



## 5. Ecommerce solutions and shipping tools

Our end-to-end ecommerce shipping services seamlessly integrate your business with ours, ensuring a convenient and hassle-free shopping experience for your customers.



## 5.1 Canada Post's Electronic Shipping Tools

Whether you're an occasional or frequent shipper, need a simple or sophisticated shipping platform, or are shipping within Canada or around the world, Canada Post has the shipping systems you need.

Canada Post's Electronic Shipping Tools (EST) contain software applications to help you prepare shipping labels and manifests, and automate your shipping processes. We offer two versions of EST to meet your business needs: EST Desktop 2.0 and Shipping Manager.

### 5.1.1 EST Desktop 2.0

Our premium shipping tool features secure and robust functionality for high-volume shippers to any destination. This downloadable software lets you automate processes, create paperwork and print using a laser or thermal printer.

With EST Desktop 2.0:

- get quotes and compare shipping services, prices, features and options at a glance before printing labels;
- group shipments, assign preferences and defaults, and apply functions to multiple shipments at once;
- import large address books and orders via .txt, .csv or .xml in Canada Post's format or your own;
- batch print hundreds of orders at a time;
- use advanced search functionality for shipments, address book contacts, shipping history and more;
- track shipments and send emails with unique tracking numbers to your customers using delivery updates;
- enter tax registration numbers when shipping to international destinations;
- print shipping labels and return labels at the same time;
- access expert support.

### 5.1.2 Shipping Manager

This streamlined shipping tool is a lighter, online version of EST Desktop 2.0, containing secure and advanced features for occasional shippers who want an application that is easy to use. The software does not require installation and can be accessed from any location with internet access.

With Shipping Manager:

- access Canada Post shipping tools from any device without software installation;
- compare prices and delivery standards for different services;
- create and pay for up to 50 shipping labels in one transaction;
- complete and print shipping labels from any computer with macOS or Windows operating system using a laser or thermal printer;
- manage contacts and address books;
- customize settings to automatically save and fill in frequently used values such as business profile, sender address, and package details;
- send delivery updates with unique tracking numbers to keep your customers informed;
- request One-Time On-Demand Pickup service;
- enter tax registration numbers when shipping to international destinations;
- access expert support.



### 5.1.3 EST at a glance

Features	EST Desktop 2.0	Shipping Manager
Canadian shipments	Yes	Yes
U.S. and international shipments	Yes	Yes
Access	Download from Canada Post's website	Work online through Canada Post's website
Default settings	Yes	N/A
Reference fields (e.g., your order number)	2	1
Collect on Deliver (COD) option available	Yes	Yes
Anticipated return label	Yes	N/A
Import address and shipping lists	Yes	N/A
Print shipping labels	8.5 in. x 11 in. with laser printer 4 in. x 6 in. with thermal printer	8.5 in. x 11 in. with laser printer 4 in. X 6 in. with thermal printer
Email of PDF shipping label	N/A (optional via PDF writer)	Yes
Emailed delivery updates to customers	Up to 4 email addresses	Up to 1 email address
Payment by credit card, account number and supplier account	Yes	Yes
Centralized payments for multiple sites	Automatic	Can be added to business profile
Compliant with international electronic customs data requirements	On order transmission	On order transmission





### 5.1.4 Recommended system requirements

Equipment	EST Desktop 2.0	Shipping Manager
Internet connection	High speed	High speed
Operating system	Windows 7 (64-bit) Windows 8.1 Windows 10 Windows 11 Windows Server 2016 Windows Server 2019 Windows Server 2022	Windows 7 Windows 10 Windows 11 macOS
Browser	N/A	Firefox Chrome Microsoft Edge
Processor	Intel Core i3 or equivalent	N/A
RAM	4 GB	N/A
Hard-drive space	300 MB of available space	N/A
Monitor resolution	1024 x 768	N/A
Barcode scanner (optional)	Any	Not supported
Scale <sup>1</sup>	Recommended: Mettler-Toledo BC60 (with virtual USB) Pitney Bowes with or without A217/218 Native Mode or Manual RTS/CTS Handshaking Weigh-tronix	Not supported
Manifest/report printer	Laser printer supported by Windows 7/10/11	Laser printer supported by Windows 7/10/11
Label printer <sup>2</sup>	Laser printer supported by Windows 7/10/11 Most Thermal Zebra models, Citizen CLP-521, CL-S521, CLE-300	Laser printer supported by Windows 7/10/11 Most Thermal Zebra models, Citizen CLP-521, CL-S521, CLE-300

For more information about our Electronic Shipping Tools (EST), call 1-877-376-1212 or visit [canadapost.ca/est](https://canadapost.ca/est).

1. EST Desktop 2.0 supports Pitney Bowes, Weigh-Tronix and Mettler-Toledo scales that can be connected to a computer through a serial port or a virtual serial port. If shipping fewer than 50 parcels per day or parcels of a uniform weight, you can use a standard digital scale to manually enter the parcel weight into EST Desktop 2.0.
2. The type of printer to use for label production is determined by the desired label output. For more information, call the EST Technical Helpline at 1-877-376-1212.



## 5.2 eLink program: For customers using a third-party shipping system or their own software

### 5.2.1 About eLink

For consistent compliance with our specifications, Canada Post's eLink program monitors and approves standard and custom shipping software developed by third-party vendors and customers. This is required to ensure efficient parcel handling using automated equipment as well as accurate item tracking and billing.

Canada Post reserves the right to change its specifications at any time. Changes and implementation timelines are communicated by email to each third-party vendor and customer using their own shipping software. Implementation of such changes is required to maintain Canada Post approval of the shipping software.

Third-party vendors are responsible for developing software updates for their users, with implementation required as soon as they are available.

Shipping labels produced by shipping software must include address information for the sender and the recipient, the parcel service to be used, any applicable parcel delivery options and a clearly printed barcode, as per Canada Post's specifications.

In all cases, an electronic data file must be submitted for item tracking and electronic billing. An accurate manifest/order must be transmitted for all shipments on deposit or pickup. Failure to transmit the manifest/order before drop-off or pickup could result in the shipment being refused or returned to the sender. Providing a paper copy of the electronically transmitted manifest is mandatory for U.S. and international shipments, and optional for domestic parcels.

### 5.2.2 Third-party vendors

Third-party vendors provide standard and customized shipping software for medium and large businesses with complex business processes that need to use multiple carriers or a solution integrated with their financial and enterprise resource planning (ERP) systems.

It is the customer's responsibility to ensure their vendor produces compliant shipping labels and order documentation. Preferred third-party vendors must undergo an extensive approval process to ensure they meet Canada Post's shipping and billing business rules. Once approved as a preferred vendor under the eLink program, their software can be used for all Canada Post services.

To learn more about vendor requirements, our approval process and for a list of preferred third-party vendors, visit [canadapost.ca/mlinkprogram](https://canadapost.ca/mlinkprogram).

### 5.2.3 Customer-developed shipping solutions

If you are a medium- or large-volume shipper with unique requirements, you may already have your own shipping solution that is integrated with your financial/ERP systems.

The eLink program is available to ensure customer-developed shipping solutions are compliant with Canada Post's systems and requirements. Customers can select which shipping services and options they want checked.

For more information on the eLink program or to begin the approval process, contact your Canada Post sales representative or [cenauto@canadapost.ca](mailto:cenauto@canadapost.ca).



## 5.3 Canada Post Web Services

You can integrate our Web Services to create a seamless online shopping experience across all platforms. Web Services are designed for commercial retailers and site developers.

### Build a better customer experience

Integrate Canada Post Web Services into your ecommerce platform to give you and your customers more options, more flexibility and more peace of mind when it comes to having purchases shipped and delivered.

### Compete at the highest level

Set the standard for online shopping by tailoring your online shopping systems to meet – and exceed – your customers' needs and expectations.

### Support your team

Reduce calls to your help desk by providing your customers with shipping information through our Web Services, and arm your customer service team with the tools and data they need to effectively support your customers.

### Partnered solution providers

Simplify the online shopping experience for you and your customers by integrating customizable Web Services technologies developed by any of our partnered solution providers. Explore our partners<sup>1</sup> at [canadapost.ca/solutionproviders](https://canadapost.ca/solutionproviders).

## 5.3.1 Options

Except where otherwise specified, Web Services are free and include the following options:

### 5.3.1.1 AddressComplete™

AddressComplete is the next generation of international address finders, offering a simple drag-and-drop setup, advanced search algorithms and enhanced address data. This Web Services tool delivers fast, intelligent searching to minimize addressing errors and improve the user experience on checkout pages and forms. Fees apply per transaction. For more information and pricing, visit [canadapost.ca/addresscomplete](https://canadapost.ca/addresscomplete).

### 5.3.1.2 Expected shipping costs and delivery dates

Give your customers precise shipping costs and expected delivery dates at checkout.

### 5.3.1.3 Request a pickup

Easily arrange to have parcels picked up from your head office, distribution centre or retail location.

### 5.3.1.4 Shipping labels

Create your own shipping labels to quickly and efficiently prepare, process and manage shipments.

### 5.3.1.5 Tracking

Provide your customers with real-time parcel tracking without having to leave your website.

1. The term “partners” as used here does not refer to a legal partnership.



### 5.3.1.6 Deliver to Post Office

Give your customers the power to have their parcels delivered to one of our thousands of secure retail outlets across Canada.

### 5.3.1.7 Returns

Simplify the returns process by integrating our flexible options into your ecommerce system. To learn more about our many return options, refer to **section 2.4 Return Solutions**.

### 5.3.1.8 Find a post office

Equip your team with more information, including local post office locations, hours and services for effective pickups and drop-offs.

### 5.3.2 Simple integration

Our Web Services can be easily integrated into your ecommerce platform. As a member of the Canada Post Developer Program, you'll enjoy single-point access to a wide range of Web Services, resources and tools to attract, support and retain your online customers:

- Quick and easy registration and a user-friendly interface to get you up and running quickly.
- Easy-to-use, ready-made application programming interfaces (APIs) to save you time and effort.
- A community discussion forum to exchange ideas, resources and information.
- Expert support to ensure a smooth experience from start to finish.
- Comprehensive resources like code samples, supporting documentation and online support at your fingertips.

To learn more about Canada Post Web Services, visit [canadapost.ca/developerprogram](https://canadapost.ca/developerprogram).

## 5.4 Online tools

Our online tools can help you track items, find shipment information, manage your accounts, and order products and supplies whenever you need them. Simple, accurate and fast solutions for your business – at no additional charge.

### 5.4.1 Track items

Assign up to one reference number for each parcel, offer customers delivery updates by email, and create manifest reports to monitor shipments when submitting manifests using EST Desktop 2.0, Web Services or a customer-developed/third-party shipping software. For more details or to track shipped items, visit [canadapost.ca/business](https://canadapost.ca/business).

### 5.4.2 Find a post office

Your customers can easily find a post office's address and hours of operation if a parcel is shipped there for pickup. To find the nearest post office, visit [canadapost.ca/postoffice](https://canadapost.ca/postoffice).



### 5.4.3 Manage your account

With this integrated suite of accounting-based tools:

- review account and transaction history;
- view and sort unpaid items in your account;
- view items and transaction types;
- view and print invoices;
- pay invoices using online payment.

The primary contact designated in your agreement will have access to all available online tools at [canadapost.ca/billing](https://canadapost.ca/billing). For more information, call the Canada Post Credit Management group at 1-800-267-7651 or email at [cmg@canadapost.ca](mailto:cmg@canadapost.ca).

### 5.4.4 Ordering shipping supplies

Ordering envelopes and other shipping supplies is easy and convenient. Go to [canadapost.ca/shop](https://canadapost.ca/shop) to browse items and track your orders. Payment is simple: Use a major credit card or charge items to your Canada Post account.

