

For posting on the EAN International **Member Organization** Bulletin Board



### **2005 Sunrise: North American Update**

With the global 2005 Sunrise date quickly approaching, the Uniform Code Council and the Electronic Commerce Council of Canada are hearing a common question from companies that export products to the U.S. and Canada. These companies are asking advice on whether the 12 digit Universal Product Code (U.P.C) number represented on products can be replaced with EAN-13 immediately following January 1, 2005.

While most retailers in the U.S. and Canada will be prepared to accept and process EAN-13 on January 1, 2005, some smaller retailers will still be transitioning over the course of 2005.

The UCC and ECCC recommend that Member Organizations work closely with their members and advise them to contact their North American trading partners before replacing U.P.C. with EAN-13.

The UCC and ECCC fully recognize and support the supply chain benefits that 2005 Sunrise brings, and feel this recommendation will lead to the least disruption of trade and still provide for a smooth transition during 2005.

The UCC and ECCC will continue to aggressively communicate the 2005 Sunrise message and we anticipate all retailers in the U.S. and Canada will be prepared to process EAN-13 by the close of 2005. Please feel free to contact the UCC and ECCC with any questions you may have. The UCC and ECCC look forward to continuing to work with you.