**Suggested Email Subject Line: How do we Improve Item Setup Effectiveness and Increase Speed-To-Market?**

Dear insert name of CEO, CMO or CIO or SVP-level alternative,

As you know, Consumers demand **trusted, accurate and complete product attributes and images**. This information is essential to sales growth both in store and online, but has been historically one of the most complex and frustrating information exchanges for us and our retail partners.

The **complexities of sharing attributes and images has reached dramatic proportions**. Every retailer has their own set of asks; to do business, our operational processes require us to do any or all of the following—costing us [insert quantifying metric, e.g., upwards of ## dollars or ## man hours]:

* Input our data into a myriad of retailer spreadsheets or portals (significant manual workload)
* Enter our data into a variety of retailer portals
* Send emails, provide CD’s, or a wide range of file transfer protocols (that can be misdirected or lost)
* Supply multiple sets of images to meet each retailer’s individual specifications

**This only worsens with scale!** We need to abandon proprietary data requirements and provide our retail partners with a single, standardized set of product images and data attributes; one that provides consistent and dependable product representation. This change will enable us to eliminate the duplications and workarounds.

**We can solve this problem by utilizing the**[***GS1 System of Standards***](http://www.gs1us.org/industries/apparel-general-merchandise/workgroups/product-images-data-attributes)***.***

The Retail Industry, in collaboration with GS1 US, has developed a standardized set of e-commerce friendly product image and data attributes. Across channels, platforms and devices, [***GS1 Standards***](http://www.gs1us.org/industries/apparel-general-merchandise/workgroups/product-images-data-attributes) will enable us to speak the same language as our retail partners. If we utilize industry image and attribute standards, guidelines and best practices, we will be able to:

* Provide retailers with a single, standardized product data set—maximizing our cost savings
* Reduce labor-intensive processes associated with listing our products for sale—optimizing our speed-to-market capabilities
* Give customers a reliable, channel-agnostic commerce experience—increasing our sales

***I recommend that we adjust our product information business processes to adopt the*** [***GS1 US Images and Attributes Guideline***](http://www.gs1us.org/industries/apparel-general-merchandise/workgroups/product-images-data-attributes). Will you seriously consider collaborating with the industry for mutual benefit? I look forward to discussing this in-person in more detail.

Best Regards, Insert Name

**Appendix: (use where needed or disregard)**

**Case for Change:**

* 71% of shoppers expect to view in-store inventory online (Accenture & Forrester Research)
* 84% of smartphone shoppers use their devices to help them shop in-store (Google Shopper Marketing Council)
* 90% of shoppers use their phones for pre-shopping activities (Google Shopper Marketing Council)
* The dynamic buy online, pick up in-store fulfillment option typically results in a 15 to 30% sales lift in online sales (Forrester Research)