

SCAN

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GS1NZ.ORG

Asia-Pacific's economic challenge

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New Zealand



THE GLOBAL TRADE ITEM NUMBER IS 50!

The Global Trade Item Number, or GTIN, has recently turned 50. What a difference this GS1 identification standard has made to the speed and cost of trading goods, worldwide!

GTINs are now used everywhere to uniquely identify products and their various levels of packaging. Worldwide, they are embedded in barcodes or radio frequency identification (RFID) tags for rapid, non-manual readability, and for efficient data storage, sharing and analysis in the digital systems which today power commerce in all its forms.

In 2021, GS1 barcodes with GTINs at their core are scanned well over six billion times daily. That estimate includes every beep as the grocery items in your supermarket trolley are scanned at check-out.

Who today can imagine a world without globally unique identification of traded items, and without the speed and ease of automatic data capture, storage and sharing?

Well, it didn't exist before 1971.

On 31 March of that year, leaders in America's biggest grocery, retail and consumer goods companies met in New York and agreed to a common system for identifying every single product. They adopted the term Global Trade Item Number and its standardized structure for number allocation to ensure that each item would, indeed, be uniquely identified.



50 years
THE BEGINNING OF
DIGITALIZATION

The GTIN was conceived for use with barcode and scanning technologies which had been developed years before.

Today, GTINs and other GS1 standards developed thereafter help businesses and governments manage with efficiency and security the vast complexity of global supply chains, trading relationships and modern consumer-oriented economies.



"Half a century ago, fierce competitors came together, put aside their differences and remade global commerce for the better with the development of the GTIN, which in turn led directly to the creation of the barcode. As we celebrate this remarkable milestone, we call on businesses to collaborate once again to meet the needs of the 21st century economy by rapidly deploying and implementing new technologies, including data rich, next generation barcodes."

Kathy Wengel, Chair of GS1 Global Management Board and Chief Global Supply Chain Officer of Johnson & Johnson.

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SCAN reaches decision-makers in a wide range of industry sectors including grocery, FMCG, healthcare, logistics, manufacturing, retailing, wholesaling, transport and government. 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, (barcoding) staff and packaging coordinators.

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New Zealand's HUGE APEC year

As many GS1 members know, 2021 is a huge year for Asia-Pacific Economic Cooperation (APEC) and for New Zealand. It's also a huge year of opportunity for faster progress with Global Data Standards across the region.

New Zealand is hosting the annual round of APEC economy meetings which culminate with Ministerial declarations and numerous reports in November. We are also hosting the year's APEC Business Advisory Council (ABAC) work programme, through which business leaders from all 21 APEC members formulate and deliver critical advice on policies for growth and sustainability.

I say the year is 'huge' because the advice and the declarations now pending will be critical if APEC is to really start implementing the new 20-year Putrajaya Vision which Ministers adopted last November (when Malaysia was host) – and also because there's now real opportunity for APEC to regain its momentum as a force for growth, sustainability and stability in the Asia-Pacific. That momentum stalled after 2016.

For New Zealand, the importance of 2021 lies in proving our capabilities as host nation - political and diplomatic capabilities when it comes to framing interests, advancing ideas and building consensus, and technical and organisational capabilities for the virtual hosting of meetings.

This year, APEC is conducting all its business online and through videoconferencing (because of COVID-19). To secure satisfactory and meaningful outcomes that serve 21 disparate economies without physical meetings, and all connections these entail, will be a major feat indeed!

For 2021 ABAC is being chaired by New Zealand business leader Rachel Taulelei, and I deeply appreciate Rachel taking time recently to share with SCAN her insights and priorities. As in past years, GS1 New Zealand will actively support New Zealand's ABAC team with any information and advice useful in advancing their agenda for a more open and efficient regional trading system.

And that brings us to Global Data Standards. This is such a year of opportunity because APEC in 2020 formally embraced guidelines for adoption of data standards – and greater implementation is the next step, as part of the momentum referred to above.

Today more leaders recognise the huge benefits of interoperability when all forms of organisation are collecting, storing and sharing information. They can see that interoperability doesn't just come with "being digital". It has to be designed into systems through the adoption of standard formats, data elements, frameworks and documents, along with coherent policies and rules.

Every international trade of goods must, of course, be accompanied by information exchange between multiple parties as those goods move along supply chains, across borders and through economies. Interoperability through use of widely-adopted standards enables the information to be easily understood by everyone, regardless of their differences in technology.

Everywhere, transactions between state agencies and businesses are increasingly electronic – and that's another driver for common standards adoption. As goods approach and pass through borders, for example, cost and time are saved through having the same interoperability within and between state and public sector entities.

To be clear, I am not just talking about GS1 identifiers for products, logistics units and locations. Global Data Standards encompass many other forms of universally used identifier or format: BICs or bank identifier codes, and WCO (World Customs Organisation) Data Model documents for Customs declarations are examples.

Clearly, common standards in all their forms can promote trade between nations and boost supply chain efficiency in many industries as well as strengthening food traceability systems, business-to-consumer e-commerce and much more. And needless-to-say, these are things all highly desirable under APEC's new vision.

In 2021 and beyond, we are looking for new cross-region initiatives that encourage, enable and/or require more adoption of Global Data Standards. Certainly Rachel Taulelei's ABAC work programme includes sorting out roadblocks to this happening, as one of many practical means of promoting growth, inclusion and sustainability.

So this is a huge year for APEC, New Zealand and common data standards. All power to ABAC!

It will definitely be a matter of "watch this space" come November after our team has spent intense months of working virtually with counterparts from around the Asia-Pacific on issues that are of critical interest to GS1 and to all others who understand the value of interoperability.

Kia kaha.



Dr Peter Stevens
Chief Executive



Business that creates products *and* jobs



Not all household cleaning products are created the same – and Will&Able products are distinctly different. No unpleasant chemicals, no plastic waste, no loss of jobs to automation in the name of efficiency.

Will&Able products are certified eco-friendly, sold in genuinely recycled plastic bottles and distributed with an aspiration to employ as many people as possible and provide the Kiwi consumer with dish washing, laundry and household cleaning substances that are effective and sustainable.

This is social enterprise with a very commercial approach to the consumer marketplace as well as a very human purpose. Will&Able employees are people with disabilities, mainly intellectual, who thrive on their jobs, filling, labelling and packing bottles of liquid or powdered product at their South Auckland factory.

“We’re in the business of creating jobs as much as we are in the business of producing and selling good cleaning products,” says Craig Burston, Will&Able Business Manager. “While our competitors might be trying to reduce employee costs, we are going the other way ... would much rather have 15 people working on a filling and labelling line than install the latest machine for automating all tasks.”

Will&Able is the creation of Altus Enterprises, the largest organisation in

New Zealand’s disabilities employment sector. Non-profit they might be, but Altus and Will&Able are definitely out to grow their sales in the household cleaning product market. It is volume and revenue growth that drive more job creation back at the factory!

Will&Able products, launched through online sales channels mid last year, are now being ranged in the major supermarket groups – this of course, enabled by Will&Able’s GS1 membership. The business launched a TV advertising campaign in February

The raw material liquids are manufactured by an Auckland-based supplier, while the containers are made from 100% recycled milk bottles. Will&Able is the first Kiwi business which can truthfully claim that all its eco cleaning products are packaged in 100% NZ recycled milk bottles.

And the story gets even better with a Will&Able bottle re-use scheme, this supported by insurance broker Aon which has come on board as sponsor to the business and its social purpose. Aon has 70 locations around the country, each now a collection point for empty Will&Able bottles which will

be sent from those locations to another disability employment enterprise for cleaning and preparation for re-use.

The Will&Able range is sold online and the business also has a Christchurch disabilities partner, Kilmarnock, for bulk packing and distribution of the various cleaners to large workplaces and hospitality providers.

Craig says his products are top of the range due to their quality and to the social enterprise dimension of Will&Able. “They’re good products and while they will cost you slightly more, you’ll get a good feeling about the real difference you are making in the lives of other people.”

Craig says it’s hard to overstate the value to employees of having meaningful jobs in a Will&Able-type environment. “They come along and work with like-minded people, no one is judgemental and there’s lots of encouragement. Over time, some people build up the confidence to move on to other workplaces and types of work.”

Critically, Will&Able employees are paid at minimum wage rates: The creation of their jobs is not dependent on the employer being exempt from this requirement (and employees receiving a benefit top-up). As Craig explains, the business is not constrained in the number of people it can employ. More and more can be taken on, and fully funded, as Will&Able grows on demand for its products and its brand. The model is a tribute to the business acumen of Altus Chief Executive Martin Wylie – well known as a business leader in earlier roles – who started Will&Able in 2019.

Businesses are invited to place bulk orders
willandable.co.nz
Or contact Craig Burston if they are interested in the Will&Able bottle re-use scheme 022 016 6066





More COVID Tracer scanning, more use of GLNs

New Zealand's COVID-19 Tracing system is being further strengthened by giving people a choice of mobile apps to record their whereabouts. This should lead to more scanning population-wide and more protection from the spread of the virus ... and of course, more use of GS1 Global Location Numbers (GLNs) which underpin the whole system.

In late 2020, the Ministry of Health accepted proposals from three private sector software developers for their creation of contact tracing apps for use alongside the government's COVID Tracer app which was launched last May. The three developers – selected as vendor partners of the Ministry – have created specific apps for tracing in different scenarios:

- **PaperKite** (Rippl) – businesses/ customer contacts
- **Safer.Me** – workplace contacts
- **Snapper** – public transport where passengers use electronic payments

The Ministry developed application programming interfaces (APIs), for enabling “third-party integration” of these apps with the nationwide COVID-19 Tracing system. Users of any of these apps will receive contact alerts in the same way that users of the government app do, and they will be able to transmit their digital diaries and visitor registries to the Ministry when this is required.

The new choice of apps for individuals and organisation will make contact tracing easier in a range of scenarios, including those where people are routinely in and out of contact with each other or only randomly in contact for brief periods (as on a bus, for example).

The Ministry expects the apps will improve the range and volume of information available to its COVID-19 contact tracers, while also enabling more New Zealanders to receive the contact alerts and to share their location histories with tracers when the need arises.

The Ministry told SCAN the three new apps are designed to rigorously uphold the privacy standard established for the whole COVID-19 Tracing system.

Reliance on GLNs

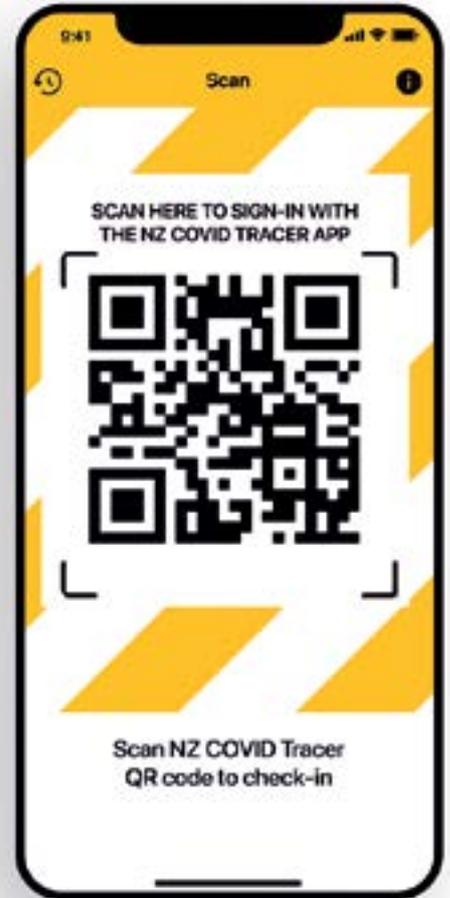
Every use of the system is reliant on unambiguous identification of locations which might, at any time, become the basis for an “exposure event of interest”. GLNs provide that level of identification and each scannable QR code holds the GLN for a specific location.

GLNs are allocated when an organisation or individual goes online to create a new QR code poster which can thereafter be used by customers, workers and others who are present at or visiting a specific location. New GLNs are based on the organisation's or individual's previously-allocated New Zealand Business Number (NZBN)—and NZBNs also started life as GLNs sourced from GS1 New Zealand. When no NZBN already exists for the organisation or person requesting a QR code, the Ministry allocates a GLN based on a shared NZBN (ie you do not need an NZBN to acquire a QR code for COVID tracing purposes).

Effective so far

The government app has proven very effective so far.

On numerous occasions, the Ministry's contact tracers have been able to access the digital diaries of people who have scanned QR codes at many different locations and subsequently tested positive for the virus: The digital diaries of these unfortunate people have led to thousands of contact alerts, quick isolation and testing of contacts and to further detection of COVID-19 infections.



By 30 March, 552,258 QR code posters had been created by organisations and individuals for precise identification of places where people need to scan in. New Zealand-wide daily scanning rates have passed a million on many days since last August, with a peak so far of 2.5 million scans in a single day in early September.

For more information on the third-party tracer apps, see:

paperkite.co.nz/case-study-rippl/
safer.me/en-nz/
snapper.co.nz/
bit.ly/2PqD4gE

MyGS1 – one place to access business solutions

GS1 has solutions for 100s of issues faced by New Zealand businesses – and we’re committed to making every solution easier to access whenever and wherever needed.



Here are just three of our solutions: Barcodes for automatic identification and data capture on products at point of sale and right along the supply chain; The National Product Catalogue for storing and sharing accurate, relevant product information with security and speed; and ProductRecallNZ for targeted, rapid and actionable communication with trading partners when products must be withdrawn from supply.

MyGS1 will progressively become the one and only place GS1 members need to visit when accessing these and all other

solutions – and doing so without hassle or complication. MyGS1 is the New Zealand member portal launched 12 years ago, initially to facilitate businesses’ allocation and storage of their own Global Trade Item Numbers (GTINs) and account information.

Head of Digital Product and Infrastructure Richard Hulse says MyGS1 is becoming a digital platform from which each customer/member of GS1, once logged in, can access any GS1 solution for addressing their particular issues. “We’re focused on helping customers from the beginning to the end of whatever process they want to pursue, and on making their online experience at MyGS1 as easy as possible,” he says.

Richard says growth in GS1’s offer of services and solutions over recent years has created new complexities in how customers access and use those services

and solutions. “We recognise that many customers don’t use our services every day, and maybe not for months at a time. They shouldn’t have to invest time in re-learning how to use our software ... it should be really easy in MyGS1 to pick up where they last left off.”

Some improvements to MyGS1 have been added for new customers since the start of 2021 and these will progressively be extended to all other users of the portal over the next six to 12 months. At this stage the MyGS1 improvements do not involve any changes to GS1 services and solutions themselves although, making them more easily accessible will increase their usefulness to customers.

GS1 DataMatrix is coming!

In the future, GS1 expects this new barcode will revolutionise information availability to consumers and traceability of products being sold at retail.

GS1 DataMatrix is a two-dimensional (or 2D) barcode printed as a square or rectangular symbol made up of individual squares called pixels.

Being 2D, GS1 DataMatrix (like QR codes) must be read left-to-right *and* up-and-down simultaneously: Reading is done by photo-imaging scanners, already available on the market in New Zealand. It’s more advanced technology than one-dimensional barcodes and infra-red scanners.

Globally, GS1 expects DataMatrix codes will replace linear barcodes everywhere at some point in the future. They are now in routine use in some European supermarket chains, on retail meat packaging and fresh produce. And they have been used globally in some healthcare applications for more than a decade.

GS1 DataMatrix enables much more product information to be encoded, including serialized numbering of individual pieces of meat and items of produce along with batch numbers, “use-by” dates and more.

All of this information becomes available at point-of-sale scanning, and in a trader’s database for traceability and many other purposes. Because DataMatrix is relatively small, it is far less prone to wrinkling or discolouration – things which spoil scannability – when attached to a consumer product.

Woolworths are already using them in Australia. Watch out for trials with GS1 DataMatrix in the New Zealand marketplace in the coming year!



Example from Europe – GS1 DataMatrix on a retail meat pack in Germany.



Zarina Mechera - IT professional who loves dealing with people

MediaLibrary product specialist

Zarina Mechera knows plenty about IT systems and data but most of all, she likes dealing with people. “What I love most about my job at GS1 is talking with clients and finding out exactly what they are looking for ... helping to put a ‘wow’ factor around their product images and how those images can be used,” she says.



Such enthusiasm for client contact might not be common among IT professionals with Zarina’s technical

knowledge but several years ago, she discovered that programming and coding were not enough for her. “I’m much better at talking with people about their needs and how they can be resolved with technology.”

Zarina started with a computer engineering degree in her home country of India, followed by IT consultancy and business development jobs in Ireland and Dubai. She and husband Shaan immigrated to New Zealand in 2018, initially so that Zarina could study for a Masters in Information Technology at the University of Auckland. While completing this degree (with honours), she joined a digital marketing & website development agency specialising in the tourism sector. Zarina loved working with a host of tourism businesses.

She joined GS1 last August as MediaLibrary continued to grow rapidly. MediaLibrary is our digital asset management solution which enables GS1 members to store, organise, find and share photos, videos, product

substantiation documents and other digital media assets for multiple uses, including use by trading partners.

Zarina’s role is to plan and help implement additional exciting features, most recently one which will enable a GS1 member to download a selection of their product images and create a customised digital catalogue. “Next we will be working on the ability of members to upload their digital assets to MediaLibrary by themselves, without their current reliance on GS1 to fulfil this regularly-required task for them.”

MediaLibrary becomes ever more popular with product manufacturers and suppliers, and with New Zealand’s supermarket groups, all of whom are constantly accessing and using the digital assets. In late January, there were more than 44,000 products represent on the platform.

For more information on MediaLibrary at gs1nz.org/services/media-library
Connect with Zarina Mechera,
 027 300 9500



Natasha Helleur - High quality photographs really matter

Last year’s COVID-19 lockdowns had

something of a silver lining for Natasha Helleur and her GS1 Product Photography team. Demand for their professional photography services jumped with the surge in New Zealanders’ online shopping activity.

“More business realised the importance of online shopping and of having their products well represented on their websites,” says Natasha. “It was a huge wake-up call for some people that if you don’t have great product images and all the information consumers require, then you will not be selling so much.”

Demand for such product images increased by at least 30% through 2020 and the growth continues this year.

Natasha leads a team of two full-time professional photographers in Wellington and one in Auckland, plus three part-timers in the latter city and a full-time technician. They provide a

range of services for high quality product images which meet customers’ and trading partners’ requirements. GS1 consulted New Zealand businesses to establish photography standards which reflect those requirements, with quality being defined in terms of image size, resolution, colour specification, lighting and clarity of all product label contents.

Even so, Natasha says educating clients – GS1 members and non-members – on the objective criteria that should be applied to image quality is a constant process.

Natasha graduated from Victoria University of Wellington’s School of Design Innovation with a four-year degree majoring in photography. Her career thereafter included set building for Lord of the Rings film production and later, an editing role with Kodak in New Zealand. She came into GS1 in 2016 with our acquisition of the Images in Space business and merger of photography teams that year.



Photography is also a passion for Natasha outside work, along with spending wonderful outdoor time on Auckland’s West Coast with her family. Natasha and husband Anton have five children between them, aged from three to 15.

More information on Product Photography,
gs1nz.org/services/product-photography
Connect with Natasha Helleur
 027 469 5468

Economic challenge - a rising tide for all people with a falling environmental footprint

Our ABAC leader shares her vision

The Asia-Pacific region is facing huge economic and political challenges in 2021 – New Zealand’s year to host APEC through a series of virtual meetings between officials, Ministers and business leaders from the 21 member economies. The APEC Business Advisory Council (ABAC) has a critical role in promoting new ideas and cooperation for growth, sustainability and reduction of inequality across the region. ABAC’s Chair for 2021, Rachel Taulelei, spoke with SCAN about her aspirations and priorities, which include more progress on digitalisation and interoperability between economies.

Rachel Taulelei (Ngāti Raukawa ki te Tonga, Ngāti Rārua, Ngāti Koata) is the Chief Executive of Kono, the Māori-owned food and beverage business. Rachel has spent 20 years championing Aotearoa New Zealand as a world-class food producer. She is a member of the Prime Minister’s Business Advisory Council, an awarded Māori Business Woman Leader and a former Trade Commissioner in the United States. Her other current roles include directorships of: The Warehouse Group; NZ industry bodies for hops and wine growing, and for aquaculture; and the Young Enterprise Trust. Rachel graduated LLB from Victoria University of Wellington.

© As host nation, we have a huge task this year to lead APEC on its first steps for implementation of the Putrajaya Vision. How do you want ABAC to be contributing to that process?

Let’s start with recognising that APEC’s strength is the ability to bring people together ... the region has never needed that to happen more than it does today. Collectively we’re confronted with COVID-19, challenges of economic inequality, political tensions, digital disruption and Climate Change. So the APEC conversation is really essential for all of us wanting to get the region onto a sustainable growth path. New Zealand was very closely involved in forming the Putrajaya Vision and we intend having a very active role in its implementation.

We’ve already started to articulate priorities ... and we’ll be advocating quite strongly for an early harvest of outcomes so everyone can see demonstrate effects of the vision. ABAC (the business leaders arm of APEC) will be working in that vein very

The Putrajaya Vision 2040

The Putrajaya Vision 2040 was agreed by all APEC members at last November’s meeting of Ministers, in Kuala Lumpur. They collectively committed to working for “an open, dynamic, resilient and peaceful Asia-Pacific community by 2040, for the prosperity of all our people and future generations”. The vision requires work in three areas:

Trade and Investment. Policies and actions to create a free, open, fair, non-discriminatory, transparent and predictable trade and investment environment across the Asia-Pacific.

Innovation and Digitalisation. Agreements and investments to strengthen digital infrastructure, accelerate digital transformation, narrow the digital divide, and to cooperate on facilitating the flow of data and strengthening consumer and business trust in digital transactions.

Strong, Balanced, Secure, Sustainable and Inclusive Growth. A focus across policies, actions, agreements and investments on ensuring that growth is inclusive of all people, and on supporting global efforts to address Climate Change and promote environmental sustainability.



“That old saying, ‘it is easier to be green when you’re in the black’ is so true!”

closely with APEC officials ... including New Zealand’s APEC Senior Official Mark Talbot and Senior Officials Meeting Chair Vangelis Vitalis, as well as conveying our recommendations and concerns directly to Leaders.

Part of our role is to ensure we keep the policy makers’ feet to the fire. Our big message to them is that we need to be bold and ambitious and work with urgency on realising the vision.

© With your leadership, ABAC has established three themes for all its work this year -- Tāngata, Taiao, me te Taurikura (people, place and environment, and prosperity). Could you give some idea of what you want to achieve under these themes?

We are advocating strongly for progress under each and of course the themes are closely interrelated. Taurikura is not an end in itself and we cannot achieve enduring prosperity if we leave some people behind. Greater prosperity helps us all create better lives and more security for everyone, so ABAC will be working very hard to ensure that growth is inclusive. We particularly want to ensure that women, indigenous communities and small businesses – groups that are under-represented in today’s world -- are helped to engage more effectively in economic activity and trade.

Removing trade barriers, developing skills and leveraging digital technologies to take advantage of new opportunities ... these are key things going forward.

I’m really excited about bringing indigenous economic inclusion and success to the fore because there are a myriad of stories to be told and there are also, of course, a myriad of challenges to be tackled. This hasn’t been prominent on the APEC and ABAC agenda to date but in fact, there are many indigenous communities around the region who need us to help create a more level playing field. When this theme was first introduced as a topic, there was general support because it opened the way for a more granular level of discussion on inclusion than we have had before.

We’ll be working on identifying barriers to growth in indigenous economies and exploring the capability building that is needed for people to be able to seize the opportunities. And I am particularly excited in having an indigenous leaders side event which will include some really smart, innovative Maori businesses that will be interest right across the region. That for me, will be a real highlight this year.

© Is the focus on Taiao mainly about getting APEC to take a more active role on Climate Change issues from now on?

It’s really important to note just how inextricably related these themes are. The future of our communities and even our planet depends on changing the way we all live. It’s about how we can tread more lightly on the Earth and embrace more sustainable ways of doing everything ... hardly a mystery! We all know that Climate Change is a core responsibility for leaders and that includes business leaders who don’t need to wait for governments to take action. We can take our own actions ... it’s part of the beauty of being in business.

So one of our ABAC goals this year is to develop a set of Climate Change leadership principles. There’s one core idea underpinning these principles which is that we can really only make progress on climate if everyone is on board. It goes back to that idea of inclusion ... we just have to work inclusively and collaboratively across the region within communities and within businesses. And actually that is something we are very used to doing around the ABAC table.



“So I am really asking myself, ‘what are the most important things for us to concentrate on right now?’”

We remain convinced that open markets and seamless connectivity are crucial for revitalising growth and making progress on inclusion, equality and sustainability. It also means we have to keep moving forward on realisation of FTAAP¹, on reform and revitalisation of the World Trade Organisation (WTO) and on work for resilience to supply chains and the digital economy. ABAC is championing all these things and insisting on the ambitious approach to implementation of the Putrajaya Vision.

Definitely there is unfinished business from the Bogor Goals ... tariffs on agriculture is just one example. Addressing non tariff barriers (NTBs) is also a top high priority for us this year and these are even more of a headache. We look forward to outcomes on NTBs and FTAAP .. these are something we really are hopeful of in 2021.

In regard to the WTO, a set of cross cutting principles were developed a couple of years ago along with a similar step of new principles for APEC which we want to see operationalised soon. ABAC has advocated for APEC-wide commitments to ensure supply chains are resilient and interoperable ... it's an area where our thinking continues to develop. We need to be reducing friction in trade processes, and this means building more digitally-enabled supply chains. In fact we have a taskforce looking into interoperability and cross-border data flows which indicates the importance of these issues to us at the ABAC level

Q How is ABAC functioning in 2021 given closed borders and dependence on online interaction?

We have had to develop a whole new way of working through a series of virtual meetings, without the luxury of four-day gatherings. We have completely redesigned the system and hope it works as well as intended. So far, so good. All members have been incredible in their motivation to really pull together and work on the programme.

We have five working groups which are thematic in nature and three task forces within each group. They have very specific deliverables for 2021 which is great for me as chair because it puts a steely focus on delivering a report and some resolutions at the end of the year.

To get more into the specifics, we will be talking about ways to move faster on emissions reduction from fossil fuels, to help communities adapt to Climate Change and to ensure that there are just transitions for all parts of society. It is a complementary element in the drive for sustainability .. how do we expand the role of renewable energy, how do we level the playing field for environmentally responsible goods and services, and how do we develop a digitally-enabled and trade-friendly food system ... these are priorities for ABAC under New Zealand leadership this year.

Q Tourism is obviously important to most economies, not least Aotearoa New Zealand. Do you see scope for a re-set in this industry given its current energy intensive nature and also the disruption caused by COVID?

I think our tourism industry is in a very precarious position with the borders closed. But there's also a huge opportunity here for positive change relative to our need for lower-carbon, more sustainable tourism into the future. We need the better operators and those who can change quickly to survive. But it's very hard to change when there's no-one coming through the door and no revenues. That old saying, "it is easier to be green when you're in the black" is so true.

If we as a nation are going to support those businesses who can survive and who can make the positive changes that we all want to see, then we are going to have to do that demonstrably. The unenviable alternative, I think, is massive attrition. New Zealand has a stellar reputation as a tourist destination. So let's use this opportunity to invest and make that reputation even more real.

Q To what extent do you see 2021 as a re-set year for economies in general? Can APEC resume the momentum which previously existed for reduction in trade barriers, and for easier and less costly processes as good cross borders?

At this point in time I think we have some huge challenges on the economic front with the effects of COVID, all against a backdrop of a long rise in protectionism and turbulence in the global trading system. There's a huge coming together of issues that make it fascinating for New Zealand as APEC hosts this year.

¹ FTAAP refers to the concept of a Free Trade Area of the Asia-Pacific, referred in the Putrajaya Vision.



Kono products, see Member Profile on Kono on page 12

Q Your own processes obvious require good “infostructure” – technology infrastructure and data exchange. Where does that concept figure in your work on economic and trade issues?

ABAC is very focused on data and data flows, as well as the broader issue of “infostructure” concept you reference. Data is sometimes described as the new oil and it’s hard to imagine economic activity today without it. So digitalisation underpinned by data flows can ensure broader participation in economies and is really key to economic recovery from COVID. In fact we have a symposium coming up on how the digital economy can unlock more of the right kinds of economic growth.

Fundamentally, we must have free flows of data but designed in a way that preserves and builds trust and confidence. Of course, there are a host of complex considerations about ownership, movement, storage and security of data ... along with questions of interoperability. We are putting a lot of thought into how these issues are best approached. Digital technology and data are certainly part of the APEC conversation. There are no silver bullet solutions but lots of kōrero in and around the issues.

From a New Zealand perspective, infostructure and data have become really important in how we can share stories about our sustainably produced, high quality food and beverages with customers around the world, as well as ensuring we have the food safety and traceability systems in place to substantiate that quality.

Q Where do global data standards fit into your view?

Absolutely, global data standards are very important. Within ABAC, New Zealand has always been a major champion of these and our Government has always been a strong advocate at that level. In 2021, we see potential for getting greater uptake in various economies although there’s more to be done in raising awareness of how important this issue is.

Q Broadly, do you see a greater meeting of minds within ABAC as a result of so many issues now being on the table?

I think the pandemic has really shown us that we can all experience the same thing at the same time, in the same way... what differs is our response. Different economies are learning from each other about great and not-so-great responses to COVID. And that approach to problems is flowing into other areas such as trade. I think the pandemic has opened the door for better conversations because it has highlighted the fact that we are one region, we are interconnected and there’s no going it alone by one country with any degree of success.

Q Does New Zealand have something especially worthwhile to contribute to the current regional processes?

There’s been talk about our ability to deal with other people through digital channels but I think that’s just a given for New Zealanders. We are a nation of incredibly smart and determined people. I have always thought that homework and preparation, along with aspiration and ambition, are what get us results ... not just the old adage about Kiwis’ skill at adapting with “no. 8 fencing wire”.

With ABAC this year, we have quite deliberately reformed the way we manage interactions .. reformed the way we engage members and seek their inputs. We have very deliberately paced the work so that by the end of

our year we have a number of deliverables. I have made it very clear that our working groups have been built with a bias towards action.

Stopping or slowing progress because of COVID and other issues are just not options. In fact, the desired outcome is to speed up because the needs of our region are bigger that they were before!

Q What are some of the personal learnings as ABAC chair, especially in regard to ensuring business leaders can really influence what governments decide?

Being a member of the ABAC group and then Chair for 2021 has made me appreciate how you need to pick your points of influence and inflexion when dealing with government ... that’s because the work is so complex and the programme is huge. An enormous amount has gone on before I assumed this role and there will be much, much more to follow, so I am really asking myself, “what are the most important things for us to concentrate on right now ... what do we need to deliver this year?”.

There are government structures running parallel to the work of ABAC. It’s hard to influence those structures and to find some cohesion between the different positions. You need to focus on the points that matter most to people. ABAC itself has a very collegial culture ... people are committed to the getting the same outcomes for the most part. Always you will find differences of perspective on the detail of how we can achieve those outcomes. And in this, we can’t leave anyone behind ... that’s become very apparent to me over the past 12 months.

ABAC’s report for 2021 will be delivered to APEC Leaders and Ministers during their virtual sessions, hosted by New Zealand, in the week starting 8 November.



Indigenous business success based on te ao Māori values

Kono aspires to be the world's best indigenous food and beverage producer. COVID-19 issues have disrupted some of its export markets but done nothing to dim Kono's core aspiration. If anything, the pressures of the past 12 months have strengthened this diversified business and its deep commitment to values rooted in te ao Māori.

"We have faced multiple challenges as countries around the world have grappled with the pandemic and its ongoing implications," says Mel Chambers, Kono's General Manager for Marketing and Sales. "Our sales and marketing team has worked exceptionally hard to diversify our export channels and markets, and we have so far come through these volatile and uncertain times well."

In 2020/21, Kono has been exporting its pipfruit, kiwifruit, seafood, wine and other products over 25 countries, including the United States and China, with sales through retail chains, online shopping channels and food service industries. The company has had particular success with its "Annies" fruit snack bars now launched into three significant overseas markets.

Mel says Kono's established presence across diverse markets prior to COVID-19 has enabled it to respond to supply chain and market disruptions over the past 12 months. "Where one market weakened, another strengthened. We have had some definite bright spots, including sales of our Tohu and Kono wines which have remained strong internationally and domestically."

Te Taihū

Kono is responsible for some of Aotearoa New Zealand's best, most sustainably produced wine, fruit and mussels, mostly produced on land and seabed holdings that total just over 1000 hectares within Te Taihū (the upper South Island region).

The grapes for Tohu Whenua series wines are, for instance, grown on the company's Whenua Matua vineyard in the Moutere Hills of Tasman Bay, and on its Whenua Awa vineyard in the Upper Awatere Valley, Marlborough. Greenshell mussels – 10 tonnes "greenweight" of them in the latest year – are grown on Kono's mussel farms in the Marlborough Sounds and Golden Bay. The hops and fruit crops are on orchards in Motueka.

Kono is the food and beverage-producing arm of Wakatū Incorporation, under the ownership and control of around 4,000 descendants of customary Māori land owners across Te Taihū. The owners affiliate to four iwi: Ngāti Koata, Ngāti Rārua, Ngāti Tama and Te Ātiawa. The business employs around 500 people, producing for domestic and export supply through multiple physical and online channels – and of course, making multiple use of GS1 Standards for product identification, supply chain management and traceability.

Values-led

Kono's growth over the past 17 years reflects its solid foundation in te ao Māori values and concepts. The brand name, Kono, refers to the food basket which was woven from harakeke leaves (flax) and used to store, share and give food to whānau and manuhiri (esteemed guests) in the Māori tradition of hospitality.

In this world, everything is interconnected and each generation owes a duty to protect the whenua (land), awa (rivers), and moana (sea). Wakatū Incorporation has developed Te Pae Tawhiti, a 500-year intergenerational plan which guides decisions and behaviours so that natural taonga entrusted to whānau today are nurtured and sustained for the generations to come. Kaitiakitanga in action!

Kono Chief Executive Rachel Taulelei says being values-led in this way is a great motivator for employees. "Most people who work for us come because they can see and feel what our value set looks like and they wish to be around it," Rachel says.

Along with Kaitiakitanga, concepts of pono (personal integrity) and manaakitanga (bringing people into your world and caring for them) strengthen Kono's connection to food and beverage markets. "Māori come from a rich history of being farmers and fishermen, and now we have the opportunity to brand our products in a way that celebrates that story," says Rachel.

Kono's success owes much also to Rachel's leadership since 2015, when she joined as CEO and brought in her own sustainable seafood business, Yellow Brick Road. Rachel had founded the latter as a unique "boat to kitchen" business, supplying restaurants with sustainably-caught fish.

 [For more information, see kono.co.nz](https://www.kono.co.nz)



Ancient health-improving herb for our times

Hemp has been valued since ancient times for many uses including good nutrition and improved health. Food scientist and new GS1 member Holleigh Ellis is turning this annual herb into very “now” products with the same appeal to modern-day New Zealanders.



Holleigh’s **Harvest to Hand**-branded hempseed oil, seed hearts, flour and protein powder provide a complete source of protein –something of special value to anyone on a vegetarian diet – along with omega-3 fatty acids and an array of minerals and vitamins. Hemp seed is scientifically recognised as having significant anti-oxidant effects on the body, joint and skin benefits, and supportive properties for gut health.

“Hemp is definitely a wonder plant,” says Holleigh. “People generally only have part of the story about all its benefits and there’s a lot of education still to be done.”

And this food science graduate from the University of Otago, who is also a farmer, is out to provide that education. Her products were launched late in 2020, with initial sales online and through farmers’ markets and artisan food shops in Hawkes Bay. Harvest to Hand Ltd has joined GS1 to facilitate supply into the supermarket groups as production, processing and marketing goes to the next level.

Local growing

Production comes from the Ellis family farm, near Tikokino in Central Hawkes Bay where Holleigh’s father, Ian, also grows extensive areas of wheat, barley and vegetables. The farm on fertile plains below the Ruahine Ranges is excellent cropping country and Holleigh says hemp, requiring little irrigation and no sprays, is a good option.

For Holleigh, locally growing of the hemp and minimal processing are critical to the quality of hemp products. “Most hempseed oils and seeds on shop shelves in New Zealand today are imported ... they don’t really have the great nutty taste of our products or the same level of assurance on quality of farming and processing.”

She says hemp seed oil is highly versatile for garnishing or sautéing many dishes including raw salads, cooked vegetables, pastas and risottos. However a relatively low smoking temperature makes it less suitable for use as a cooking oil.

Mix of passions

The Harvest to Hand brand blends the unique mix of knowledge and passions on the Ellis farm, including Ian’s expertise as a cropper, Holleigh’s food science and marketing skills, and the beekeeping and farming interests of her partner, Dylan Pearce. All share close connection to the land on which they live.



In fact, it was Ian who identified hemp, sought the licence required (hemp is part of the Cannabis family) and planted the first crop in 2018. “He’s always loved to try something new and I jumped on this one ... I always wanted to start my own food brand based on the assets that we already to had.”

The trio now eagerly await the next harvest of approximately 65 hectares of the tall hemp variety, Kompolti, this year. Once the combined harvester has been through, the seed is dried and dressed before being sent elsewhere for oil pressing or for shelling to extract the seed heart.

Hemp flour and protein powder are made by milling residues from the pressing process. “Hemp is such a sustainable crop ... virtually looks after itself while growing, is environmentally friendly especially because it absorbs CO₂ from the air. Also, there are so many good uses for the entire plant.”

For more information,
harvesttohand.co.nz



Standardised digital data for higher productivity and more

GS1 New Zealand has proposed a Building Products Library that would make standardised digital data on all products accessible to everyone in the building and construction industry.

Our research and consultation indicates that such an online information repository could substantially lift productivity in the industry, expand access to essential product assurance information, and streamline design, procurement and consent processes on building projects.

Last November, GS1 produced *Digital product data for lifting productivity*, a report funded by BRANZ (Building Research Association of New Zealand) from the Building Research Levy. The report sets out a clear approach for the New Zealand industry to follow its counterparts in other countries in making effective use of digital data and “infostructure” (ie, infrastructure for running information systems).

GS1 believes that, through a collaborative effort, the industry can establish a Building Products Library which is entirely fit for purpose in New Zealand. To be successful, it would require strong commitment to structured and standardised data, and support from a well-designed building and construction industry infostructure.

All industry members would have one trusted source of substantiated truth on products. It would benefit all – large and small construction firms and their subcontractors, building product manufacturers and merchants, designers and engineers, territorial local authorities (TLAs) and others. It would have the structure and standardisation which make digital data on products widely accessible.

In “*Digital product data for lifting productivity*”, GS1 proposes:

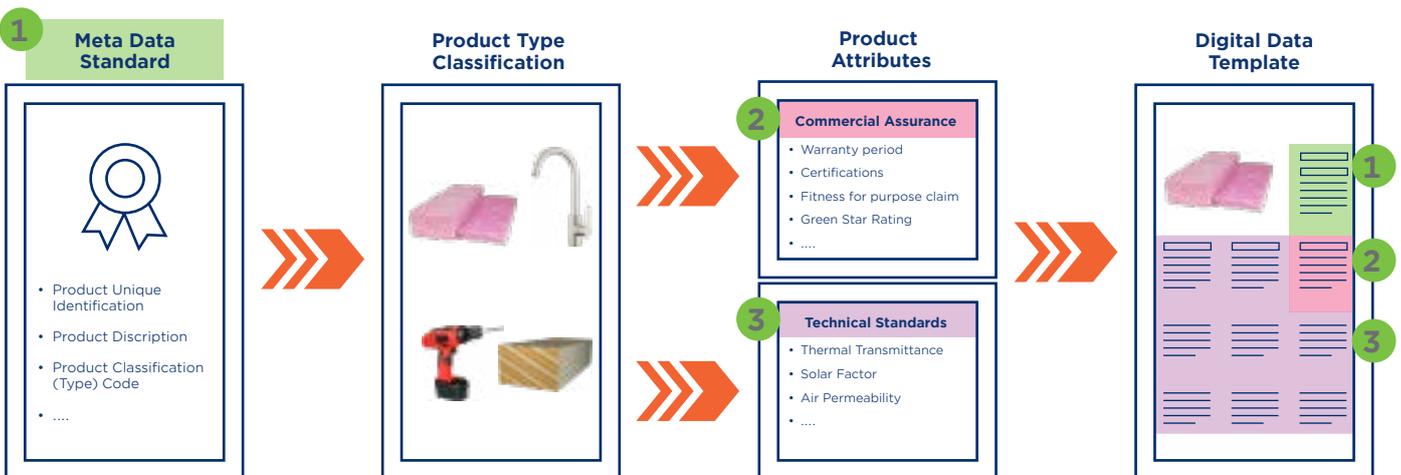
- The library should start with a minimal set of data on products, these providing some value to as many parties as possible with more comprehensive data to be added over time.
- Use of international technical standards as much as possible (recognising that many products are traded globally)
- A data template and hierarchy as shown below



Find the GS1 report online

nzio.org.nz/news/latest-news/branz-gs1-report-digital-product-data-for-lifting-productivity/

Data template and hierarchy



Metadata describes and gives information about other data. To include the GS1 GLN, global trade item number with is the globally identifier for each product.

Product classification provides a standardised plain language description of product type, drawing on the Global Product Classification Schema (GPG)

Product attributes including assurance information and warranties to enable decisions on ‘fit for purpose’ selection of the product.

Digital data detail has more specific information on the product, its component parts, origins and usage.



Industry interest in our product library proposal

Industry interest in the data repository proposal is growing, especially among suppliers, manufacturers and distributors of building products.



The New Zealand Building Industry Federation (BIF) – the representative body for all companies across the country’s building products supply chain – has always been an advocate and supporter. BIF Chief Executive Julien Leys told SCAN: “It’s a no brainer to have all the information people need to know about products together in one place, where it is easily accessible by everyone”.

Julien expects interest in the proposal, and in the collaboration that is required for establishment of a Building Product Library, to continue growing as more decision makers across the industry come to understand the benefits which will flow for their organisations.

He says the industry today is wrestling with a demanding set of priorities: Profitability and maintaining a pipeline of construction work; urgent need for more workers with the right skills; compliance with current and forthcoming regulatory demands; and general issues of quality and standardisation among building products.

“At the moment, an industry-wide digital data repository probably ranks only fifth or sixth priority but that said, it is actually the most important tool for helping us address all those other issues of productivity and profitability, regulatory compliance and product quality,” Julien says.

He believes that, in the past, some companies have misunderstood the purpose of an industry-wide data repository and its benefits to them, especially if they have already built their own data system for building products and related information. “Nothing that is now being proposed will serve to devalue the system investments previously made by companies ... on the contrary, we think an industry repository can leverage such investments and create more value.”

Julien says the Government’s current building law reform programme will stimulate interest in a Building Products Library as both more product transparency and information are key drivers to improve quality and standards.

As part of the programme, Parliament is currently working through the Building (Building Products and Methods, Modular Components, and Other Matters) Amendment Bill. This will, among other things: Strengthen the Codemark product certification scheme; clarify the definitions of “building product” and “building method”; and introduce minimum requirements for information about products and methods, to support informed decision-making. The bill was reported back from the Environment Select Committee on 2 March and awaits its third reading. GS1 is being actively consulted by the Building Performance branch of the Ministry of Business, Innovation, and Employment on the design of regulations which will follow.

 **For more information, on BIF see**
bifnz.co.nz

“It’s a no brainer to have all the information people need to know about products together in one place, where it is easily accessible by everyone.”

- Julien Leys





New members/rights to use holders April 2020 - August 2020, Welcome!

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NO MOO LTD
CROSSCUT TIMBERS LTD
BLAKEFIELDS LTD
GREEN GROUP COLLECTIVE 2020 LTD
DIRTY INTERNATIONAL LTD
DAVIDSON ENTERPRISES LTD
CORROSION CONTROL NZ LTD
LIVING GREENS LTD
KINGS ROAD DAIRY LTD
PROFREIGHT INTERNATIONAL LTD
NEW ZEALAND RILLO LTD
THANK GOODNESS IT'S PURE NEW ZEALAND LTD
MUSHME LTD
LJT ENTERPRISES LTD
EMIL LTD
AMPLIO LTD
GATE GOURMET NEW ZEALAND LTD
LANDING DRIVE DISTRIBUTION CENTRE
MINI MART LANDING DRIVE
INCEPTION LABS LTD
Z SANDRINGHAM
SOOCHI LTD
NEVAR LTD
ORMISTON NEW WORLD 420001
NOUMED PHARMACEUTICALS LTD
MAANA DISTRIBUTIONS LTD
NORSLE LTD
PORTLEO LTD
SSNY ENTERPRISES LTD
VIEWTECH LTD
EAS TRADING LTD
ACTIVATED CARBON NZ LTD
WAIMARIE MEATS LTD PARTNERSHIP
SCOTT FAMILY WINEMAKERS LTD
THE CURATOR PROJECT LTD
ORIGIN BEVERAGES LTD
EARTH WOVEN LTD
A WILD DELICIOUS LIFE LTD
CLEAN SHEET NZ LTD
DOUGH LTD
NZ NATURE SERUM LTD
SMART SKINCARE LTD
OMNI ONLINE LTD
PATRIARCH INNOVATION LTD
DREADNOUGHT MEDIA LTD
WELCIA CORPORATION LTD
HEALTH REGENESIS LTD
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PRECISE DIGITAL LTD
FARM 4 LIFE LTD
CHE ORTON
LIVE HEALTHY NZ LTD
AROA AVENUE LTD
LIQUORPOINT.NZ LTD
CANYON BREWERY GROUP LTD
PLI NZ LTD
MAHARISHI AYURVEDA PRODUCTS NEW ZEALAND LTD
OMAHU ROAD DELI LTD

LINZ GROUP LTD
MILES CALDER & THE RUMOURS PARTNERSHIP
TOPMARK NUTRITION LTD
T.L. MCKAY & J.H. JOHNSTON PARTNERSHIP
MATAKANA SKINCARE LTD
TEND ENTERPRISES LTD
TRUDI ANNE TAIT
MANUKA BOY LTD
DIVA PLANT CHEESE LTD
CARRICK WINERY 2021 LTD
NEW ZEALAND VANMATE CO., LTD
POINT CHEV COOKIE COMPANY LTD
KELLY ROSEMARIE HOPKINS
LOADED THREAD LTD
HERSHELL'S FOODS LTD
METTLE & MEANS LTD
TARATA HONEY LTD
HAIYUE LTD
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MR WEEKENDER LTD
CONTRACT PACKAGING & STORAGE (2021) LTD
THE CROSS OF CHANGES LTD
BOFFEEED LTD
ROCKET FUEL LTD
NZ CONCRETE SLEEPERS LTD
AXIOM GROUP LTD
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ASSOCIATED RESEARCH AND TECHNOLOGY LTD
SUSTAINED FUND LTD
BAGS OF NATURE LTD
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KAURI PARK GROUP LTD
DSTC INVESTMENTS LTD
CAMERON JAMES DIXON
BROWN ACRES FARM LTD
EK SUNSCREENS LTD
POLAR ICE COROMANDEL LTD
WEEFOODS LTD
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GLOBAL EMPOWERMENT NZ LTD
HOUSE OF SALT
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RITUAL & RISE LTD
G.O. SHOPPING LTD
ECOSUBSTANCE ENTERPRISE LTD
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ARABELLO LTD
MELISSA NICOLE TRUMAN
CRAFTY CANNERS LTD
SANDYMOUNT KILNS DISTILLERY LTD
SUPRE LTD
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GOODONE FOODS NZ LTD
SHOOTING STAR FOODS LTD
WATER SMART NZ LTD
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ARANZ MEDICAL LTD
FORREST WHOLESALERS LTD
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NATRAKPEL NZ LTD
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DP HEALTH LTD
ALLIANCE TRADING 2014 LTD
SAINT AND VILLAIN LTD
SPICE TREE NEW ZEALAND LTD
CATERBAKE LTD
DIGITAL RIGHTS MANAGEMENT NEW ZEALAND LTD
SALSAROKA LTD
CANYON BREWERY GROUP LTD
AROA DAIRY LTD
LE RATO LTD
BADASS BEVERAGES LTD
JUNOFEM LTD
ARTHREX NEW ZEALAND LTD
LOCAL BEVERAGES LTD
KING COUNTRY PET FOOD NEW ZEALAND LTD
COUP DE GRACE LTD
MEALS IN STEEL LTD
MAUD AND HARRY'S LTD
Y'S CORPORATION LTD
THE WANGAPEKA DAIRY COMPANY LTD
MARPHONA FARMS LTD
HALO FOOD CO TRADING NZ LTD
HELENLEE LTD
MW PHARMA LTD
CANYON BREWERY GROUP LTD
PLI NZ LTD
MAHARISHI AYURVEDA PRODUCTS NEW ZEALAND LTD
OMAHU ROAD DELI LTD



Questions?

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