



**Jordan Ender**  
Vice President, Operations  
Grey Jay Sales & Distribution

# An Important Message from Your Brokers and Distributors



June 23, 2021



**Gayle Thom**  
National Director, Supplier  
Relationships + Procurement  
Horizon Distributors

## To our valued trading partners,

As the Canadian economy gradually reopens, it is crucial for us to work together as an industry to adapt to consumers' post-pandemic needs. The past year has brought to light several realities – including a surge in digital commerce – which will remain part of the way we live for years to come.

As a result, the availability of product information to retailers and Canadian consumers has never been more important. A robust, efficient and secure supply chain is critical in ensuring all Canadians have access to the products they need, anywhere they shop.

Complete bilingual data and images that are perpetually cleansed and updated are vital in today's business landscape. Representing the country's leading brokers and distributors, we are collectively requesting your engagement in GS1 Canada's non-competitive ECCnet Industry Managed Solutions.

This will ensure we are sharing most accurate information to your Canadian retailers, helping us meet the needs of Canadian consumers. Our unwavering commitment to serve the industry, no matter how they choose to purchase – in-store, online or anywhere your products are sold – requires standardized, accurate data and imaging to support the business processes to bring your products to market.

Your participation in GS1 Canada's ECCnet Industry Managed Solutions will help us deliver against our commitment to your retailers while ensuring consistent brand representation for your products across all retailers, thereby saving you time and money with this industry approach.



**Gilles St-Aubin**  
Vice President,  
Marketing & Procurement  
I-D Foods

## ACTION REQUIRED

Follow these easy steps to share your product information with your brokers and distributors at your earliest convenience:

1. Review your personalized list of GTINs that have missing information. This list was provided to you by GS1 Canada in the cover email that accompanied this industry letter.
2. Log into myGS1 to access ProSYNC to confirm that brokers and distributors are listed as one of your trading partners. If they are not, you can add them in the Trading Partner tab. To do so, click on Add Relationship and select the desired Brokers and Distributors.
3. Ensure that your GTINs are complete and compliant. For historical GTINs, please ensure to save and approve them.
4. Publish your product information to your Brokers and Distributors.
5. If a product doesn't have an up-to-date image, submit your product(s) directly to GS1 Canada for the appropriate images.



**Janel Matheson**  
National Brand Director  
Jonluca

For more information contact GS1 Canada at **1.800.567.7084** or **info@gs1ca.org**. The GS1 Canada team is available to answer any questions you may have. We look forward to receiving your content and your valuable contribution.

We are excited about the power of GS1 global standards and GS1 Canada's ECCnet Industry Managed solutions, tools and services to support our business processes and enable the exchange of accurate, bilingual, brand owner-certified product data. As a collective community, we support GS1 Canada's neutral operational model and commitment to advancing non-competitive industry issues and supporting businesses of all sizes and scale.



**Daniel Shapiro**  
Chief Executive Officer  
Metro 360



**Sandi Hester**  
Sr. Director,  
Natural | Organic and Market  
Insights  
Tree of Life



**Melinda Zoccoli**  
Vice President,  
Marketing & Supplier Services  
UNFI Canada