

December 11, 2015

RE: New industry initiative to drive online sales

Dear Supplier,

We have an aggressive plan to drive sales through all Loblaw and Shoppers Drug Mart digital channels and we need your support. With more Canadians shopping and browsing online than ever before, now is the time to make sure your products stand out. High-quality product images and data are key to increasing customers' confidence in your products and driving online sales. That is why Loblaw Companies Ltd is collaborating with retailers and manufacturers to support an exciting new service offered by GS1 Canada – [ECCnet Phase 2 – eCommerce](#).

Participating in the new service will be required under the terms of trade with Loblaw Companies Limited. Find out which product categories are covered on the [GS1 Canada website](#).

With all on-pack images and data captured (including usage instructions, marketing claims, warnings and more), it will be easier for customers to find comprehensive product information online. This will mean that consumers' online experience replicates their at-shelf experience and customers can see exactly what they will be purchasing.

To participate, you will need to be a GS1 Canada subscriber.

- If you are not already a subscriber, [visit GS1 Canada online](#) to find out more.
- If you sell less than 20 products, you may qualify for one of GS1 Canada's [Small Business Bundles](#) – which group together several core services at an economical price.
- If you are not sure whether you are a GS1 Canada subscriber, contact them at 1.800.567.7084 to find out.

What do you need to do:

- Confirm your subscription status
- Book an appointment with GS1 Canada to send in your product samples for images and on-pack data capture for the ecommerce service.
 - To book an appointment please contact your GS1 Canada Account Manager or ecommerce@gs1ca.org to confirm timing and number of products. Products can be coordinated into one shipment or several shipments depending on your requirements.
- **Appointments must be confirmed by January 31, 2016.**



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If products have not been booked or sent to GS1 Canada by **January 31, 2016**, we will be directing GS1 to shop for any outstanding items; in this case the vendor will incur an additional fee to cover administrative costs and the cost of shopping for the product.

To find out more about this opportunity to drive sales, including [FAQs](#) and [pricing sheets](#), [visit GS1 Canada's webpage](#), contact info@gs1ca.org or call 1.800.567.7084 (option 1,7).

Regards,

Grant Froese
Chief Operating Officer
Loblaw Companies Limited

Mike Motz
President
Shoppers Drug Mart

