



ECCnet Item Certification: Subscribe and Certify

May 3, 2013

As [previously communicated](#) by our industry partners, Overwaitea Food Group requires your organization's participation in the ECCnet Item Certification service, managed by GS1 Canada. ECCnet Item Certification is a centralized industry solution for brand-validated, item level nutrition information and images.

[Subscribe](#) to ECCnet Item Certification and [certify](#) your products 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 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.

For more information, visit, <http://www.gs1.ca.org/EICS/indexpr.asp> or contact GS1 Canada, either by phone at 1.800.567.7084 ext. 3, or by email at itemcertificationsupport@gs1.ca.org.

GS1 Canada will notify us once you have certified your product data. Thank you for promptly addressing this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Mike Olson".

Mike Olson
Vice President, Innovation & Supply Chain
Overwaitea Food Group
Sincerely,

A handwritten signature in blue ink, appearing to read "Blendle Scott".

Blendle Scott
Vice President, Merchandising
Overwaitea Food Group