

SCAN

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High assurance, light touch at the border

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Global connection by the numbers

Like it or not, New Zealand is increasingly part of a highly dynamic global economy.

It's a simple fact evident in headline numbers most days – Global Dairy Trade index prices, statistics on growth in migrants settling here from overseas, the monthly merchandise trade surplus or deficit and so on. They are constant reminders that global connections are what drive New Zealand's economic performance and ultimately determine our standard of living.

Obviously then, we must build and maintain the strongest possible connections with the global markets and trading partners that offer most advantage to this country. And for this, we simply must have efficient, timely and meaningful exchanges of information and knowledge that support growth and diversity in our international trade, and that attract the products, people and capital needed so much by New Zealand.

These were the ideas behind GS1 New Zealand's CONNECT 2014 one-day conference in August – our modest push for more “big picture” discussion on current issues for New Zealand in the global economy. We asked: “what's next?” in connection to China; how do we capture more value from our trading relationships?; and how do we stimulate more New Zealand business innovation on the world stage?

CONNECT 2014 attracted a powerful line-up of international and New Zealand speakers (including executives from two of our most accomplished international companies, Fonterra and Xero). A great day of thinking global!

Six big ideas from the conference are reported back in this issue of SCAN (pages 8, 9) – and you can see and hear more from the speakers

on www.gs1nzconnect.org. I encourage everyone to experience some of CONNECT 2014 online and to help keep the discussion going.

GS1 New Zealand certainly will because global connectedness is actually our business. GS1 Standards for globally-unique identification, data capture and sharing, and supply chain management are key enablers for much of the trade and information exchange mentioned above. Our numbers do not make headlines but, through their usage in thousands of ways each day, they are also drivers of New Zealand performance in the global economy!

This SCAN takes that theme further by interviewing Comptroller of Customs Carolyn Tremain on New Zealand's advance in border management and trade facilitation. Our world-leading Trade Single Window employs the new global standard for data formatting by customs agencies and this, in turn is designed to leverage GS1 identifiers. Our border control agencies increasingly use the same data as supply chain partners to speed-up trade clearance processes and to sharpen their focus on specific areas of risk.

In fact, New Zealanders generally are becoming more aware of the advantages, actual and potential, from using global data standards to streamline business processes at home and to facilitate global connections (current or future). We note (page 4) that the New Zealand Business Number (NZBN) is being extended as a GS1-based form of identification for every form of business, with far-ranging benefits to our economy over time.

More immediately, companies in two New Zealand export industries are making progress with the GS1 standard for radio frequency identification (Electronic Product Code, or EPC/RFID) as also reported in this SCAN (page 7). EastPack has again in 2014 proved the benefits of EPC/RFID in its post-harvest operations that are central to kiwifruit exporting, while meat processor ANZCO Foods has engaged with supply chain partners on a trial of the standard for authentication of Halal-accredited products into the Malaysian market.

New Zealand has always been a small country dependent on international trade and capital. Globalisation has made that more a reality than ever before – and exposed us to greater opportunities and threats than ever before. The implications flow through New Zealand's economy, well beyond those directly engaged in exporting and importing. Businesses and government agencies need to think globally, and to embrace tools that strengthen our most advantageous global connections. GS1 New Zealand is ready to help wherever we can.



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SCAN reaches decision-makers in a wide range of industry sectors including grocery, FMCG, healthcare, logistics, manufacturing, retailing, wholesaling and transport. Our readership includes chief executives, sales and marketing managers, account managers, brand and product managers, IT personnel, operations managers, production managers, logistics and supply chain personnel, bar coding staff and packaging coordinators.

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NZBN Bill favours 'all in'

Every form of business entity can have a New Zealand Business Number (NZBN) – a 13 digit identifier based on a GS1 Global Location Number (GLN) – if draft legislation becomes law in the coming months.

The Ministry of Business, Innovation and Employment (MBIE) released an exposure draft¹ of the NZBN Bill for public feedback before 30 September and, after review of this feedback, legislation will be introduced to Parliament, most likely in early 2015.

The exposure draft provides for NZBNs to be issued to sole traders, partnerships, registered societies, public sector entities and all other forms of entity which may be considered a "business undertaking". Individuals acting in their personal capacity are not eligible for the NZBN; sole traders may only use their NZBN when acting in their business capacity. Until now, NZBNs have been issued only to registered companies.

The exposure draft proposes an electronic register (a directory) of all NZBNs, with their

general location in New Zealand. To meet privacy requirements, further information displayed will be what is already public through the source register, with some additional optional choices. Non registered business entities (such as sole traders) can choose to make other selected information public if they wish. The draft also has prohibitions on the misuse of NZBNs – this includes their use by individuals in their personal capacities – and the false presentation of a number as an NZBN if it is not registered as such, or it belongs to another business.

Eight government agencies will be required to recognise NZBNs when interacting with business entities (including other agencies) from 31 December 2017 onwards. These agencies are: MBIE; Accident Compensation

Corporation; Callaghan Innovation; Inland Revenue Department; Ministry for Primary Industries; New Zealand Customs Service; New Zealand Trade and Enterprise; and any subsidiary of New Zealand Trade and Enterprise.

The Government's policy objective with the NZBN is that businesses have to spend less time and effort on administration, particularly when interacting with agencies. The NZBN is also intended to facilitate e-commerce activity between businesses.

The NZBN Bill will go through a Parliamentary select committee process, with public submitters having more opportunity then to comment on specific provisions. On behalf of its members, GS1 New Zealand gave feedback on the exposure draft.

¹ Draft prepared only for public information and discussion before the drafting of a bill for introduction to Parliament.



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ProductFlow for easier market access



GS1 New Zealand's ProductFlow service is being rolled out progressively to food and grocery companies after a successful pilot stage in recent months. ProductFlow facilitates the introduction of new products to market, and the notification of subsequent changes to retailers and buying organisations.

Companies will find it easier to provide the product data and images required by Foodstuffs and Countdown on new products and product changes (new attributes, price changes etc).

ProductFlow gives suppliers a simpler process for using GSInet™, and also for providing the grocery retailers with the exact product images they require and with bar code verification reports in regard to product packaging.

GS1's ProductFlow team will resolve any issues with the supplier concerned, and then issue both supplier and retailer with a concise ProductFlow Verification Report confirming that data, images and bar codes on each product have been reviewed and are "good to go".

GS1, Foodstuffs and Countdown will make ProductFlow progressively available to suppliers in coming months. Individual companies will receive advice on how and when they can begin using the new service.

Five companies – a cross section of food manufacturers who supply Foodstuffs

and Countdown – have been involved in the ProductFlow pilot: Barker Fruit Processors, Bluebird Foods, Meadow Mushrooms, Nestle New Zealand and Picot Productions. These GS1 members vary widely in products, size of range and familiarity with GSInet but all successfully used ProductFlow for the simulated launch of new products, and changes to existing ranged products.

The pilot involved them using the ProductFlow application page – accessed through the MyGS1 members' area of www.gs1nz.org – to assemble and share product data and images for the specific purpose of launching to market or introducing product changes. Standardised master data and images on each product were uploaded to GS1 systems for consumption by their customers.

In each instance, Foodstuffs and Countdown could clearly identify high quality data and images being received into their systems through ProductFlow – and this facilitated distribution, marketing and sales activities for the presentation of new products and/or changed products to consumers.

PRODUCTFLOW BENEFITS

- Easier for supplier companies to launch products into consumer markets and to make changes to existing products.
- Certainty for Foodstuffs and Countdown that all product data and images they require are accurate and delivered into their systems at the right time.
- Easier for supplier companies to secure maximum value from using GSInet™ – they can get onboard more quickly, then upload and/or change data on one or just a few products at any given time.
- Clarity for all parties around the option of outsourcing to GS1 the work of gathering and uploading data and images on new and/or changed products.
- Seamless connection to GS1 Bar Code Verification services when these are needed for introduction of a new product or of product changes.

Digital image services

Digital images are increasingly important in the marketing and sale of products. Suppliers and retailers need high quality "digital assets" for use in printed collateral, websites, mobile apps and more.

GS1 New Zealand now offers high quality product photography for many of these purposes. And we offer SmartMedia™ – an Australasian-wide electronic repository for up-to-date and authenticated digital assets. SmartMedia enables trading partners to exchange all such assets for any use in marketing and sales activity.

GS1 New Zealand has studios in Auckland and Wellington, providing members and others with digital photography of products to the highest global standards. When requested, we will upload these images into SmartMedia.

Uploading can be done by any authorised user – a manufacturer, retailer, communications agency or other relevant supplier, along with either GS1 New Zealand or GS1 Australia. SmartMedia is a collaboration between the two GS1 organisations, for use by trading partners on both sides of the Tasman.

In New Zealand, Foodstuffs and Countdown use the repository increasingly as a single, reliable source of digital images uploaded



by, or on behalf of, product suppliers. Companies are also able to use SmartMedia as their own internal registry (intranet) of digital assets.

SmartMedia complements other GS1 services including ProductFlow and the GSInet™ platform for product master data. It is available to any company for a fixed annual fee, with no limitations thereafter on the numbers of digital assets uploaded and downloaded, and with no additional costs. GS1 has a special subscription offer for its members.

DON'T BE INVISIBLE TO YOUR HEALTHCARE BUYERS



Healthcare buyers in Australia and New Zealand are now actively using the NPC or DHBNC to make buying decisions

OPTIMISE

Bizcaps helps you to manage multiple requirements from a single source, eliminating the duplication of documents and effort from your supply chain processes and providing a trusted, reliable and centrally accessible source of product and pricing information.

AUTOMATE

Bizcaps automates critical catalogue management processes and procurement and compliance activities, delivering supply chain integrity and simplifying the process of preparing and publishing data to the DHBNC or the NPC.

EMBED

Bizcaps embeds strong data validation into standard business processes, allowing you to maximise the benefits associated with consolidated and clean product and pricing information being readily available to your buyers.

WHY CHOOSE BIZCAPS?

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- ✓ Simplified Master Data Management
- ✓ Certified partner of GS1 in Australia, New Zealand and the United Kingdom
- ✓ Experience creating and maintaining the product data catalogues of some of New Zealand's leading healthcare organisations including **Fisher & Paykel Healthcare, Glaxo Smith Kline, Obex Medical, Pharmacy Retailing NZ** (ProPharma, Onelink and HCL), **Smith & Nephew, Stryker** and **USL Medical**.



Bigger RFID harvest for EastPack

EPC/RFID continues to support operating efficiency gains at EastPack, the largest grower-owned post-harvest supplier in New Zealand's kiwifruit industry.

EastPack has continued to reduce fruit losses this export season (March–November) by striving to optimise shipping out sequence of product from its seven geographically dispersed sites. For this, operators must be able to quickly locate pallets designated for a specific load-out (ranking based on fruit storage performance). Reduced fruit losses lead directly to improved financial returns for the company and its growers.

This season has been the seventh for EastPack's EPC/RFID system as installed with GS1 New Zealand design and support in 2007–08. Nearly 60 cool stores in Te Puke, Edgumbe and Opotiki, in the Bay of Plenty now use the technology

Each pallet of graded kiwifruit has an EPC tag, used to track and trace its location and movement within a cool store. The system includes forklift-mounted tag readers and ceiling markers that enable each read to be precisely located in the store: EastPack has a constantly updating database on the whereabouts, history and status of each pallet-load of kiwifruit trays.

In the early years, EPC/RFID enabled EastPack to radically improve productivity in its use of staff and forklifts, and to eliminate penalties for failing to deliver some orders to the ship by deadline. No longer would cool store operations descend into chaos at the height of the export season.

EastPack managers tell SCAN that the focus is now on precision in the sequencing of product sent for export, and on reduction in spoilage risk as pallets are moved around the store for fruit quality checking and for the preparation of next shipments. Higher quality fruit can, generally, be held in storage till later in the export season. Optimum storage is at zero degrees but regular movement of pallets to warmer locations is inevitable. EPC/RFID readings now alert staff to any pallet that is outside zero degrees for 90 minutes or longer. The system provides constantly-updated data on product status as a basis for shipping out sequence.

EPC/RFID becomes a more important tool as fruit volumes grow. In 2014, EastPack has handled almost 25 million trays, up 14% from last year as the kiwifruit industry recovers from the impact of PSA. New varieties that are tolerant of this vine-killing disease have begun making a substantial

difference with continued growth forecast from now on.

EastPack also now includes cool stores previously owned by fellow post-harvest supplier Satara. Investment decisions on rolling EPC/RFID into these stores have yet to be made or announced.



Halal meat trial

Further trialling of EPC/RFID and related technologies has demonstrated their efficacy for export meat product traceability and authentication.

A shipment of Halal-certified meat products was tracked and traced between New Zealand and Malaysia using GS1 identifiers, UHF (ultra high frequency) RFID tags, and EPCglobal Network Architecture for data storage and analysis. GS1 New Zealand

and ANZCO Foods engaged with GS1 Malaysia and SMTRACK for the trial, in May–June this year.

Cartons of Halal product were tagged at ANZCO's CMP Kokiri plant, Hokitika. The cartons and their shipping container were subject to 11 RFID read events between there and a cool store in Kuala Lumpur. Read data were uploaded to EPC Information Service repositories within the EPCglobal Network. The required traceability and product authentication outcomes were conclusively demonstrated.

Product authentication is increasingly sought for detection of counterfeit and falsified products, and prevention of these moving through the distribution channels of genuine products. Authentication

is defined as a process that uniquely identifies a product and verifies that identity when needed in supply chains.

Concern on the authenticity of Halal foods – prepared to Islamic dietary guidelines – is on the rise among Malaysia's 21 million Muslims.

The trial report by GS1's Gary Hartley (*"The use of EPC Standards and Radio Frequency Identification technologies to demonstrate supply chain traceability and product authenticity of Halal meat products exported from New Zealand to Malaysia"*) is available from Pathfinder Group.



Read the report
www.rfid-pathfinder.org.nz

6 BIG ideas

In August, GS1 New Zealand hosted the CONNECT 2014 forum for global thinking on our future as an online economy, on innovation in our businesses and on our connections to China. Here are **6 of the big ideas** from the event.



There's huge value in using data about our lives to make and provide products and services in new, lower cost ways.

DR ANDREAS WEIGEND
FORMER AMAZON CHIEF SCIENTIST

Andreas says: The world is increasingly data rich, and there's huge value in turning the most relevant data into decisions on how to meet human needs and desires in new, lower cost ways. "Big data" refers to the constant creation of digital information on what we do, where we move and how we spend money: We all leave "digital traces" when purchasing, using smartphones and moving around. The world now creates more data in a single day than it did throughout history until 2000. Andreas said: "Big data is a mindset... it's about turning mess into meaning, raw data into valuable decisions".

Businesses only get value from data by using it to answer relevant questions, and to bridge the digital and physical worlds. Amazon, for example, pioneered the offering of new choices to customers based on past purchases. Joining the "social data revolution" requires people to give up information and to trust. "My rule is to embrace the transparency... it is the new privacy". AirB&B and Uber are examples – owners of "latent assets" (private accommodation or vehicles) and potential users exchange their data through smartphone apps and find matches. "Value is created at the interface between the physical and the digital."



We're all creative "just below the surface" – companies should empower people to come up with good ideas.

SIR KEN ROBINSON
INTERNATIONAL EDUCATIONALIST

Sir Ken says: Innovation comes from the creativity that is latent in partially developed in all people. Creativity is the process of having original ideas of value – and creative skills can be developed in everyone because we all have imagination. Moreover, creativity can be applied to any aspect of business – in fact, any aspect of life. We can be creative in thinking about a company's products, processes and systems, workplaces and so on.

"Your job as a company leader is to create a culture where everyone can have good ideas". To do that, a leader needs to believe staff generally have more talent than they give themselves credit for and to see the company more as a dynamic organism than mechanistic hierarchy.

Companies must be innovative if they are to adapt and succeed in the face of changes in markets, technologies and the environment. Leaders need to create the right organisational environment for their people to be creative in. Most companies have tremendous potential for innovation "just below the surface".



New Zealand companies need their own creativity and also a willingness to adopt the most effective global standards – both promote innovation and success.

PHIL O'REILLY
CHIEF EXECUTIVE OF BUSINESS NEW ZEALAND

Phil says: Global standards can be critically important to making New Zealand companies globally more competitive, provided they are not standards set by larger international companies for their own purposes. "Just how we help create, and engage with, global standards is a very important issue for us."

Business NZ is a keen supporter, for example, of the New Zealand Business Number (NZBN) – based on GS1 standard identifiers – despite earlier concerns that small businesses would see it raising admin. costs and privacy issues. In fact, there has been no push-back on the NZBN because firms see its benefits. "Standards and how they work should be thought about as a business-enabling, and a country-enabling, tool."

Comments on creativity by Sir Ken Robinson align with surveys that show manufacturing firms rank "talent-led innovation" as the key driver of global competitive advantage today. In NZ, companies are increasingly keen on recruiting people with "soft skills" that enhance creative thinking, as well as those with the traditional "hard skills" in science, technology and maths (so-called "STEM" subjects).



We are innovative people but for NZ companies to succeed globally, they need to really, really want it.

DR MARY QUIN

CHIEF EXECUTIVE OF CALLAGHAN INNOVATION

Mary says: NZ's innovative business owners tend to resist sharing ownership and control, and that could be holding the economy back from greater global success. Callaghan Innovation sees a role in helping Kiwi entrepreneurs learn how to work with investors and others so they can grow bigger. "There's often a problem with people preferring to have 100% of a small pie rather than 30% or 40% of a much bigger pie... collectively, we can and have to change that (mindset)". Ultimately, business owners must want to succeed globally. "You've got to want it and want it badly."

NZ actually has many innovative, technology intensive companies – most relatively small – doing a wide range of things (eg building aircraft and boats, pharmaceuticals, media entertainment, engineering services). In this year's Global Innovation Index, we rank in the top 20 among 143 countries on various measures of innovation. "There's no question about our ability as a people to innovate." Our tradition of innovation in primary industries is good but NZ needs to diversify with businesses of bigger scale in other industries.

Growth in innovative businesses here is hampered (as elsewhere) by shortages of people with the right skills and by access to capital (especially in the \$2-10 million range). Callaghan Innovation is looking at how to connect groups of smaller businesses with global investors who have \$50 million to invest here, and to help business owners make the transition.



New Zealand can lead the world in online innovation — it's our next 'moonshot'.

CHRIS TEELING

GLOBAL HEAD OF STRATEGY FOR XERO

Chris says: Our last moon shot was the 1880s innovation in refrigerated shipping –and it worked, opening a huge export trade in frozen meat that enabled NZ to prosper. Today's opportunity arises with Internet 3.0 (defined by explosive growth in data flows) and this country's capacity for creating new data-based products and services. In Xero has a "dairy and digital" vision: Its cloud computing business will grow to have the same economic significance to NZ as Fonterra does today, with an "eco system" of other online and software business growing around it (of which 300 already exist). US analysts liken Xero's growth pattern to earlier online start-ups. "We're on the same trajectory as the Microsofts, the Googles and Facebooks were... if we're doing that, there is every opportunity for us to pull through a lot of other IT innovations and online opportunities".

With growth in its customers (most outside NZ) and their data, Xero is developing new services that add speed and ease to doing business online. "We're going to be a multi-billion dollar company and we're going to add a whole lot of export services to NZ". Xero calls for Government action to: expand connectivity so Kiwis have unconstrained access to data worldwide; promote standardised unique identification of businesses, industries, places and products; and appoint a chief technology adviser for NZ leadership on the digital economy.



Our business success in China requires understanding of how critical the Internet and social media are to the Chinese.

JAMIL ANDERLINI

BEIJING BUREAU CHIEF, FINANCIAL TIMES (AND EXPAT KIWI)

Jamil says: China has 600 million Internet users and rising, and they rely heavily on social media and online messages from trusted friends when buying consumer goods. That's because food safety and fake products are such real threats in China, and official information sources are not trusted. "There are no transparent trustworthy institutions... the usual checks and balances are flawed or non-existent." The 2008 San Lu milk contamination crisis and its initial cover-up by officials made people even more suspicious. On the other hand, NZ and Fonterra came out of that crisis pretty well.

China recognises the importance of the Internet by maintaining the "Great Chinese Fire Wall" to stop its people using Google, Facebook and other major Western services: China has domestic versions of these. The Government also uses Chinese social media to propagandize against foreign brands and encourage consumption of domestic goods. Fonterra's false botulism scare in 2013 "couldn't have been better timed for those in China wanting to support the domestic dairy industry".

Today Chinese consumers still see our food products as the safe, clean "gold standard". China's rising affluence continues to spell enormous opportunity for trustworthy brands from NZ. For this, companies are best to do as Fonterra has done – use services provided by Alibaba*, rather than set up their own sites. It's critical to have employees who know Chinese culture and what is happening online.

 See Fonterra's 'trusted source' purpose page 15



Better data exchanges at the border

WILL SPEED PROCESSING,
PROMOTE TRADE AND
BENEFIT OUR ECONOMY

Comptroller of Customs Carolyn Tremain is leading the New Zealand Customs Service into a brave new world of “high assurance, light touch” for border protection and trade facilitation. It is a world of more precise and timely data exchanges about trade and people, where border processing is faster and Customs risk assessment is more targeted. Customs and the Ministry for Primary Industries (MPI) have taken a first big step by rolling out a Trade Single Window for all our international trade.

Carolyn has over 20 years’ experience leading large, complex service delivery organisations, and substantial change programmes. Prior to joining Customs in 2011, she held Deputy Commissioner roles at Inland Revenue with responsibilities that included oversight of audit and investigations, contact centres, customer operations, customer and product innovation, and litigation management. Earlier, Carolyn was a senior manager with Air New Zealand where she was Head of the Human Resources and Organisational Change for the group.

Q What does ‘high assurance, light touch’ mean in the border environment?

High assurance really means us receiving the right information in advance of the cargo or the traveler arriving at the border, and taking that information into account in determining the level of risk and the degree of intervention that might be required. In the future it may not be relying exclusively on our own administrative data, but also using information that exists in supply chains and that we don’t normally see.

It might incorporate data from other parts of government or from completely open sources. There’s a lot of data held,

for example, by postal companies on goods being mailed into the country and yet we struggle in our mail channel to have sufficient advance data for really focusing down on such goods. Shipping lines and freight forwarders are very large organisations with tremendous amounts of data for their own purposes and some of that is of interest to us.

So, ‘high assurance’ is about border management agencies getting the right information in advance. ‘Light touch’ is what an organisation can expect from us at the border if we do, indeed, have confidence that they are a legitimate trader.

Q So there’s a direct relationship between the information provided upfront by traders and the level of intervention they might encounter?

Absolutely. In the past we have relied on just our own knowledge and data view of a customer. Under our processes, if you’re a first time trader you are going to concern us more than someone whose seasonal peaks in business we understand, along with all the other variables. The more we know about a trader, the easier it is for us to determine whether they’re legitimate or not. And if we are assured on their legitimacy, we will let their goods flow more easily across the border.



But our fastest growing partners are some of the countries that we traditionally regarded as being higher risk. The challenge for New Zealand Customs with its counterparts in different countries is, 'how do we actually get the confidence needed in each other's data?' If they're a free trade partner, how do we get to the point of having the knowledge and exchange that really allows goods to flow more easily, and especially if they're a trade partner with whom we traditionally saw higher risk.

Q It sounds like Customs is taking on a broader role in the economy?

We traditionally worried about things at the border and what I am outlining is an expanded pre-border function... in the future, there'll be something of a post-border function too.

We can help industries because of our understanding of certain provisions in FTAs and whether they are actually being used. Particular sectors might have an advantage negotiated under an FTA which is not yet being taken advantage of. Do traders understand what advantages they might have in access to another market, for example? Some small and medium sized companies can be put off by perceived and actual complexities in newer markets. If companies are experiencing problems getting goods through the border, then Customs can help them.

There's an important difference in Asian economies where business and government tend to be much more closely tied. Sometimes our counterparts in some of those Asian countries expect the government to have a view on what business is doing and to participate in trade. For example, if a sector or organisation is experiencing difficulty getting their goods through an Asian

Continue on page 12 

Q How can Customs move in this direction while facing growth in trade volumes and in the risks that need to be managed at the border?

The value of trade is increasing but actually the volume of export shipping containers is declining. Import container numbers are increasing and for us, having the highest amount of data on them in advance of their arrival at the border is the answer. It means imported goods can be cleared more quickly and distribution to market becomes much quicker, and that has productivity benefits to New Zealand.

Similar requirements are emerging with exports in a more inter-connected world. Our partner border agencies in other countries will increasingly rely on our knowledge and understanding of particular exporters from New Zealand to allow them to potentially flow those exporters' goods across their borders more easily. As a Customs authority, we will be relied on – particularly by countries with whom New Zealand has free trade agreements (FTAs) or secure export schemes (SESSs) – for quality information relating to the legitimacy of traders and goods.

Q Are data exchanges between customs agencies becoming a means of facilitating trade?

Yes, particularly trade with countries with whom New Zealand has Mutual Recognition Arrangements. These are Korea, Japan and the US. Going forward with FTAs of various kinds, we will see an emphasis on greater recognition of each other's data and on allowing trade to flow.

In New Zealand we are particularly comfortable about exchanging data with some of our traditional trade partners.

Imported goods can be cleared more quickly and distribution to market becomes much quicker, and that has productivity benefits to New Zealand.

country border – and I am thinking mainly of China here – we can work with our counterpart agency to help sort things out.

We did this successfully for the wine industry which was experiencing issues with the clearance of goods held in bonded storage in China. We could see the situation was clear under the FTA but they were not getting the benefits. Now, we have a good working mechanism with our counterparts in China and we were able to help the exporters to get their wine to market.

Q How much does this change your focus?

Our mission is about protecting New Zealand but also promoting trade. A lot of the work we do internationally with the World Customs Organisation and, increasingly, with other customs agencies is focused on how we can get trade flowing more between different economies.

If we think back to the post-9/11 era, then security was very much the central focus. That resulted in a lot of change in how supply chains are managed and, for example, in the introduction of the Secure Export Scheme. More recently, in the post-

GFC (Global Financial Crisis) era, there's been quite an emphasis on growing trade as a way of economies overcoming the damage done through that crisis. Everyone is interested in growing trade, and a lot of things we're doing now are as much about promoting trade as they are about protecting New Zealand.

Q Again, it sounds like information flows are critically important?

Absolutely. In future, initiatives like trusted trader schemes for importers will be really important. We certainly know that our Secure Export Scheme has a lot of value for exporters. For example, containers from New Zealand going across the United States border under that scheme will be cleared faster than other containers arriving at the same time with the same type of goods but from other origins. This has real economic benefits to traders in New Zealand.

Our role is providing assurance to US authorities. We have a secure export seal that goes on the container. Our relationship with the US is such that over time we have developed agreements to facilitate trade. They audit our Secure Export Scheme processes and that gives them the confidence to accept our data

about particular goods and to clear them through the border faster than otherwise.

Q How is the Trade Single Window progressing since launch on 1 August last year?

Taking on a large IT system change is, frankly, not for the faint hearted and we've certainly had some challenges with this programme. But the Trade Single Window (TSW) has been up and running for a year now. We are now up to 58.2% of all inwards transactions from traders going through the TSW. Of outwards messages from MPI and ourselves, 100% are going through the window. Around 950,000 messages have now gone through the TSW.

We gave an undertaking to industry that we would not release anything without thorough testing first – and that has meant it has taken us longer to turn on modules in the programme. It was initially to be a single-date implementation but we switched to a modular approach because that gives us greater confidence that deployment won't disrupt industry. There are graphic examples of customs organisations elsewhere in the world bringing in new processes only to find that, after an OK start, trade was being significantly disrupted. We've been very



conscious of international experiences, and want to take a thoroughly tested and deliberate approach.

Q How many of the modules in the TSW are now deployed?

Looking at the interface with traders, there will eventually be nine message types on the Trade Single Window platform. Four of the top five of these have now been deployed and they enable processing of 71% of all border transactions. The remaining message types will be built out over the next 12 months.

We have four pilot traders working with us. The thing that is very important about New Zealand's TSW compared with systems in other countries is that we are using World Customs Organisation Data Model Version 3 (WCO3) – and that really gives us greater granularity of trade data and that, in turn, enables us to have a firmer basis for our risk assessments. This ability to work with WCO3 will future proof a lot of New Zealand's trade management processes.

Q How is industry responding to the TSW?

The real advantage with the TSW is that you advise government once, whereas previously you had to advise individual parts of government. One set of messages for all purposes, without having to worry about who is requiring which pieces of information in the different agencies. Traders will have different approaches to the TSW depending on their size, needs and sophistication.

Large organisations like Fonterra manage their own messages and have a direct connection to our system. There are a lot of organisations with their own systems like FedEx and others like CargoWise who provide a gateway service for others. The TSW allows people to connect directly through a single portal but if you're a small organisation with a small number of consignments, the gateway or translator approach might still be the best way to import or export.

We are ready to talk to any company about what their adoption plans are for the TSW. We are at the point where we're wanting to understand what peoples' thoughts on the process are so that we can smooth out the transition process. In fact we would much rather have people spread



A lot of things we're doing now are as much about promoting trade as they are about protecting New Zealand.

out their onboarding than try to do it all at the same time. I encourage people to look at our website or email us with questions.

Q For those using the TSW there is still a choice about the WCO3 message format. How is the migration to WCO3 proceeding?

There are some traders using WCO3 now. Fonterra joined, in May, so has FedEx and also a small percentage of CargoWise clients.

Most people are still using a legacy message format. Getting them onto TSW is the first step and the next is moving them from legacy to WCO3. If you're a small trader, working through CargoWise or another gateway, then you'll probably do what they suggest you do.

Some organisations like freight forwarders would want to see everything up and working well across all the message types before they move to WCO3. But there will be a point in the future when we will want all industry to start using the WCO3 message format. There will be a deadline for that some time in the future but it hasn't been determined yet.

Q How does New Zealand compare with other countries in this regard?

We're the first country to have a Trade Single Window (TSW) based on WCO3. There are very few comprehensive trade windows like ours operating in the world. It is very much a leading, future-proofing system for New Zealand traders. I regularly say to people that it's there for the next 20 years. It is a big investment and one that is jointly funded with industry through recovery of some of the government's development cost.

Q Over time WCO3 must facilitate your ability to share data globally with other border agencies?

WCO3 helps us greatly in narrowing down the description of goods. Tariff codes are quite broad as they currently stand. Textiles, for example, are a very broad tariff code description of goods whereas under WCO3, product codes can be narrowed down to specific types of textile and garment. It's this narrowing down that lets us know exactly what goods are and to have real confidence in making our risk assessments.

In TSW we will ultimately require freight forwarders' manifests, not just shipping lines. This was a complicating factor when the (container ship) Rena went down (in the Bay of Plenty in 2010). People didn't know exactly what was in the cargo. If a similar event occurred in the future we would have a much better understanding of what the ship was carrying.

Q Where do you see GS1 data standards contributing?

GS1 identifiers are part of our TSW data set and they're incorporated into the information traders give us. There are fields where you can enter GS1 numbers or alternative forms of identifier.

Q Would you say that border agencies are, in fact, adapting themselves to be part of supply chains?

Yes. At the heart of our perspective is an understanding that industry has high quality data and that as we become a more globally connected set of countries, having common standards for data and formats at the border has big benefits to industry. If you're a multinational working out of New Zealand and you distribute to 10 countries today, border requirements

Continue on page 15



Distributor for the DHB National Catalogue

Pacific Commerce is expert in the requirements of the National Product Catalogue and has helped many healthcare suppliers become DHBNC Ready.

Distributor for the DHBNC is a GS1 certified solution developed by Pacific Commerce for validating and uploading product and pricing data to the NPC and the DHB National Catalogue.

Suppliers to the healthcare industry use Distributor to upload their product and pricing data to become DHBNC compliant for tendering and trading with private hospital groups and all healthcare jurisdictions in Australia and New Zealand.

Distributor provides business rule validation for your product information ensuring that all data uploaded (and downloaded) is clean and error-free.

Double handling of product data is eliminated by Distributor as it integrates with your existing ERP systems to automatically upload your data directly to the DHBNC with no extra effort on your part.

Data extracts from your business systems can be scheduled for automated updates or pushed manually to the DHBNC.

Pacific Commerce ensure that even clients new to the concept of GS1net and the DHBNC completely understand what is expected in order to be GS1net compliant, simplifying what can otherwise be a daunting experience to the uninitiated.

Call us today to begin your migration to the DHBNC.

Integrate seamlessly

Pacific Commerce is an eCommerce service provider facilitating services to industries including hardware, healthcare, consumer electrical, grocery and retail.

Originally established to provide hosting and management services for electronic trading, Pacific Commerce has grown to facilitate a range of complementary services that can be customised to meet the most complex of business needs.

Trading Exchanges

Pacific Commerce hosts and operates business-to-business eCommerce exchanges for electronic trading of business documents. These include the Pacific Health Exchange, NARTA Trading Exchange, Pacific Commerce Exchange and the Timber & Hardware Exchange.

Data Synchronisation

Distributor is a GS1 certified solution developed by Pacific Commerce for validating and uploading product data to GS1's data synchronisation platform - GS1net, to the National Product Catalogue and to the DHB National Catalogue.

Product Data Management

Boulevard is a powerful browser-based Product Data Management System, which can interface with numerous data sources (ERP or CRM systems, spreadsheets, etc.) to allow data maintenance and access, with a number of different output options.

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We build Custom Online Ordering Systems to suit your Web and business needs. Business-to-business ordering systems are suitable for companies trading with a large number of small buyers. Pacific Commerce is also capable of producing advanced online stores so you can start selling products directly from your web site.

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are probably different in all 10. There's a lot of complexity in managing that. I and my colleagues in other border agencies hope that, over time, we can get to something that looks like international supply chains.

You have a limited number of shipping companies that manage a lot of the trade and if we could leverage off their data to get a really good sense of the risk associated with each container, there could be huge benefits. GS1 is an enabler for all that – and I think it provides a mechanism for us to look for more competitive advantage for New Zealand.

Q Overall, what are the economic benefits of the TSW and the ongoing roll-out of a new Joint Border Management System (JBMS)?

We see the benefits in terms of advanced management of border risk and protection of this country from biosecurity and drug harm, and in terms of facilitating more efficient and competitive supply chains. There's also benefit in equipping New Zealand to handle future change and to get improved agency efficiency and value for money. Quantification on the benefit to date is primarily in the area of staff time savings – between MPI and ourselves that figure is approximately \$19 million. There are big benefits over time in our ability to target our resources at the areas of greatest risk – something that border agencies are working towards round the world.

Overall, the anticipated savings from the JBMS over time are \$535 million and we're starting to see some of those benefits now.

A lot of what we are talking about is lessening the burden of compliance and with the TSW, we're working on how to effectively measure the benefits flowing through to industry. Obviously there are many variables and it's very hard to capture the benefit of having an employee process a message in 15 minutes as opposed to half an hour. The trader can say, "how can I actually capture that 15 minutes?" We're looking at how we can leverage work done with our pilot partner organisations to get a better understanding of such benefits.

Goods clearance is occurring pretty quickly through the TSW – it actually can take less than 3 minutes for a clearance to go through. New Zealand has had a good record in striving to improve trade clearance times while some countries are still happy at three to five days. Our times are down to minutes and a simple message can go through in seconds. The question remains of course, 'does the trader achieve efficiencies out of that or not?'

Q What are Customs' other priorities in 2014/15?

We are starting to update the Customs and Excise Act, partly to reflect how supply chains actually work today. If people have particular views on the legislative framework that sits over supply chains, there's an opportunity over the next 12 months to get involved. Our Act is quite old, certainly pre the electronic era... it needs an overhaul to make it fit for the future.

Key Terms

The **Joint Border Management System** is a new information technology system for New Zealand Customs and the Ministry of Primary Industries to jointly handle all trade and passenger processing, and intelligence, risk and enforcement functions in the border environment. The JBMS is being progressively introduced using a modular approach. The Trade Single Window is one of two main components and has been operating since 1 August 2013.

New Zealand's **Secure Exporters Scheme** provides registered exporters with greater certainty on the passage of their goods across borders without tampering, sabotage or other criminal disruption. Customs will allow exporters to join if they meet and maintain a certain level of security and data integrity in their day-to-day operations.

The **Trade Single Window** provides importers and exporters with a single point of online contact with Customs and MPI and other agencies for all data exchanges on the cross-border movement of all craft, goods and people.

The **World Customs Organisation Data Model Version 3.0** (WCO3) is a standard format for assembling and exchanging the data required in common border processes worldwide. WCO3 differs from earlier versions through specific inclusion of information required by border regulatory agencies other than customs.

For more information on using the Trade Single Window or for submissions on updating of the Customs and Excise Act, visit www.customs.govt.nz or contact feedback@customs.govt.nz or phone 0800 BORDER (0800 267 337)

Fonterra's "trusted source" purpose

Fonterra has committed itself to being the world's most trusted source of dairy nutrition, according to the company's Director of Business Transformation, Philip Turner. He told CONNECT 2014 that Fonterra has adopted this purpose after deep reflection on last year's false botulism scare in whey protein exported to China.

Mr Turner said Fonterra recognises more than ever that its enormous potential in China hinges on maintaining consumer trust there. He outlined the company's plan for solid growth in all segments of that market – ingredients, food service and branded products. "China is the world's

fastest growing consumer market... it's an opportunity we at Fonterra want to grab with both hands while retaining a sense of modesty and respect."

Fonterra's in-China milk production was 150 million litres last year, with a target of 1 billion by 2020 as it builds more dairy farm hubs. Mr Turner said Fonterra is also working hard to grow its branded products: New Zealand-made UHT milk, for example, has built a 5% market share in the Yangtze Delta region in only two years.

Mr Turner said China's openness and respect for trade laws makes it a "happy space" for Fonterra. "We have a rapidly

growing market where consumers want and need our products, and the government generally welcomes us".

Asked to comment on product traceability within Fonterra's global supply chains, Mr Turner said this was absolutely vital. "We have an ambition to be able to trace every single product from its origin to its becoming a consumer product within three hours. We are a long way from that at the moment, but the more we can do with governments to get common standards and to move beyond the point of having to re-label products (as they move along the supply chain), the better."



MiTek New Zealand ready for the future

MiTek New Zealand is geared up for a surge in new house construction post the Christchurch earthquakes and in response to shortages in Auckland. The timber engineering and hardware company has expanded its product range in line with new building code requirements and has plenty of capacity at its modern East Tamaki factory in Auckland. Recently, MiTek New Zealand also achieved live status with a GS1net™ product data catalogue to help promote efficiency in the merchant supply chains of an increasingly busy housing sector.

"We're moving with the times," says Tony Castledine, National Hardware and Regional Manager. The 47-year-old business is New Zealand market leader in timber engineering and related technology, and in the supply of building hardware connectors commonly used in timber-frame construction. MiTek New Zealand, the local subsidiary of a large US-based group, manufactures most of its products at the East Tamaki plant using steel product from the NZ Steel mill at Glenbrook.

The company's GS1net catalogue currently holds master data for around 250 core products, initially to meet a request made by one of the nationwide building supply

and hardware distribution groups. Mr Castledine says he collated and entered most of the product data himself. "The process seemed daunting to start with but once initiated, it progressed quickly with GS1's guidance and on-line assistance."

MiTek New Zealand achieved GS1net Live status within only three months. Mr Castledine says it is difficult to appreciate any direct advantages to the business at this stage but being able to share information electronically with trading partners will become more beneficial as more merchants use GS1net. "When we do have to update our product data in future, it will be a faster and more efficient process".

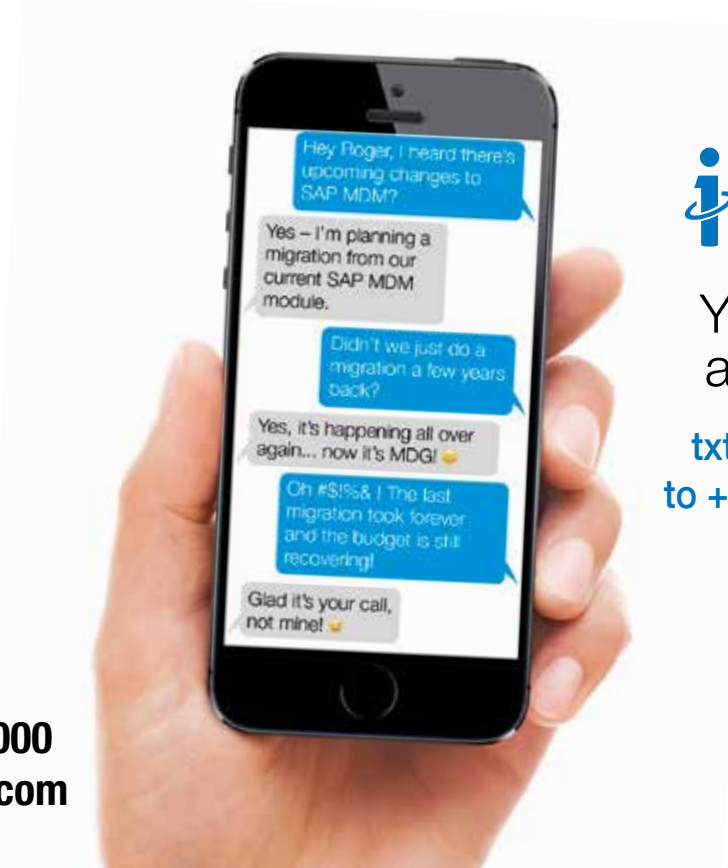
He says with MiTek New Zealand now GS1net Live with one of its supply chain partners, the company is ready to extend the same status to other merchant groups who stock and distribute its products. "We have done most of the hard work to date and our catalogue can be rolled out to other merchants when they are ready.

"Meanwhile we are optimistic about the lift in building activity evident in the acceleration of building consents issued during the past year, particularly in the Auckland and Christchurch regions," says Tony.



To learn more see
www.mitek.co.nz

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Nothing Naughty *but it's still tasty*



Snack food eating can be part of a healthy diet. But too many people mistake “treats” – tasty but not nutritious or meant to be eaten frequently – for snack foods and this is having a huge impact on the health of New Zealanders.

That’s the passionate view of Peter McKee, a Tauranga-based food manufacturer who is putting his business nous and resources where his mouth is on the big issue of healthy eating.

Peter and business partner Ian Thorburn, have created the Nothing Naughty range to give people tasty alternatives to snacking on treats that are high in sugar and/or saturated fats.

Nothing Naughty products include flavoured protein bars, fruit and nut bars, trail mix, wasabi peas and gluten free cookies – all made with less sugar and less fat than, for example, a packet of crisps or chocolate bar.

“We’re not claiming our products are perfect, just a much better alternative to most of what’s on offer as snack food today,” says Peter.

Nothing Naughty products are sold mainly in workplaces, schools, hospitals, fitness gyms and other public venues where people are snacking in the course of a busy day. Peter says the New Zealand market in such sales is around \$20 million per annum – and most of this is really in the “treat” category of foods.

Peter knows what he is talking about having owned and run a food making business for 10 years, and produced various sweet foods under contract. He and Ian were pouring sugar as per a client’s recipe into their food mixer one day. “We looked at each other said, ‘how can this work better?’ We decided we could make products that were far healthier for people at or below the same retail price if we reduced the number of people in the supply chain between us and the consumer.”

Nothing Naughty was born. Peter says there are no secret ingredients or recipes, just a commitment to break from food manufacturers’ common over reliance on sugars and fats because these are so cheap and enable both ample margins and relatively low retail prices.

“The plain truth is that healthy products are not going to work in the consumer market unless they are priced at the same level as other products,” says Peter. To address this issue, the Nothing Naughty range is sold directly through honesty boxes and vending machines, and offered to schools and sports clubs in fund raising packs.

Peter and Ian are constantly in the hunt for employers and organizational managers who want to give people a healthier alternative for snacking on the job, in schools and hospitals, and so on. They are also looking for 40 regional agents to handle sales and distribution around New Zealand: Three have signed up so far and 10 more are in immediate prospect.

GS1 numbers and bar codes will support the broadest possible distribution of Nothing Naughty products into to consumers increasingly hungry for a healthier choice of snack food.



To learn more see
www.nothingnaughty.kiwi.nz

GS1 in the Pacific

Pacific Paints Limited of Nuku’alofa will become a showcase in the whole-of-supply-chain use of GS1 Standards by a Pacific Island-based business.

The paint manufacturing company has been selected by Pacific Island Trade and Invest (PITI) and the Government of Tonga to receive funding for adoption of GS1 identifiers and bar codes as part of a product track and trace system. Other companies in the region will learn from the project.

Pacific Paints has an established export trade to Fiji, Samoa and New Zealand. It was selected for support after PITI was assured that the company was ready to

move ahead with GS1 Standards in its supply chains.

A GS1 New Zealand consultant has begun work on the project and other Pacific Island-based exporters will be kept informed on progress. GS1 held an introductory seminar in Nuku’Alofa last year and 12 Tonga-based companies are now GS1 New Zealand members.

On a visit to GS1 in Wellington this July, the Samoan Prime Minister, Tuilaepa Aiono Sialele Malielegaoi expressed his strong interest in seeing Samoan firms engage with GS1 as they seek to develop and grow trade links with New Zealand, Australia and other markets.



Samoa’s Auckland-based Trade Commissioner, Fonoti Dr Lafitai Iupati Fuatai, says the seminar will be a key opportunity for members of the Samoan Association of Manufacturers and Exporters (SAME) to learn more about GS1 Standards. Samoa produces a range of fresh and processed foods and beverages, and lightly manufactured goods. The country currently has 10 GS1 members.



No leaks that you can't see

Rodney Knight



Nobody wants to live with leaky or dirty drains, right? But how do you know about drainage faults until they hit you in the eye or nose – and often the wallet?

Rodney Knight produces plumbing components that minimise the long-term risk of leaks and the hassle of drain cleaning. Aquaknight Waste Systems products are designed and made to prevent the smallest of leaks that can still lead to rotting timber and other serious building damage.

"Sometimes you just don't know what's going on under the floor or behind the walls until it's too late," says Rodney. "In

the worst case I've seen, a person actually fell through the floor of their bathroom."

Rodney has worked on problems that have long niggled plumbers – problems with the design of components and/or their method of installation. His father and grandfather were both plumbers, and Rodney's own trade is tool making. Aquaknight is the combination of one man's plumbing knowledge and obsession with great tool making.

Aquaknight products are made in Auckland, mostly by contracted plastic moulders. "I'm fastidious and actually, in New Zealand we have very good tool makers and moulders who can do short runs of excellent quality," says Rodney.

The biggest selling product is a shower drain with patented "leak return ports" and "glue clips" designed to stop moisture build up and ensure drips of water will never escape. In fact, Rodney backs up the product with a seven-year "behind the wall" warranty. The drain also has a "hair claw" that makes removing clogged hair from the waste trap an easier job.



The same attention to detail has been applied to Aquaknight's drain system for large roof areas on commercial buildings: Its innovative design replaces four components traditionally used for the same purpose with one stainless steel and plastic unit that clamps onto the roof surface membrane. Rodney says the risk of leaks is vastly reduced and the product is much easier to install than older alternatives.

"He says Aquaknight is getting a great reception from plumbers, engineers and architects, especially post the Christchurch earthquakes. This year, Rodney is putting stronger emphasis on marketing and supply of his products through major trade and retail outlets. More products are in the pipeline and export opportunities to Australia are being developed. Aquaknight Waste Systems has joined GS1 for the numbers and bar codes that facilitate sales on both sides of the Tasman.



To learn more see
www.aquaknight.co.nz

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New Board Members

Baden Ngan Kee



Baden Ngan Kee is delighted to see GS1 Standards increasingly in use across a broad base of sectors in New Zealand. The General Manager Merchandise of Foodstuffs North Island is also convinced that GS1 can contribute much more value to food and grocery – the sector where it has been established longest.

Baden brings to the GS1 New Zealand Board more than 25 years' experience in FMCG* sectors, including leadership roles in Cadbury, Goodman Fielder and Fonterra. Most recently, he was the latter's General Manager, Retail Sales and Export with responsibility for all the co-operative's grocery sales in this country and its branded consumer exports to Asia and the Pacific. He joined Foodstuffs North Island last October. "GS1 Standards are a great enabler as we open the next frontier in our business – how to harness the power of data to better understand different market segments and individual consumers, and to really customize for them our offers of products and services," says Baden.

Other information and communications technologies are intersecting with GS1 Standards, and enabling them do more for businesses and consumers, he says. ProductRecallNZ and the new ProductFlow service are good examples in his sector. As a Board member, he wants to help GS1 New Zealand understand even more the direction food and grocery is taking. In addition, he says, "global standards are a great conduit for us to learn more about global best practice and what is happening in other areas". Becoming a Board member has given him new appreciation of how broadly GS1 Standards are being adopted, including in Healthcare. Baden holds a commerce degree from Victoria University of Wellington.

Peter Darbyshire



Peter Darbyshire knows the full value of data integrity and verified bar coding in a complex retail trading environment. He led a major project in the New Zealand operations of Bunnings Warehouse using GS1 Standards to radically improve that business's information and point-of-sale scanning. Now as Executive General Manager Merchandise at Warehouse Stationery and as a GS1 New Zealand Board member, Peter is keen to see more businesses secure the advantages of high data integrity and of efficiency in information exchange within their supply chains.

"How do we better facilitate data flow from suppliers to retailers – and back the other way – in seamless and efficient ways without error and without the frustrations that otherwise impact our customers and our own people?"

Peter says GS1 Standards are a big part of the answer. Moreover, he says, efficiencies in the capturing and sharing of accurate data can enable various other efficiencies in the trading environment, with ProductRecallNZ being a great example. He joined Warehouse Stationery in 2013, after four years as Merchandise and Marketing Manager at Bunnings New Zealand. "We did the hard yards for six months, fixing data integrity and bar coding issues, and improving the whole point-of-sale experience... the benefits started coming rapidly after that."

He had crossed the Tasman for Bunnings in 2008 after earlier merchandise management roles with Mitre 10 Australia, Pacific Brands and Kmart. Originally from Melbourne, Peter's formal education has included studies at La Trobe University, Melbourne Business School and Wharton School at the University of Pennsylvania.

NEW GS1 STAFF

Annique Davis, Marketing Coordinator

Annique joined GS1 New Zealand in June as the Marketing Coordinator, with particular responsibilities for the GS1 Seminars, website content management, relationship and stakeholder engagement, event management and marketing communication planning. She is a Victoria University graduate

with a Bachelor of Commerce and Administration, majoring in Marketing and Human Resource Management and Industrial Relations. Annique has previously worked at Whitireia Community Polytechnic in the Marketing & Communications team where she managed national advertising campaigns, managed and monitored social media sites and coordinated events.

Cindy Robins, Photographer/Verification Technician

Cindy joined GS1 in April as our Auckland-based photographer and ProductFlow technician in the product and bar code verification areas. Cindy brings 25 years' experience in photography and digital print to GS1, including 12 years as a photographer at Images In Space where she specialised

in product photography. Before joining GS1, she was doing freelance contract work in both photography and digital print. Cindy has a Bachelor of Fine Arts Degree in photography from the Elam School of Fine Arts at the University of Auckland.



New members/rights to use holders April – October, Welcome!

New Members

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Ace Leisure & Sports (2009) Limited
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Alfa Medics New Zealand Limited
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Apollo Foods Limited
Appleborn Limited
Aquaknight Industries Limited
Aquaworld Limited
Auckland Paper Tubes Limited
Authentic Food Limited
Awaken Alive Energy Limited
Bait Up Limited
Bee Accountable Limited
Bengmate Baby And Child Food Company
Beta – Red Tomato Sauce
Beulah Agripharm Limited
BG Altea Essential Oil (New Zealand) Limited
Biobrew Limited
Blackbeards Smokehouse
Blue Ripple Limited
Blulink Limited
Bonnie Goods Limited
Brave Brewing Company Limited
Briscoe Group Limited
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Charcuterie Du Pacifique Sud Limited
Chatham Island Food Co Ltd
Chinghwa Biotech Co Limited
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Corporate Consumables Limited
Coztrix Limited
CPE Imaging & Platemaking Limited

Cubic Defence New Zealand Limited
D'Arcy Polychrome Limited
Dairy Hill NZ Limited
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DBS 2014 Limited
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Disposable Tableware Limited
Drink Red Limited
Eagle Wire Products (2013) Limited
Elisar Estate Limited
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Epicurean Enterprises Limited
Ettason (NZ) Company Limited
Ezymeats Limited
Fableux Vous Limited
Fitwear Limited
Fleur De Lis Bakery & Cafe Limited
Flower Systems Limited
Flying Out Limited
Food Packers Limited
Forest Herbs Research Limited
Futurway Limited
G&M Distributors HB Limited
Glaze Limited
Gns Imports Limited
Goodbrands Co NZ Ltd
Green Trading Co. Limited
Grizzly Supplies Limited
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Just Enterprises Limited
Ka Tah Wines Limited
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Kevin Jackson Family Trust
Kingsmeade Cheese Limited
Kiwipharma Limited
Lacejam Limited
Lazeez Indian Takeaway Limited
Liberty Brewing Company Limited
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Ling Hai Group Limited
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Lubricants New Zealand Limited
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Lucozade Ribena Suntory Ltd
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MDL Limited
Mel Ducatti Limited
MG International Limited
Mini Merino NZ Limited
MJ & JK Page Limited
Moke Apparel Limited
Molnycke Health Care Pty Limited
Mr Grill's Limited
Murphy Pack Potatoes 2004 Limited
Mushroom R & D (NZ) Limited
Nanric Road Fine Foods Limited
Narhari Electrical Co. Ltd
Nature's Sunshine Products (NZ) Limited
Naturez Limited
Netcon Limited
New Zealand Abeco Group Limited
New Zealand Artesian Mineral Water Limited
Niugini Organics NZ Limited
Nom Food Limited
Nothing Naughty Limited
Nutregio Limited
Oceanz Blue – Division of Aotearoa Fisheries Ltd
Ohau Wines Limited
Orcona Chillis 'N Peppers Limited
Pacific Islands Trade & Investment
Pacific Supplies (2003) Limited
Pacifcomm Group Limited
Peppers Trading Co Limited
Perfect Produce Limited
Pgg Wrightson Limited
Plow Foods NZ Limited
Poesy Limited

Port Marsden Bakery Limited
Postie Plus Group Limited
Pound Starnes Cosmetics Limited
Premium Corporation Limited
Prepack Limited
Private Collection Limited
Professional Hair Brands Limited
Proklenr Limited
Pronto Clock Company Limited
Prophets Rock Wines Limited
Pukka Pak Limited
Purbrick & Green Limited
Pure Delish Limited
Pure Harvest New Zealand Limited
Pure New Zealand International Limited
Pureality Trading Company Limited
Puremax NZ Products Limited
Quakedriven Limited
RIB Enterprises Limited
Radiation Protection Services Limited
Rascal Revolution Limited
Raumati Farm Limited
Red Athletic Limited
Relish The Thought Limited
Rocpac International Limited
Roll Formers 2000 Limited
Rooty Moot
Sculptureum Vineyard Limited
Seaside Pies Limited
Shed 152 Limited
Skellern's Metal Castings Limited
Smooch Energy Limited
Snack Pack Limited
Solander Maritime Limited
Solution Foods Limited
South Island Wanaka International Limited
Sparks Brewing Limited
Spicecraft Limited
Staunch NZ Limited
Sterling Leisure NZ 2014 Limited
Stonex Systems Limited
Strawberry Fields Enterprises Limited
Sub Tropical Nurseries Limited
Sunfresh Foods Limited
Swoon Desserts Limited
T Base 2 Limited
Tai Tokerau Honey Limited
Tambura Foods Limited
Tanco (2012) Limited

Tarras Wines Limited
Tech Tire Products N.z Limited
Technisonic Systems 2013 Limited
The Amazing Baby Company
The Bath House Limited
The Bowser Limited
The Fish Wharf Limited
The Fixed Wheel Wine Company Limited
The Gravitass Group Limited
The Ludlam Trust
The Original Smoke & Spice Company Limited
The Vintiner's Grove Limited
Think Green Limited
Tom And Luke Limited
Tommy And James Limited
Tonic Food Group Limited
Torpedo7 Limited
Total Repac Limited
Tradetech New Zealand Limited
Tranzalpinehoney New Zealand Limited
Unimax Limited
United Fresh NZ Inc
US Erbaviva Natural Care (New Zealand) Limited
Verda International Limited
Vicarage Lane Wines Limited
Vipcare Limited
Vnde International Limited
W Wiggins (H&B) Limited
West Coast Wine Company
Whakarewarewa Thermal Village Tours Limited
Wholesale Marine Direct (New Zealand) Limited
Yashili New Zealand Dairy Co., Limited
Yes Distribution Limited
Zara Food Industries Limited
Zee Tags Limited
Zwinnen Family Vineyard

Rights to Use Holders

Advance Wholesale Limited
Civilquip Limited
Dapsco Limited
Parklink Limited
Powerpac Group Limited



Questions? Please contact the GS1 New Zealand Team



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Vijay is based in Auckland and is responsible for assisting members to implement traceability, AIDC (auto scanning) and RFID into their supply chains.



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Manager Food & Grocery

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Owen is based in Wellington with responsibility for managing the verification service, the accreditation programme, certificate course and various projects.



Bev Gough

GS1 New Zealand Membership
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Bev is the 'meet and greet' point of contact for members either calling, emailing or visiting our Wellington office.