



## News Release

### **GS1 Canada Welcomes Voluntary Interindustry Commerce Solutions (VICS) Association to its Standards & Services Governance Board**

**TORONTO, ON, December 20, 2007** – N. Arthur Smith, president, CEO, GS1 Canada, Canada's expert in collaborative commerce and global standards, is pleased to welcome Joe Andraski, president & CEO, Voluntary Interindustry Commerce Solutions (VICS) Association to the Standards & Services Governance Board.

In his new role, Joe Andraski will also join the Apparel/General Merchandise Committee, led by co-chair Gary MacDonald, senior vice president, Hudson's Bay Company. The VICS Association has enabled companies in the retail and consumer-focused industries to eliminate billions of dollars of waste and delay. By creating voluntary guidelines, often referred to as "standards", VICS has created new best practices that ultimately lead to lower costs and better availability of products for consumers. VICS' volunteer members improve the flow of products and information throughout retailing and the consumer-focused industries that supply retail.

In this endeavour, the VICS Association aligns with the mandate of GS1 Canada in the promotion of sound supply chain standards and practices. GS1 Canada's partnership with VICS ensures that Canadian retailers have access to the guidelines and best practices essential to effective decision-making through accurate and actionable information.

The Standards & Services Governance Board now consists of 16 members including representatives from: Canadian Tire Corporation, Colgate-Palmolive Canada, Hudson's Bay Company, Katz Group Canada Ltd., Kellogg Canada Inc., L'Oreal Canada, Neptune Foodservice Inc., The Oppenheimer Group, Motorola Inc., Parmalat Canada, Sobeys Inc., and Thomas, Large & Singer, Inc.

#### **About GS1 Canada**

GS1 Canada is a not-for-profit organization that promotes and maintains global standards for the identification of goods, locations and related e-commerce communication, such as bar code issuance and maintenance. GS1 Canada is the only authorized source for globally unique company prefixes in Canada, a standard term and condition of trade globally. It provides a range of educational opportunities, maintains ECCnet Registry, Canada's national product registry, and ECCnet Image & Validation services (ECCnet I&V), which offer one-stop access to product images and dimensional data. As technologies like Electronic Product Code™/Radio Frequency Identification (EPC/RFID) continue to drive the e-commerce revolution, GS1 Canada will provide the leadership to help ensure that Canadian companies can participate competitively. For more information, visit [www.gs1ca.org](http://www.gs1ca.org).

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