet Item Certification addresses this need by enabling brand owners to certify product information accuracy in critical areas such as ingredients, allergens and certifications (organic, Kosher, Halal), protecting brand integrity, and ensuring consumer trust.

At Loblaw we have been asking our suppliers to send product nutrition information to Guiding Stars at the time of listing since May 2011. By utilizing the ECCnet Item Certification service, we will be able to obtain this information more efficiently and accurately so your products are rated in a timelier manner.

In the short term, we will continue to ask you to submit nutrition information images to Guiding Stars via Box.net (using the existing process) until such a time in the near future when Guiding Stars is receiving the nutrition data required from the ECCnet Item Certification service. We will run both systems in parallel until we are confident we are receiving nutrition information for all products being listed into our business.

For more information on the ECCnet Item Certification service, visit, <http://www.gs1ca.org/EICS/indexpr.asp> or contact GS1 Canada, either by phone at 1.800.567.7084 ext. 3, or by email at [itemcertificationsupport@gs1ca.org](mailto:itemcertificationsupport@gs1ca.org).

For more information on submitting images through Guiding Stars via Box.net process, please refer to "[Guiding Stars Submission Instructions](#)".

We have asked GS1 Canada to notify us as soon as your product data has been certified. Thank you for your prompt attention to this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Vicente Trius", written over a horizontal line.

Vicente Trius  
President  
Loblaw Companies Limited