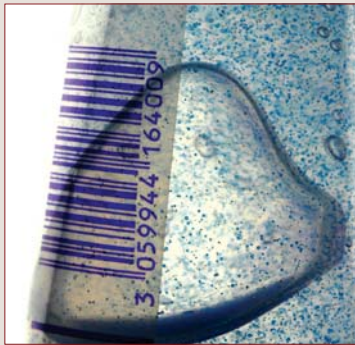


GAINING BUSINESS BENEFITS FROM BARCODING INITIATIVE

In all retail environments an efficient and accurate supply chain is becoming increasingly important - especially in challenging economic times like these. Having accurate information about products from our suppliers ensures that goods for sale are priced correctly, stocked correctly and ordered correctly in the right quantities and in a timely manner. This will ensure that goods are always available for sale which is important for all because items that are out of stock means lost profits - for everyone.



On the other hand, inaccurate product information causes customer confusion, dissatisfaction and usually results in loss of sales as well as expensive, time consuming reconciliation procedures where no-one benefits. One way to eliminate / minimise inaccurate product information is by using barcodes.

A Call To Action

Earlier this year we distributed a letter encouraging all our suppliers to barcode all your products using the GS1 standard barcodes and also to have them tested (Warrant of Fitness for your barcodes) by GS1. Thank you to those who were proactive to adopt the use of barcodes thereby creating a win/win situation for both of us. We choose the GS1 system as it is the most widely used suite of supply chain standards in the world.



Business Benefits For All

Before embarking on the 'barcoding' initiative we were keen to ensure that there would be business benefits for our suppliers as well as ourselves. We see business benefits being gained in four key areas:

- Having your products on the shelves when customers want them is essential for sales.

Therefore, products having good quality barcodes on them is seen as the first necessary step in minimising the possibility of out-of-stocks and therefore loss of sales.



- Accurate inventory management is fundamental. Barcoding assists in ensuring that inventory is accurate which is important as stock control and reordering relies on it.
- Manual keying errors at checkout are among the largest causes of pricing and inventory error in retail. Barcoding automates the checkout process and assists in preventing this.
- Barcoding can also be useful in your own internal processes for such things as inventory control and stock taking for example. Some organisations use the barcode 'numbers' for EDI and eCommerce transactions which are becoming more widely used in business transactions.



Supplier Workshops

To provide more information on the initiative we have asked GS1 New Zealand to assist us in co-ordinating a series of workshops for our suppliers. We encourage you to join us in one of these workshops as they will outline why the initiative is seen as important and where business benefits can be gained for all.

The workshops are complimentary and light refreshments will be available.

How To Register

T 0800 10 23 56
F (04) 494 1051
E events@gs1nz.org
W www.gs1nz.org

We look forward to seeing you there.

Workshop Details

Location	Date	Venue	Time
Auckland	Monday, 13th July	Remuera Golf Club, Clubhouse, 120 Abbotts Road, Remuera	9.00am - Noon
Hamilton	Tuesday, 14th July	Waikato Stadium, Radio Sport Lounge, 128 Seddon Road, Whitiara	9.00am - Noon
Christchurch	Monday, 20th July	Addington Raceway, Stewards Guest Lounge, Stewards Stand, Twigger Street, Addington	9.00am - Noon
Dunedin	Tuesday, 21st July	Mecure Hotel, Conference Room, 310 Princes Street	9.00am - Noon



Alistair Howard
Merchandise Retail
Systems Manager
Elders



Aaron Gordon
General Manager
Retail Operations
CRT Co operative



Shane McDowell
Commercial Manager
Rural Supplies
Fruited Supplies
PGG Wrightsons



Tom Hamilton
Operations Manager
Farmlands NZ