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## GS1 Canada Images Pricing

### Frequently Asked Questions

#### 1) Why are GS1 Canada Images services' prices being modified?

At GS1 Canada, we have made enhancements to our existing Images services and offerings. These enhancements will help subscribers meet the growing demand for professional product photography and data to support key trading partner processes at a lower cost.

As a not-for-profit organization, GS1 Canada services are delivered on a cost recovery basis that enables the lowest cost pricing for our services. After 10 years of offering our GS1 Canada Images services at unchanged rates, we have modified our pricing for GS1 Canada Images to reflect current business costs.

#### 2) When will the new pricing take effect?

Updated GS1 Canada Images services' pricing is effective as of **November 28, 2015**. Pricing for our new trading partner bundles are effective immediately.

#### 3) What is the difference between Simple and Complex Packaging?

Photographing certain products is more complicated and time-intensive, due to shape, size and package material. It is important that regardless of shape, size and packaging, all products are professionally photographed to the highest standard. For those reasons, GS1 Canada Images follows a two category system to identify the level of complexity for photography projects:

- **Simple Packaging** refers to products that are free-standing solid products, arriving at our office in good condition with little need for assembly. Free-standing products are bottles, boxes and other small to medium in-package products.
- **Complex Packaging** refers to soft package or damaged products that require more preparation and editing (such as paper products, bags and other packaging that arrive to the premises wrinkled). This also includes products that will be captured in and out-of-package in order to be correctly represented online. Both in-package and out-of-package images will be captured.

Upon receipt of a product, the default fee is the Simple Packaging fee. If, after careful review of the product, the GS1 Canada Images manager finds the product photography needs out-of-pack photography or requires complex packaging editing, the fee could be upgraded to the Complex Packaging fee. An email notification will inform subscribers of the increased fee.

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#### 4) Will these pricing modifications apply for larger orders?

If you have over 1,000 products for imaging, please contact your GS1 Canada Industry Relations representative.

#### 5) What are the additional fees outlined in the pricing document?

When it comes to image and data capture, certain situations may result in more time and resources being required from GS1 Canada. When those situations arise, additional fees may be charged on a cost recovery basis.

Additional fees may be incurred in situations that include but are not limited to the following:

- When a request is urgent and requires Rush Service. This will be requested by the subscriber.
- When a product sent to the GS1 Canada images office requires assembly, complex preparation or cleaning prior to being photographed and or disassembly before being returned to the submitter. GS1 Canada would inform the subscriber if complex preparation is required or new sample to be sent again.
- When additional image editing is required. GS1 Canada would inform the subscriber if simple or complex editing would be applicable with Subscriber approval.

To learn more about the additional fees, please review the [full pricing document here](#).

#### 6) If products and/or images had been submitted to the GS1 Canada Images office prior to November 28, 2015, will existing or modified pricing apply?

GS1 Canada will honour current pricing for GS1 Canada Images services until **November 28, 2015** with exception to the new bundles that are effective immediately.