



## Metro Requires Your Participation in ECCnet Item Certification

May 3<sup>rd</sup>, 2013

To whom it may concern:

Metro is committed to using the ECCnet Item Certification service to further improve efficiencies and data quality in our business processes. As [previously communicated](#) by our representative association, we require your participation in this service. ECCnet Item Certification is an online, centralized industry solution for brand-validated, perpetually-cleansed, item level nutrition information and images. As a valued trading partner, we ask your company to complete the following:

**Complete the subscription process and certify your product data loaded in ECCnet Item Certification by June 30, 2013.**

Once you have completed the initial certification process for June 30, your organization should commence the submission of remaining products.

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, managed by GS1 Canada, addresses this need by enabling brand owners to load product information only once in order to reach multiple trading partners, and certify product information accuracy in critical areas such as ingredients, allergens and certifications (organic, Kosher, Halal), protecting brand integrity, and ensuring consumer trust.

GS1 Canada will notify us as soon as your product data has been certified. Thank you for your support for this very important Metro initiative.

For more information, 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).

Sincerely,

Pierre Charron  
Vice President, National Procurement Grocery  
Metro Inc.