



Walmart Requires That You Participate in ECCnet Item Certification

May 2, 2013

Dear Vendor Partner,

Walmart Canada is using ECCnet Item Certification to confirm the accuracy of product nutrition information and images, and as [previously communicated](#) by our representative associations, we require your company's participation. ECCnet Item Certification, managed by GS1 Canada, is an online, centralized industry solution for brand-validated, perpetually-cleansed, item level nutrition information and images. We request that you:

[Subscribe](#) to ECCnet Item Certification and [certify](#) your product data by June 30, 2013.

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

Our industry is facing increasing demands from trading partners, consumers and regulators 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 be notifying us as soon as your product data has been certified. We ask that you consider this a priority.

Sincerely,

Michele Hardinge