



PRESS RELEASE

GS1 Canada applauds border deal: Recommends use of bar codes for efficient product flow across borders

For Immediate Release

Toronto, ON, December 8, 2011- Global supply chain standards organization GS1 Canada applauds the Harper Government for yesterday's announcement of the Canada-U.S. Perimeter Security and Economic Competitiveness Action Plan and is recommending the use of GS1 bar codes and registries to enhance product movement and visibility at the border. This agreement demonstrates the shared commitment to enhancing security at the perimeter while accelerating the legitimate flow of people, goods and services between the two countries.

"GS1 Canada commends Prime Minister Harper for taking concrete steps to ensure the efficient movement of goods through the Canada-U.S. border," commented N. Arthur Smith, President and CEO of GS1 Canada. "This initiative will ensure the continued competitiveness and productivity of Canadian industry."

Specifically, GS1 Canada supports the government's commitment to align Canadian and US single window initiatives and convert data requirements of all participating government departments and agencies to electronic form by 2013. Studies released by the U.S. government's single window initiative, the International Trade Data System, demonstrate that both government resources and business costs to importers can be lowered and supply chain visibility can be enhanced through the use of GS1 standards at the border.

GS1 Canada is doing its part to support visibility in the supply chain by working with industry to advance global supply chain standards across sectors and borders. Every day, more than 1.5 million businesses of all sizes around the world use GS1 standards, including bar codes and registries, to move products and related information smoothly and efficiently through the supply chain. These existing, industry-developed standards and related e-commerce data can be leveraged to create a standards-based supply chain visibility framework that will facilitate achievement of the public policy goals announced yesterday.

"The use of GS1 standards at the border is a first step toward the development of a robust product ID and locating system that can reveal what a product is, where it has been and how it got there," said Mr. Smith. "Supply chain visibility, supported through border infrastructure, will support risk management, improve efficiency and productivity, address consumer demand and facilitate regulatory compliance."

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About GS1 Canada

GS1 Canada is a member of GS1, the world's leading supply chain standards organization. As a neutral, not-for-profit organization, GS1 Canada enables its more than 20,000 members – organizations of all sizes from over 20 sectors across Canada – to enhance their efficiency,

safety and cost effectiveness by adopting electronic supply chain best practices. Learn more at www.gs1ca.org.

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