



Small Business, Big Dreams

The process of getting products to market is complex.
Let us simplify it so you can focus on your business.



We support small businesses to get products to market quickly and easily, whether it's on your website, through a retailer or foodservice channels. We offer simple, annual subscriptions that include barcodes and access to industry-directed solutions to capture and share the high-quality images and bilingual product data requested by local and national retailers and distributors (referred to as trading partners).

If you want to sell your products in Canada, these global-standards based, industry-driven offers help you meet regulatory and trading requirements to provide the data and images needed to list, order, store, move and sell your products through the supply chain.

Get It Right From the Start with GS1 Standards and Licensed, Authenticated GS1 Barcodes

GS1 standards are the most widely used system of global supply chain standards in the world. GS1 standards and GS1 Canada's industry-directed solutions, tools and services support small business processes and enable the exchange of accurate, bilingual product data.

To sell products in Canada you need a unique barcode. A GS1 Canada subscription helps you get it right from the start by ensuring your products have a verifiable and globally unique barcode and Global Trade Item Number (a GTIN, referring to the numbers under a barcode).

When you get your barcodes from GS1 Canada, you also get peace of mind knowing that your products are uniquely identified and traced back to your company—online, in retail stores and around the world. GS1 barcodes are globally recognized barcodes and GS1 standards play a key role in the global supply chain, enabling organizations to identify, track and trace products locally or around the world.

GS1 licensed GTINs are the global standard endorsed by most Canadian and global retailers, foodservice distributors and online marketplaces to do business.



*Barcode image is for illustration purposes only.





GS1 barcodes power the global supply chain and are scanned around the world more than six billion times a day, every day.



Subscription Options for Licensed, Authenticated Barcodes

The subscription level you need is based on the number of unique products you plan on selling. A unique GTIN and barcode is required for every size, flavour and variation (such as low-fat or sugar-free) of your products. If you're not sure how many GTINs and barcodes you're going to need, use our simple [GTIN Estimator](#) to help figure it out.



Individual
\$25 Annual Fee*

1 Barcode

Annual gross revenue less than \$250,000.
Includes a GS1 GTIN License.

*See website for details. Additional fees may apply.



Basic
\$150 Annual Fee*

10 Barcodes

Annual gross revenue under \$500,000.
Includes a GS1 GTIN License.

***NEW License additional GTINs/barcodes with an incremental GTIN 10-pack**

There is an annual fee of \$100 for each 10-pack, and a maximum of three 10-packs can be added to your Basic subscription.



Limited
\$500 Annual Fee*

100 Barcodes

Annual gross revenue under \$1,000,000.
Includes a GS1 Company Prefix License.

Also Included With Your Subscription:



myGS1

Securley access all your tools and services from one place.



Manage My GTINs

Generate and manage your high-resolution, global standard GTINs/barcodes.



Recall Notifications

A communication tool to support standardized product recall or withdrawal notifications.



Educational Resources

Training videos and resources uniquely for small businesses.

Get your barcodes and grow your business with a GS1 Canada subscription.



Start Now!

We're here to help!

For more information on how we can help your business, contact GS1 Canada at [1.800.567.7084](tel:18005677084), info@gs1ca.org or gs1ca.org. Visit our [small business webpage](#) to learn about more small business initiatives launching soon!

Small Business Bundles

Confidently share the product data and images trading partners need with a flexible, cost-effective small business bundle.



GS1 Canada's Small Business Bundles help small businesses like yours navigate a sometimes confusing process. They help ensure you're quickly and efficiently generating your product barcodes and providing the right data and standardized images required by retailers, distributors and other trading partners to get your products on store shelves and online platforms.

Is a Small Business Bundle Right for You?

Your business is eligible for a small business bundle if you:

- ✓ Have up to \$2.5 million CAD in annual revenue based on Canadian operations.
- ✓ Need a maximum of 40 GTINs.
- ✓ Are currently selling your products or are planning to sell to at least one trading partner.



Which Bundle Best Suits Your Needs?

There are two types of small business bundles to choose from. If your goal is to get your products listed with retailers, online stores or foodservice operators and distributors, **Essentials** is the bundle for you. If your trading partners need product images and data for their online platforms, planograms or advertising materials, **Essentials PLUS**, coupled with a **Product Image and Data Content Bundle**, is what you need.

Essentials and Essential PLUS subscription bundles are priced based on the number of Global Trade Item Numbers (GTINs)/ barcodes you need for the number of unique products you plan on selling. If you're not sure how many you're going to need, use our simple **GTIN Estimator** to help figure it out.

| | | | |
|---|---|--|---|
|  |  |  |  |
| Up to 10 GTINs/ Barcodes | Up to 20 GTINs/ Barcodes | Up to 30 GTINs/ Barcodes | Up to 40 GTINs/ Barcodes |
| Essentials 10 \$325 annual fee* No setup fee | Essentials 20 \$475 annual fee* + \$145 setup fee | Essentials 30 \$625 annual fee* + \$145 setup fee | Essentials 40 \$750 annual fee* + \$145 setup fee |
| Essentials PLUS 10 \$475 annual fee* Setup fee included | Essentials PLUS 20 \$675 annual fee* Setup fee included | Essentials PLUS 30 \$875 annual fee* Setup fee included | Essentials PLUS 40 \$1075 annual fee* Setup fee included |

*Does not include applicable taxes or fees for capturing product images and associated data.

What's Included in the Small Business Bundles?

| | Essentials | Essentials PLUS |
|---|------------|-----------------|
| GS1 Canada Subscription: Includes Global Trade Item Numbers (GTINs) and barcodes. | ✓ | ✓ |
| Annual Company Licence: You will receive a GS1 Company Licence upon subscription, as well as annually upon renewal. This confirms your right to these GTINs, and some trading partners may ask that you provide your licence to do business with them. You can access your licence at any time from your personalized myGS1 account. | ✓ | ✓ |
| Product Data Loading and Management: Easy loading and sharing of the specific product listing data retailers and distributors require for doing business. The one-time data loading fee and annual GTIN management fees are included for all product GTINs in your bundle. | ✓ | ✓ |
| Manage My GTINs: An easy, user-friendly tool to quickly link your products to your GTINs, generate your barcodes, and manage and track your product GTINs and barcodes in one central, secure location. | ✓ | ✓ |
| Barcode Generator: All-in-one tool to efficiently create high-resolution barcode symbols for your products. Your barcodes can then be shared with your designers, packagers and anyone else who needs them. | ✓ | ✓ |
| TrueSource™ Dashboard: A data excellence tool providing visibility to data metrics to help ensure you're meeting your trading partner requirements. | ✓ | ✓ |
| Product Recall: Recall notification tool helping ensure rapid removal of recalled product. | ✓ | ✓ |
| Educational Resources: Online access to user-friendly bilingual training videos and support resources. | ✓ | ✓ |
| eCommerce Data and Image Management and Access: A secure, online tool for managing and sharing your ecommerce images and data with trading partners for use on their online platforms. The annual ecommerce content management and access fees for every GTIN in your bundle is included. | | ✓ |
| Product Image and Data Certification: Your bundle includes the annual fee for Product Certification, a data excellence tool for certifying that your ecommerce and/or nutritional content is 100% accurate and complete for ultimate trading partner confidence in your data. | | ✓ |



Product Image and Data Content Bundles to Meet Trading Partner Requirements

Your trading partners may need different types of standardized product images and data for their many business needs, including online sales platforms, retail planograms, health and wellness programs, in-store advertising and flyers.

With your subscription to an Essentials PLUS bundle, you can choose the content bundle that's best for you. View all Image and Data bundle options at www.gs1ca.org/small-business-bundles.

Sign Up for a Small Business Bundle Today

For more information visit www.gs1ca.org/small-business-bundles.

If a small business bundle is right for you, contact our Industry Support Services team at [1.800.567.7084](tel:18005677084) or info@gs1ca.org to get started.



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