

## Barcodes and Verification

It has been recognised by many industry sectors both in New Zealand and globally, that the use of standardised barcode technology provides numerous business benefits. Product without barcodes or those with multiple or faulty bar codes are a significant issue for New Zealand retailers and the most obvious effect is the delays and inconvenience they cause customers especially at the checkout. From the retailers perspective, POS operators keying in barcode numbers creates risk of error and thus potentially lost revenue, inaccurate point-of-sale information, poor sales history and difficulties in managing stock levels and replenishment.

For these reasons, we are announcing to our supplier community of our intention to use the GS1 System (globally, the most commonly used) of barcodes in our operations effective January 1<sup>st</sup> 2009. We would encourage our suppliers to work collaboratively with us in this initiative.

To be effective, we encourage our suppliers to barcode all new products, promotional packages and newly packaged products, for both Retail and Trade unit items with the appropriate GS1 barcode printed on them in accordance with the GS1 barcode and quality standards.

We encourage also that all products currently supplied to us be accompanied by a GS1 verification (barcode test) report to ensure that the barcode works correctly.

Globally standardised barcoding and verification (barcode testing) already applies throughout many industries in New Zealand (Grocery & Hardware in particular) and is seen as a relatively simple solution to those issues outlined above. We believe that this initiative will significantly enhance overall efficiency and productivity throughout the industry and will improve the service provided to our consumers.

The signatories to this letter pledge to work co-operatively and collaboratively with all parties to ensure that barcoding and verification is accomplished as smoothly as possible and with minimal disruption. Our desire is that the benefits offered by this initiative are demonstrated throughout the industry through efficiency gains and greater profitability.

For more information about product barcoding and verification, contact your retail merchandiser directly or Gary Hartley at GS1 New Zealand on 04 494 1063 or email, [gary.hartley@gs1nz.org](mailto:gary.hartley@gs1nz.org), [www.gs1nz.org](http://www.gs1nz.org).



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