



The Global Language of Business

# Growing Your Business



# Help for Small Business Owners

**Are you a small business looking to enter the market or grow your business?**

GS1 Canada can help you get started with bundled solutions and services that ensure you are meeting trading partner and regulatory requirements in the Grocery and Foodservice sectors.

**Here's how GS1 Canada can help you:**

- ✓ Obtain globally-authenticated barcodes for your products
- ✓ Reach all of your trading partners at the same time through our one-to-many process
- ✓ Share accurate, up-to-date product data that meets industry and trading partner requirements
- ✓ Access new trading partners
- ✓ Save time and resources with our efficient tools and services
- ✓ Capture high quality, standardized product images
- ✓ Drive online sales and increase eCommerce opportunities



We're here to help. For more information on how we can help your business, call GS1 Canada at **1.800.567.7084** or email **[SmallBusinessBundles@gs1ca.org](mailto:SmallBusinessBundles@gs1ca.org)**.

# ECCnet Industry Managed Solutions

Powered by TrueSource™

GS1 Canada's ECCnet Industry Managed Solutions are developed through collaboration with industry to meet the needs of businesses of all sizes across multiple sectors, with flexible services and tools, premium features and value-added elements to help your business grow.



**ECCnet New Item Setup:** Load, share or access the most accurate, up-to-date data available for product listings.

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**ECCnet Planogram Content:** Capture high-quality product images and accurate weights and dimensions for in-store layouts.

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**ECCnet Marketing Content:** Showcase your products with high-quality images for advertising and marketing collateral.

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**ECCnet eCommerce Content:** Provide the high-quality images and accurate product details customers demand when making online purchase decisions.

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**ECCnet Nutritional Content:** Meet regulatory requirements and provide additional nutrition content for health and well-being programs.

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**ECCnet Foodservice Content:** Serve up quality high-resolution product images.

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**ECCnet Recall:** Maximize the speed, accuracy and traceability of product recall communications and help increase consumer safety by getting recalled products off shelves as quickly as possible.

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**ECCnet Pharmaceutical Content:** Enables the electronic exchange of brand-authorized images and associated data between brand owners and data recipients, such as a hospital or pharmacy.

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**ECCnet Incident Reporting:** Simplifies and centralizes the process of filing incident reports with Health Canada and your trading partners, helping to ensure you stay compliant with regulatory requirements.



Find out more about our **ECCnet Industry Managed Solutions.** [gs1ca.org/solutions](https://gs1ca.org/solutions)

# Delivering ECCnet Data Excellence

## ECCnet New Item Setup

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Our ECCnet New Item Setup solution has the tools you need to efficiently load, store, share the most accurate, bilingual product data.

Products are listed and brought to market quickly and successfully through our efficient one-to-many process, with flexible content loading options to make it easy to manage your data. Robust data excellence tools ensure your product information is accurate, complete and perpetually updated.

ECCnet Registry is currently used by:

**4,431**

manufacturers and  
brand owners



**69**

retailers, foodservice distributors,  
foodservice operators and  
other end users



## About ECCnet Registry

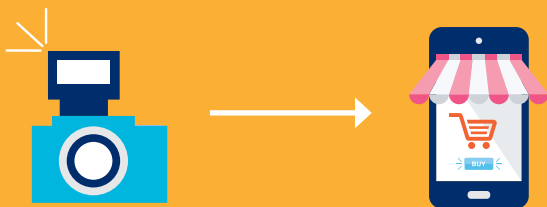
- ✓ Created by Canadian Industry to meet Canadian business needs
- ✓ Delivers data excellence through perpetually cleansed and updated content
- ✓ Contains bilingual data for over **603,000** products
- ✓ Over **335,000** content updates every year ensures the most up-to-date data
- ✓ Over **80%** adoption in the Foodservice and Consumer Packaged Goods industries

# Capturing eCommerce Sales

## ECCnet eCommerce Content

Powered by TrueSource™

As Canadian consumers continue to do more shopping online, it is vital that manufacturers and retailers are able to seamlessly share and access reliable, standardized and complete data.



Our eCommerce Content solution was directed by industry's need for speed, accuracy and efficiency, ensuring products get to market as quickly and efficiently as possible.

**93%** of online shoppers say visuals are the most influential factor affecting purchase decisions.\*



\* Diadeis, 2015

GS1 is a neutral, not-for-profit organization that develops and maintains global standards for efficient business communication, ensuring that GS1 standards create a common language that supports systems and processes across the globe.

In Canada, through our unique community management role, we collaborate with business leaders, sector boards, advisory councils and industry work groups to develop standards, guidelines and non-proprietary business solutions. Partnering with industry, we provide education and implementation support to subscribers of all sizes across multiple sectors.

When directed by industry, GS1 Canada develops ECCnet Industry Managed Solutions to address specific sector-wide, non-competitive business process issues, designed to enable organizations of all sizes to meet Canadian trading and regulatory requirements.

GS1 Canada is a global leader in delivering the highest quality, perpetually cleansed and updated bilingual product content, becoming the one true source of data excellence for Canadian industry.

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