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## Trading Partner Bundles

### Frequently Asked Questions

#### 1) Why has GS1 Canada developed new Trading Partner Bundles?

GS1 Canada Images has been serving the industry for over 20 years by providing standardized product images and data content to support industry business processes. To better address subscriber business needs, we have grouped our most popular content services together into economical, value-packed bundles. These bundles enable subscribers to meet trading partner requirements at a lower fee. This simplifies the selection of services and ensures all required images and data are available to serve trading partner and consumer needs.

In addition, through the support of industry, we are introducing a new eCommerce images and data capture service to help meet growing online requirements. All of our bundles contain the new eCommerce content capture services.

We will continue to offer our à-la-carte options as required.

#### 2) What are the new Trading Partner Bundles?

Available immediately, the new Trading Partner Bundles include:

- **Retail Trading Partner Services Bundle:** fulfills the comprehensive image and data requirements of trading partners' marketing, shelf space, web and print business needs.
- **Retail Trading Partner eCommerce Service Bundle:** fulfills eCommerce and online marketing needs for products that do not require or already have updated planogram and marketing images.
- **Retail and Foodservice Trading Partner Services Bundle:** fulfills the in-store and online needs for foodservice products that are sold in both foodservice and retail channels.

A more detailed overview of what is included in these bundles can be found [here](#).

#### 3) What are the costs associated with the new Trading Partner Bundles?

To better serve our subscribers, GS1 Canada has grouped its most frequently used services into new economical, value-packed Trading Partner Bundles to address all your trading partner needs.

Previously, subscribers paid a fee of \$130 for planogram and marketing images for non-food items and \$140 for planogram, marketing images and nutritional capture services for food items. Using GS1 Canada's new Trading Partner Bundles, for an additional \$40 for food items and \$50 for non-food items, subscribers are able to benefit from these same services and many more, including our newest service: eCommerce content capture. Featured in all of our new Trading Partner Bundles, this new service provides GS1 Canada Images subscribers with high-resolution web images and all consumer on-package content to meet their trading partner requirements.

These new bundles provide GS1 Canada subscribers with more services than ever before:

- **Retail Trading Partner Services Bundle** – provides planogram, marketing, nutrition and ingredients images and data along with our new eCommerce content capture service that provides high-resolution web images and consumer on-package data attributes to assist you in delivering key retail business processes.
- **Retail Trading Partner eCommerce Service Bundle** – designed specifically to meet your trading partners' online marketing needs, and provides high-resolution web images, consumer on-package data attributes, nutrition and ingredients images and data, normalized product descriptions and physical in-package dimensions and weight. If your marketing, planogram and nutrition images and data are up to date, this service can be leveraged to meet the new trading partner requirements.
- **Retail and Foodservice Trading Partner Services Bundle** – this bundle grants you access to planogram, marketing, nutrition and ingredients images and data, eCommerce content capture that includes high-resolution web images and consumer on-package data attributes, normalized product descriptions, physical in-package dimensions and weight along with foodservice images and montage shots to meet the requirements of your retail trading partners and foodservice distributors

#### 4) What service do I need to select to continue doing business with major retailers?

If you sell to Loblaw's, Sobeys, Metro, Overwater Food Group, Safeway, Federated and/or Longos, you must select the new Retail Trading Partner Services Bundle. This bundle includes all the appropriate image and data content required to meet their business requirements to sell your product. More information regarding selling products to the above mentioned retailers can be found [here](#).

In the event that you submit a product for a single à-la-carte service and that the product is indeed sold to one of the retailers listed above, we will modify your request. We will ensure your product is serviced to meet the requirements of the retailers mentioned above. If a change is made, you will be notified by email.

#### 5) What purpose does the eCommerce content capture serve?

The rise of eCommerce has transformed consumer behaviour. When shopping online, consumers demand in-depth product information and images that emulate the on-shelf experience. Retailers cannot rely on brick and mortar stores alone to remain competitive.

Through the support of industry, we are introducing a new eCommerce images and data capture service to help meet these growing online needs.

#### 6) I already have digitized versions of my on-pack data. Can I just send those to GS1 Canada Images?

That service is not offered at this time. GS1 Canada has been asked to standardize all on-package data and images, with a two pass validation process, to ensure data integrity and a common standard for industry.

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## 7) What bundle do I need to use to ensure my images and data are captured for online marketing?

All GS1 Canada Trading Partner Bundles include the eCommerce content capture to ensure both online and in-store needs are met. The Retail Trading Partner eCommerce Service Bundle is specifically designed for online marketing and fulfills eCommerce marketing needs for products that do not require or already have updated planogram and print advertising marketing images.

## 8) Do I need to be a GS1 Canada subscriber to use the new bundles?

In order to use the GS1 Canada Images service, you must be a GS1 Canada subscriber in good standing. Additionally, the products you are submitting must have a GTIN prefix owned by you or for which you either have the authority to distribute.

To subscribe, please visit [this page](#).

## 9) How do I start using the new Trading Partner Bundles?

To get started using GS1 Canada's new Trading Partner Bundles, ensure you are a GS1 Canada subscriber in good standing, fill out the appropriate Product Submission Form and submit samples of each of your products to the GS1 Canada Images office. Detailed instructions can be found in the 'Getting Started' section of [this page](#).

## 10) Will the process for submitting products for imaging change?

The product submission process has not changed. Manufacturers can still submit their products for imaging, provided they are GS1 Canada subscribers in good standing and filling out a Product Submission Form. The Product Submission Form has been updated to reflect the new Trading Partner Bundles. Detailed instructions can be found in the 'Getting Started' section of [this page](#).

## 11) Will I get my products back after they have been photographed?

After they have been photographed, food items are donated to food banks. Non-food items will be donated to second-hand stores.

GS1 Canada does provide the option to have products returned. There is a service fee associated with returning products, which must be requested prior to the image capture service. Details about this can be found on the Product Submission Form located in the 'Getting Started' section of [this page](#).

## 12) I am a small business owner and would like to take advantage of GS1 Canada Images services. Which bundle will I need to choose?

GS1 Canada has created an exclusive bundle for Canadian small businesses with annual sales of up to \$1 million, currently trading in the grocery sector. The Small Business Bundle groups together GS1 Canada's most sought-after services for one low annual fee.

More information about GS1 Canada's Small Business Bundles and the GS1 Canada Images services available within them can be found [here](#).

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### **13) GS1 Canada already has accurate and up-to-date marketing and planogram images for my products; do I need to have my products photographed again?**

In the event that your planogram and marketing images are accurate and up-to-date, and you still need eCommerce data and images for online marketing purposes, you can opt into the Retail Trading Partner eCommerce Service Bundle to get the additional images and on-package consumer data captured, in both French and English.

Upon receipt of your product, we will ensure that the current planogram and marketing images are identical. In the event that they are not, we will change the request to the Retail Trading Partner Services Bundle, which also includes eCommerce images and data capture to include these two services.