



Big Solutions for Your Small Business

Your business is growing, your products are getting noticed and you want to make sure you're doing everything possible to maximize your product visibility and sales potential. Sometimes, the process can be confusing and overwhelming.

GS1 Canada has helped over 6300 businesses achieve their dreams by enabling them to share the product information Canadian retailers, distributors and online sellers need to get products on store shelves or online stores.

GS1 Canada's Small Business Bundles Can Help You?

Created to help small business owners like you successfully navigate a new and confusing process, these bundles help meet the needs of your growing business, and ensure you're providing the product data and images required to get your products on store shelves and online platforms.

It's easy to get started!

If your goal is to get your products launched and listed with retailers, online stores or foodservice operators and distributors, Small Business 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 flexible Image and Data bundle — is what you need.

Not sure which bundle is right for you!?

Small Business Bundles are priced based on the number of products and product variations you plan on selling and how many GTINs — and barcodes — you need. A unique barcode is required for every variation of your product, which means you need a unique barcode for every size, flavour and variation (such as low-fat or sugar-free) of your product.

Not sure how many GTINs or barcodes you'll need?

Visit <http://gs1ca.org/GTIN-Estimator> to quickly and easily find out.

	250 mL	310 mL	390 mL	= 3
	3 Sizes			
x				= 9
	3 Flavours			
x				= 27
	3 Specialties			
	27 GTINs/barcodes would be needed for this product.			
	<small>Sample representation only. The number of GTINs required will vary depending on your business' needs.</small>			
	<small>If you are selling your product at the pack or case level, you may require additional GTINs.</small>			



Small Business Essentials



Small Business Essentials PLUS

Small Business Essentials



Designed to help you get the basics right, this bundle provides the tools you need to list your products. From getting your GTINs to quickly and confidently sharing the product data trading partners need from one central secure location, Small Business Essentials helps to make sure you get it right from the start.

Essentials 10

Up to 5 Products, 10 GTINs
\$325 annually, no setup fee

Essentials 20

Up to 10 Products, 20 GTINs
\$475 annually, \$145 setup fee

Essentials 30

Up to 15 Products, 30 GTINs
\$625 annually, \$145 setup fee

Essentials 40

Up to 20 Products, 40 GTINs
\$750 annually, \$145 setup fee

Here's What's Included

GS1 Canada Subscription

Includes Global Trade Items Numbers (GTINs), barcodes and much more.

Personalized Consulting

One hour of one-on-one personalized consulting to get you started.

Barcode Generator

Your all-in-one tool to efficiently create high-resolution barcode symbols for your products.

Product Data Loading and Management

Easy loading and sharing of your product data with retailers and distributors.

TrueSource™ Dashboard

Data excellence tool providing visibility to data metrics and the completeness of 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.

Small Business Essentials PLUS



Small Business Essentials PLUS helps take your business to the next level with the tools to easily and efficiently manage and share 100% accurate, complete and certified product images and data with your trading partners.

Essentials PLUS 10

Up to 5 Products, 10 GTINs
\$475 annually, no setup fee

Essentials PLUS 20

Up to 10 Products, 20 GTINs
\$675 annually, no setup fee

Essentials PLUS 30

Up to 15 Products, 30 GTINs
\$875 annually, no setup fee

Essentials PLUS 40

Up to 20 Products, 40 GTINs
\$1075 annually, no setup fee

Here's What's Included:

Everything included in Essentials, PLUS:

eCommerce Data and Image Management

The Vault – eCommerce is a secure, online tool for managing and sharing your eCommerce images and data with trading partners from one centralized location.

Planogram, Marketing and Foodservice Data and Image Management

The Vault is a secure, online tool for managing and sharing your Planogram, Marketing and Foodservice images and data with trading partners from one centralized location.

Product Image and Data 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.

Find a Content Bundle That Meets Your Trading Partner Needs

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

GS1 Canada's team of professional product photographers and graphic designers capture globally standardized images and bilingual product data that trading partners count on to meet their important business requirements.



Marketing and Planogram Content

\$125/GTIN



eCommerce and Nutritional Content

\$140/GTIN



Planogram, Marketing, eCommerce and Nutritional Content

\$200/GTIN



Nutritional, eCommerce Planogram, Marketing and Foodservice Content

\$280/GTIN



Foodservice Images

\$90-\$135/GTIN

*Note that images are subject to additional annual maintenance fees.

Find out more about how GS1 Canada can support your small business by visiting gs1ca.org/small-business or call **1.800.567.7084**.