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Thinking global can benefit all

Interview with Colin Robertson – Chairman, GS1 New Zealand

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Spot the product difference ... **and GTIN it!**

When does one product differ from another very similar product enough such that each should have its own distinct identifier?

It's becoming a real issue these days in the FMCG (fast moving consumer goods) sector, here and around the world. In a nutshell: "How different does a product need to be to be ... well, different?"

At first sight, a bizarre thing to worry about. But actually, the answer will increasingly have big implications in FMCG. Let me explain by going back to basics – back to the GTIN (the GS1 Global Trade Item Number).

GTINs are, of course, used universally by manufacturers, brand owners, retailers and all others in the supply chain to accurately identify products. They are often simply referred to as "bar code numbers". We scan them on packaging, cartons, pallets and containers to identify and track items for logistics management, inventory control, product re-ordering and so on. They enable us to precisely identify products in all manner of trading and commercial contexts. Great!

But we also have to acknowledge that many products are subject to frequent change: Product composition might vary from batch-by-batch or even day-by-day for all sorts of valid reasons. Sometimes the change is only a slight modification in components, raw materials or ingredients – modifications made, for example, to maintain consistency in the flavour or chemistry of a food product. Other times, change can be substantial and of much greater potential relevance to the consumer: What if one preservative is substituted for another in a particular food or there is a new source of supply for an important ingredient? What if a substitute ingredient is a declared allergen? The "what if's" could go on and on.

Most manufacturers are excellent at updating any consumer information required by law or regulation on product labels, for example in the nutritional information panels on packaged foods. (Obviously the mandatory nature of such disclosure helps drive good behaviour.)

Manufacturers are generally far less adept at changing GTINs when components or ingredients change. Many simply do not understand the GTIN allocation rules or they don't want to understand them fully. Manufacturers might not want to have to "negotiate" a change in GTIN with retailers or they might want to avoid product change fees (or increased slotting fees of the kind charged by retailers, especially in US and European trading environments).

In the past, the alignment of product changes with GTIN changes (or the lack of such alignment) was hardly an issue. The people involved just accepted that many changes in product formulation, components or ingredients were not material enough to require a new GTIN: We did not feel the need to make particularly precise distinctions between products that were, by and large, similar.

But times are changing! The FMCG sector is rapidly moving into a new world of precise product identification – and consumer demand is the driver. We are starting to see a tidal wave of smartphone apps for the scanning of products by shoppers who want details on what they might or might not buy – components, ingredients, places of origin and so on. Buying decisions are becoming far more complex. Manufacturers, brand owners and retailers might not want to share all the information, but they will as transparency becomes more and more the norm.

It's GTINs (or bar code numbers) that consumers scan to pull product information off the web. And that makes the role of GTINs in identifying each particular product far more important than it used to be.

As consumers rely less on information printed on packaging and more on what can be accessed through scanning, so manufacturers are forced to think more and more about GTIN allocation. What change in a product means it is actually a different product *in the eyes of consumers?*

Distinctions in product identity, and hence GTIN, will increasingly have to keep pace with information demand. The onus is, of course, on manufacturers to recognise that demand, and to find their own answers to the "different product" question as and when it arises. Not bizarre at all really.

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NZBN might be extended to all traders

Should the New Zealand Business Number (NZBN) be extended to all trading entities in the economy? The Government proposes that it should – and has asked New Zealand businesses for their views before the NZBN scheme is finalised.

Feedback on a Ministry of Business, Innovation and Employment (MBIE) consultation paper closed on 11 April. The Government expects to introduce legislation for the NZBN to Parliament in August.

NZBNs are individual identity numbers for businesses and perhaps all trading entities. The basic idea is to give each entity a unique number of the same type for its automatic identification by others and for use by government agencies in accessing primary information about the entity: That information need only be entered once but can be accessed repeatedly when needed by different agencies, with big savings in time and cost to all parties.

NZBNs are GS1-provided Global Location Numbers (GLNs). The Companies Office (part of MBIE) issued an initial 1.1 million NZBNs to New Zealand-registered companies last December.

In the MBIE consultation paper, Economic Development Minister Steven Joyce and Commerce Minister Craig Foss say the NZBN is part of their promise to cut the cost to businesses of interacting with government by 25% by 2017.

"The NZBN will be a key building block for fundamentally changing the way businesses interact. It will add value to what they do and improve existing services ... businesses will be more certain of the information government and others have. It will add value to what they do and improve existing services."

The paper notes that only 50% of businesses in New Zealand are companies, with the rest being sole traders, trusts, partnerships, charities and government entities. MBIE believes they can all benefit from having NZBNs and any should be able get one.

The paper asked for feedback on how NZBNs should be allocated and work in various scenarios, and on the types of information about businesses that government agencies should hold centrally for access using NZBNs. GS1 made a comprehensive submission on the paper.

For more MBIE information on the NZBN, see
http://www.mbie.govt.nz/about-us/consultation/nzbn-consultation

GS1 works on **dairy traceability**

New Zealand should be at the forefront of traceability using best practice international standards. That is the firm position of the Government-appointed panel inquiring into our dairy food safety regulatory system after last year's whey protein concentrate (WPC) contamination scare.

The independent panel's first report, issued in December, recommended that a working group should look at the best regulatory provisions for dairy product traceability and at an industry code of practice. The working group is now underway with membership including GS1 New Zealand.

The group will report back on how New Zealand can develop a traceability system that is consistent with global best practice, cost effective and technically feasible. The panel's report defines the objectives of traceability as: To rapidly identify the location of food in the supply chain and ensure its effective recall if it is unsafe; to support the facilitation of market access; and to assist in reducing the counterfeiting of food products.

The panel's conclusion is that Fonterra's WPC incident in August 2013 did not result from a crisis or failure in the food safety regulatory system governing the dairy industry. The panel, chaired by Miriam Dean QC, is now examining the causes of the WPC incident and responses by Fonterra and others.

The panel says its findings so far should renew confidence in New Zealand's dairy food safety system and encourage industry participants to collaborate in ensuring the system remains among the best in the world.

The working group will make detailed recommendations, but the panel gives this view: "At a minimum, current traceability requirements should be redrafted – they are unclear, ambiguous in parts and outdated – and consolidated into regulations". The panel also "leans to the view" that the European Union's food traceability regulation is a good model to follow.

For the panel's first report, see
http://www.dia.govt.nz/Government-Inquiry-into-Whey-Protein-Concentrate-Contamination-Incident

Healthcare sector users of GS1 Standards in New Zealand and Australia met in Auckland in March. "Raising the bar on patient safety and supply chain efficiency" was the title for this annual Healthcare User Group (HUG) conference. It provided an update on current developments with GS1 in Healthcare and plenty of discussion on key issues in our part of the world.

GS1 standards ***momentum in Healthcare***

Healthcare regulators and hospitals around the world are increasingly active in adopting GS1 standards for improved patient safety and for cost reduction. GS1 Healthcare's Ulrike Kreysa gave this updated global perspective in the HUG's opening session.

"We are making the GS1 Healthcare standards work and really bringing them to life," Ms Kreysa said. "There is now growing alignment (on the standards) round the world and everyone who is regulating or looking at implementing should be aware of this."

Ms Kreysa, the Brussells-based Vice President of GS1 Healthcare, said regulators and hospitals are both responding to escalation in Healthcare costs, to evidence of medication errors, to a rising threat of counterfeit products and to the need for efficient product recall systems.

She said the growing response from hospitals internationally is to say, "we don't want to wait any more ... we are moving and we are asking our suppliers to move with us". A Danish hospital, for example, has directly asked its suppliers to introduce unique identifiers on their primary level of packaging for drug vials and injectables.

"The standards are there and ready for use. What we are doing now is moving to make sure they are implemented in one global way."

Ms Kreysa referenced these initiatives as illustration of the momentum now occurring in Healthcare globally:

- Europe's harmonisation of composition, format and carrier information for unique identification of medicines. The official European Union – (EU) proposal is for EU-wide adoption of GTINs as manufacturers' product codes: These will be captured in GS1 data matrix bar codes on medicines packaging, along with batch numbers, expiry dates and serial numbers.
- The EU's new medicines verification system, due for full implementation by 2017. This Falsified Medicines Directive (FMD) will provide for end-to-end verification before medicines are dispensed to patients. Medicines at higher-risk of falsification will also be checked at wholesaler level. The system will involve manufacturers uploading information into a database which can be accessed by pharmacists and other stakeholders for confirmation that products are not counterfeit.

Ulrike Kreysa

- Increasing requirement globally that GS1 data matrix bar codes be printed on medicines labels. Argentina, Saudi Arabia, Georgia, Brazil, India and Algeria as well as the EU and US have all adopted, or are in the process of doing so, regulations to require data matrix bar codes.
- The US Federal Drug Administration's (FDA) unique device identification (UDI) requirement from September 2014. GTINs will be used for UDI on all US-manufactured and used medical devices, and GS1 Global has proposed bar code standards for scanning these at each packaging level.

On the ongoing development of GS1 standards, she highlighted the mid 2013 publication of a new standard for unique identification of medicines at the single unit level (eg in blister packs or vials).

"If you do not have this level of identification you will just not be able to implement bedside scanning or you will force hospitals to re-label, which is done today but is not the safest way." Ms Kreysa said the best course is for the source of each level of packaging – the single unit is also referred to as "primary" packaging – to be marked by the manufacturer at source.

The new standard applies to packaging that is in direct contact with the medication: This might be a blister pack containing one or more tablets. Ms Kreysa drew a clear distinction between single unit identification and "single dose" medication with the latter being something prepared for a specific patient and likely to include more than one uniquely-identified medicine.

"On the primary package, the identifier should at least be a GTIN because with this on a blister pack you can compare it with an electronic prescription and prevent something wrong being given to the patient. Data attributes like expiry dates are something we will get more and more in the future ... but it is not the first thing we have agreed on."

> *"We are making the GS1 Healthcare standards work and really bringing them to life,"*
>
> ULRIKE KREYSA – GS1 HEALTHCARE

GTINs key identifiers in **consolidated NZ database**

The New Zealand Universal List of Medicines (NZULM) will in future use GTINs as key identifiers of all medicines supplied in the Healthcare system. This is part of the NZULM developing into a single trusted source of information for users of medicines management systems.

Shayne Hunter

National eMedicines Programme Lead Shayne Hunter discussed the role of GTINs in a detailed presentation on current development of the NZULM and the New Zealand Formulary (NZF).

Mr Hunter said unique identifiers and standardised information are essential for consolidating New Zealand's current myriad of Healthcare databases and information sources used in supply chains and in clinical settings.

"We are talking about a single view from the manufacturer to the bedside ... that is the ultimate position we are trying to achieve."

Mr Hunter said the NZULM holds information about medicines based on the New Zealand Medicines Terminology (NZMT). The latter includes descriptions and unique codes for all listed medicines, based on the SNOMED international terminology standard[1], along with details of their legal status, availability and funding in New Zealand.

"It can't tell you how drug A will interact with drug B – the NZF does that. What it gives you is a full list of medicines that are used or have been used in New Zealand, their active ingredients, whether they are prescription-only for example, whether they are subsidised and if so, by how much and what conditions apply."

The NZF includes the full NZULM dataset plus clinical information about medicines (using NZMT) to aid decision making in the treatment of patients.

The NZULM also includes the Pharmacode[2] which is currently used for identifying products on the New Zealand Pharmaceutical Schedule and in some supply chain activities. In addition, the NZULM provides for use of the GTIN as the key identifier on each medicine.

Mr Hunter said GTINs applied by manufacturers should be used right along the Healthcare supply chain, and potentially into clinical settings as part of the "checks and balances" for the dispensing and administering of medicines.

"Ultimately we will take a drug to the bedside where it can be verified using a bar code. This could be the original bar code that is on the pack supplied by the manufacturer, or an alternative bar code if it has been repacked specifically for the bedside."

Mr Hunter said both GTINs and Pharmacode numbers are now being used as key identifiers in the supply chain.

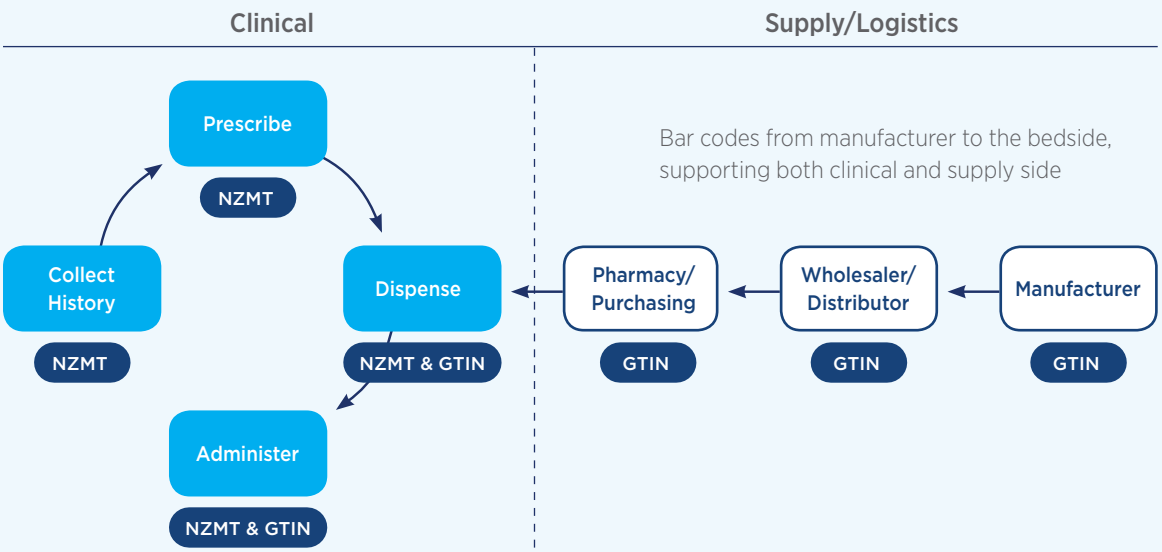
"It's really important from our perspective that we lock down on as few key identifiers as possible. The GTIN has been endorsed as the principal supply side identifier and will ultimately supersede the role of the Pharmacode in the supply chain," he said. "By including the GTIN into the NZULM we can bring together both the clinical and supply side in an optimal way."

The NZULM is now linked into the MedSafe approvals process. The next step is to establish a link to the National Product Catalogue being implemented by Health Benefits and the DHBs. "We have a real problem understanding product availability status – is the product still available in New Zealand or has it been discontinued? Establishing the link will ensure that the NZULM and NZF reflect the correct status. Importantly, it will provide an accurate source of GTINs."

Reviewing the NZULM and NZF developments, Mr Hunter said: "We have established a substantial foundation for the safe and optimal use of medicines, and ultimately of bedside verification."

1. SNOMED Clinical Terms is an internationally-agreed multilingual thesaurus of medical terms providing codes, terms, synonyms and definitions used in clinical documentation and reporting. It is considered the most comprehensive, multilingual clinical Healthcare terminology in the world.
2. Pharmacode is a database managed by the Pharmacy Guild since the late 1970s as a system of identifiers for stock management. It is now used by PHARMAC in its electronic Pharmaceutical Schedule and by Health Benefits Ltd for the reimbursement of subsidies.

Linking Clinical and Supply Side



DHB National Catalogue ***makes good progress***

Health Benefits Limited (HBL) is pleased with progress so far in establishing the National Catalogue for purchasing by District Health Boards (DHBs).

HBL Chief Executive Nigel Wilkinson thanked all DHB suppliers who have loaded, or are in the process of doing so, product data into the catalogue through the GS1net™ data synchronisation system.

"It can be difficult and time consuming. We are delighted with the support being given to the catalogue," Mr Wilkinson told the HUG. In the year since the process began, 87 suppliers have loaded data to GS1net Ready stage.

"Getting it done correctly and taking the time needed will pay off in big benefits for everyone," he said. The catalogue will "have data that is consistent, clear and understood by everyone".

Hutt Valley DHB is the first user of the catalogue in 2014.

HBL Programme Manager Keri Yeo added that more DHBs will begin using the catalogue for their purchasing as they move across to an Oracle software product that is now being rolled out in the sector.

HBL was set up in 2010 to pursue efficiencies and cost savings in support and administrative services for New Zealand's 20 DHBs.

Nigel Wilkinson

Call for faster move to ***bedside verification***

New Zealand needs to move faster on securing the patient safety benefits of bedside verification when medicines are being administered in hospitals, says medical safety clinician Elizabeth Plant.

"We have made some good progress," she told the HUG."We have a number of foundation stones in place but we're not moving fast enough ... it's seven years since the NZ Bedside Verification Business Case[1]!"

Ms Plant, who is Director of Medication Management at Taranaki DHB, cited local and international research on the incidence of adverse events in hospitals and their causes. "Bedside verification enables a final check at the administration stage with the potential to pick up errors anywhere else along the way." She said US research has shown errors at that stage are far more harmful than errors made in the earlier prescribing, transcribing or dispensing of medicines.

Elizabeth Plant

She said an extrapolation from adverse events found to have occurred in a random sample of admissions to three New Zealand hospitals indicated a figure of 2,730 potential fatalities per annum. "It is an extrapolation but the figure is much higher than we had been led to believe from previous studies," she said.

Ms Plant acknowledged progress made since the 2007 Business Case, and the need to build and integrate the e-pharmacy systems and standardised medicines databases that enable bedside verification. She said foundations now in place include: the HISO endorsement of GS1 standards for use in Healthcare in 2007[2]; the National Electronic Medication Programme[3]; and establishment of the DHB National Catalogue, the NZ Universal List of Medicines and the NZ Formulary.

Progress is evident "on the ground", she said, in the form of projects to establish e-dispensing systems at five DHBs, to integrate e-pharmacies with primary health care databases, and to trial bedside bar code scanning at a Taranaki DHB hospital. The latter, like international trials, has highlighted technical difficulties and the importance of adapting on-the-ward work practices.

GS1's adoption in 2013 of a new global standard for unique identification of medicines at the single unit level is another key enabler of bedside verification, Ms Plant noted. While acknowledging these and other elements of progress, she said: "bedside verification is being delayed (in New Zealand) while other challenges are being addressed. I am asking for it to be put back at the top of the agenda."

In fact, she said this country is extremely well placed to achieve bedside verification in a cohesive way.

"I'm going to call us all to action. We need to mandate GTINs on all our medication original packs ... we've got to fix the 10 or 15% (currently without such unique identifiers). We need readable bar codes and we need a commitment from all parties, from suppliers through, that we will get to bedside verification sooner rather than later."

Ms Plant noted that In the United States, bar code scanning at the point of medicines administration is now occurring in 80% of hospitals, including hospitals of all sizes. "I find that very encouraging."

1. This Bedside Verification Business Case was prepared by the Ministry of Health and adopted by the then-Government as part of the 2007 Budget.
2. HISO, the Health Information Standards Organisation, in August 2011 endorsed the use of GS1 standards for automated product identification for all pharmaceutical products and supplies including GTINs for product identification, bar codes for data carriage and associated data definitions.
3. This is part of the Medication Safety Programme which aims to reduce the number of New Zealanders harmed by medication errors and adverse drug events across the health and disability sector. It was launched in 2008 and is governed by the Health Quality and Safety Commission and the National Health Board.

How scanning keeps ***Irish haemophiliacs safer***

Ireland's Healthcare system tracks and traces the administration of medication to haemophiliacs – usually self-administration in their own homes – with electronic patient records, smartphones, and GS1 identifiers and bar codes.

The patient scans the medication pack as a final check that they are taking what they should at the right time. If there is a problem, he or she will immediately receive a "stop" message. The scan enables real-time recording of each self-administration for both clinical and supply chain purposes.

The HUG was briefed on Ireland's National Haemophilia Programme by Feargal McGroarty, Project Manager at the National Centre for Hereditary Coagulation Disorders, St James Hospital, Dublin. Mr McGroarty explained how, since a crisis with HIV-infected blood products in the late 1970s, Ireland has completely over-hauled its haemophilia treatment process to ensure visibility on every unit of medication from the manufacturer to the final recipient, usually in the home.

"What we did, in essence, was take the role that GS1 had in retail and adopt it to Healthcare so we can identify each patient uniquely, we can use the GTIN to identify the medication uniquely and the GLN to identify the patient's home," he said.

Ireland has about 200 severe haemophiliacs (and New Zealand probably has the same number given similar-sized national populations). Haemophilia is a rare hereditary bleeding disorder where the body does not naturally produce a particular protein needed for coagulation to occur. Severe haemophiliacs need top-up medication every few days and, with urgency, if they have a "break-through bleed" at any time.

Feargal McGroarty

More than 70 people died when HIV-infected product was dispensed to Irish haemophiliacs and could not be recalled quickly. "Because we couldn't track and trace it we didn't know where it was in the supply chain. We had the terrible situation where patients were self-administering products with HIV and hepatitis even though a recall was in place!"

A national inquiry revealed major failings in the existing paper-based system. Today the drug manufacturers put GTINs, batch numbers, expiry dates and serial numbers on as a condition of their supply. Products are scanned in and out of a medication distribution centre, and thereafter sent to a hospital with its own scanning processes or directly to a patient. Home deliveries are by a company specialised in handling high-value, small-dosage medicines.

"We have full traceability on a unit within a batch ... we can recall from any part of the supply chain," Mr McGroarty said. "We can tell within 10 minutes where any vial of haemophilia medication is in Ireland and also where alternate supplies are. In the case of a recall, there's no point in taking the medication away from a patient unless there's something else available for them. We need that visibility as well."

For self-administration, haemophiliacs have an ID card with their own unique identifier (as a data matrix) and a smartphone application. "The patient simply scans their ID card and that performs a verification check on who they are and on their treatment of choice. Then they scan the bar code on the (medicine) box to perform three simple-but-vital checks ... that it is the right prescription, that it has not expired and that it is not on a recall list. The system does this from the bar code and from pulling the information down from patient records," Mr McGroarty said.

"If everything is OK, they put down the phone and take the medication, or give it to their child. After that they simply click finish and all the information goes to a secure web portal."

Patient electronic records are held at St James Hospital, and accessible as appropriate to patients and clinicians (including doctors throughout Ireland). Mr McGroarty said the re-assurance for patients and complete supply chain visibility have slashed medicines wastage, with the patient no longer hoarding at home, and hospitals far more efficient in their stocking practices and use before expiry dates. "We're removed 5 million euro-worth of medication from the supply chain so, in fact, this system is actually paying for itself," Mr McGroarty said.

Healthcare fellow ***for 2014***

The GS1 New Zealand Healthcare Fellowship for 2014 has been awarded to Billy Allan, Chief Pharmacist at Hawke's Bay District Health Board.

Mr Allan attended the GS1 Global Healthcare Conference in Seoul, South Korea, during 1-3 April. In the year ahead, he will collaborate with GS1 and others on research into the potential for greater use of GS1 Standards in particular areas of the New Zealand Healthcare system.

Mr Allan says participating in the GS1 conference has strengthened his enthusiasm for technologies that enhance patient safety. While in Seoul he visited a hospital where bedside verification of medicines is in full use at the point of patient care.

"The Global Healthcare Conference demonstrated just what is achievable in the design of electronic systems, processes and product identification to minimise patient harm from the use of medicines. It's more than just theory," says Mr Allan.

"Key elements include the standardisation and integration of IT systems, with standardised nomenclature, identification of medicines, and the capture of that information and its sharing among fully integrated IT systems. It's all really exciting and will be good for our patients."

Billy Allan

Mr Allan has been a registered pharmacist since 1983 and Chief Pharmacist at Hawke's Bay DHB for almost 10 years. His career has included 16 years' experience in the UK.

Thinking globally can benefit all New Zealanders

GS1's expanding role in the digital world

Colin Robertson has seen GS1 New Zealand evolve through major growth since he became Chairman in 2002. GS1 standards and services now make an increasing contribution to efficiency and effectiveness in businesses and public agencies throughout this country. Colin is uniquely placed to see the benefits of New Zealanders thinking globally when it comes to data capture, sharing and use.

Colin is Managing Director of generic pharmaceuticals supplier Apotex NZ Ltd, having initially joined Apotex in Canada in 1984. Today he is also the Vice-Chairman of the New Zealand Therapeutic Products Manufacturers Association. Colin began his career as an air traffic controller in New Zealand before 15 years of sales and operational management experience in Canada.

Q How did you become involved in GS1?

I joined the board in 1996 on the invitation of then CEO Barry Houston who, even back then, could see more potential for GS1 standards in Healthcare. In those days, the organisation was called EAN (European Article Numbering association) and was essentially a number-issuing organisation. The perception was, "EAN issues numbers for grocery items"... the concept of providing services with those numbers and of moving into multiple sectors hadn't yet evolved. Barry wanted to understand more about the potential in Healthcare and other sectors but he had a Board consisting primarily of grocery people – and full credit to grocery for being the first to see the potential in applying global standards for data capturing, sharing and analysis.

Barry wanted an independent, non-grocery person around the table. Healthcare being a sector of potential interest, he called on me several times and we developed a rapport. I had formed Apotex NZ in 1992 as a very small outpost of a very large privately-owned Canadian generic medicines manufacturer. I was very interested in the potential for Apotex products in New Zealand. Apotex NZ's role was to identify opportunities in New Zealand and arrange the myriad of details needed to have products registered here by Medsafe and put into the local market. Having our New Zealand products bar coded with an open international identification standard just made good sense to me.

In the EAN context, Barry initiated the thought that we should be looking at other sectors, and subsequent CEOs – Margaret Fitzgerald and Peter Stevens – have expanded greatly on that. Since 2004 Peter and his team have done an extraordinary job.

Q How do you see the growth of GS1 as a standards organisation in the past 15 years?

There's been a tremendous evolution globally in the reach, thinking, aspirations

and services of GS1 – and in that, New Zealand has always tended to punch above its weight. Full credit to the GS1 team here for the initiatives taken over many years in contributing the development of new standards, expanding into new sectors and looking at how they can add value to members. In the late 1990s New Zealand led the way by example when Margaret (the previous CEO) adopted a marketing focus and hired sales representatives to add service to the issuing of numbers. When she announced that at a global conference, it was received with some surprise by others in the EAN world: To my knowledge, it had not been done by EAN anywhere else at that time. And since then, under Peter's leadership, GS1 NZ has gone on to win various GS1 awards and much wider recognition.

The global organisation itself has been evolving all the time (being re-named GS1 in 2005). Some years ago, the vision was defined in terms of creating a world where 'things and related information move efficiently and securely for the improvement of businesses and the betterment of peoples' lives everyday, everywhere'. Who wouldn't agree with that? And the vision is now being clarified further with an emphasis on helping transform how we work and live ... exciting ideas!

Q Are GS1 standards that important to the world?

Yes. Having global standards makes huge sense. You've only got to look, for example, at the myriad of electrical sockets and plugs around the world. When you're travelling and go to plug your equipment into the wall of your hotel room ... there's a different type of socket! You've got to have half a dozen adapters with you depending on which countries you're visiting because there are no global standards. It just makes so much sense for industries to agree on standards in a collaborative way.

Having said that, there's a big challenge due to the reactive nature of standards because they must be arrived at by consensus among industries, companies and regulators. Identifying the need for a standard is only the beginning. You've got to go round, getting everyone on board as to how those standards should be described and applied. It's not easy.

New Zealanders are renowned for being independent thinkers, and for using their ingenuity to do their own thing. Great! But it has also given rise to various proprietary standards here. The trouble with those is that they're useless outside New Zealand. What you need especially if you're an exporter is a common global standard ... and that's where GS1 can really help.

Q GS1 people seem to have extraordinary passion.

Definitely. And part of the GS1 team's job is to 'evangelize', especially in sectors that don't yet know about GS1 or don't realise the full potential to them. We have to hold out the vision of how life could be if and when standards are agreed upon and aligned in their particular sector. Once people do understand the 'identify', 'capture', 'share', 'use' concepts behind GS1, they start getting how standards can absolutely facilitate better inventory control, rapid processing of massive amounts of information and so on. You just have to look at grocery. The beneficiaries are, of course, not just retailers and businesses but also consumers who are getting more choices, faster service, and lower prices.

Q How difficult is it for GS1 to engage with new sectors?

Before moving into a sector, we've got to fully understand its various needs and aspirations. A sector is not a uniform body... there are multiple layers you can slice and dice on various factors. There'll be wide variations in the state of readiness of companies, in aspirations, in numbers of products and more. One of GS1's main strengths is that it can bring people together under one neutral umbrella. We are careful not to infringe anti-trust laws, but GS1 can facilitate meetings of competitors to discuss the advantages of having common global standards.

As a neutral not-for-profit facilitator, we get people talking about these things in their sector. Multiple views can be discussed on the best ways to identify things, and to use and share related standards. If that had been done when

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Identifying the need for a standard is only the beginning. You've got to go round, getting everyone on board as to how those standards should be described and applied. It's not easy.

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Bizcaps SOFTWARE

It just makes so much sense for industries to agree on standards in a collaborative way.

electricity was invented, we would have one plug to put into the wall the world over, not the plethora we have now!

When looking into a new sector, GS1 first needs to find people who are knowledgeable and opinion leaders, and to ask them enormous numbers of questions in order to understand the various needs and intricacies of the sector. We have to take a brief from all those parties before figuring out how we can assist the sector.

Q How has that process worked with New Zealand's Healthcare sector?

To start off we probably tried to move into this sector a little too quickly with all the wonders of GS1. We needed to better understand what the sector's issues and primary concerns were. These were not actually the identification of products. That was seen as something to happen later and the sector view was 'we're still trying to look after our patients … that's the top priority'.

We subsequently took lots of advice on how best to proceed and modified our approach accordingly. Now, we have very strong relationships with all parties in Healthcare. We're recognised as a partner as opposed to someone who merely wants to foist standards on to the sector.

When you come right down to it, GS1 absolutely does have a contribution to make to patient health and safety. In the ideal world of hospital care, the patient, their location, the medicine and particular patient prescription … all these would be uniquely and automatically identified and recorded, along with the details of each administration. By scanning the GS1 indentifiers, there would be verification on right patient, right medicine, right dosage, right method of administration and right time, thus contributing to safety.

With the help of Healthcare professionals, GS1 standards can enable all of that. I first saw it happening in a private hospital in Sao Paulo, Brazil, on a visit there at least 10 years ago. They were doing just such verification on medicines – and the question is 'why isn't New Zealand?' Certainly there's recognition in New Zealand now that it can, and should, be done, but the Healthcare sector has a lot of other things on its plate. We'll get there on medicines scanning and bedside verification but we're perhaps not quite ready yet.

Q GS1 now has an identification standard for medicines at the single unit level – a key enabler of verification at the point of administration. What is your view on this for New Zealand?

In a hospital setting, the doctor prescribes medication in particular dosages for each patient and that may call for the dispensing and administration of single tablets. Single unit tablet packaging ('unit dose') seems to be where we're headed although it does come at considerable cost. You have to pack each pill in the individually-identified pocket of a blister pack, for example. Single unit scanning means each pill in each pocket having a number and a bar code that allows both human and machine readability. Technically, this is quite challenging.

And that's not the only challenge. Budgetary constraints in New Zealand, including PHARMAC's mission 'to secure for eligible people in need of pharmaceuticals, the best health outcomes that are reasonably achievable … within the amount of funding provided'. The resulting tender process, has led pharmaceutical suppliers to package more tablets into bigger bottles. Instead of 30, you might have 500 in one bottle—and that means just one label and one bottle for 500 tablets, which means lower cost. For unit dose packaging, it could mean that hospitals themselves may have to look at repacking some products. In fact, a previous Government did propose this as something to be investigated. But someone has to pay the additional cost for single unit dose packaging in order for savings to be achieved elsewhere in the delivery of medicines to hospital patients.

In a globalised and highly competitive pharmaceutical industry, manufacturing obviously moves to lower cost locations. None of the major brand name companies manufacture in New Zealand … it would too difficult to achieve economies of scale so far from their major markets. When it comes to unit dose, it probably isn't going to happen here unless mandated by the Government, paid for by PHARMAC and demanded by much larger markets overseas on whose production runs New Zealand's relatively small volumes can piggyback.

We really wouldn't want a hospital inventing a proprietary code that gets placed on single units in its own pharmacy in order to facilitate for the bedside scanning of medicines at one location. We need to have something that is all part of a seamless global standards application.

Q What are the most satisfying aspects of your GS1 chairmanship?

It has been very satisfying on various levels to see the evolution of GS1's capabilities, and the expertise and effectiveness of the New Zealand organisation. The Board is very happy with the way it has progressed. On another level, I get huge satisfaction from seeing 'the lights going on' within the various levels of different sectors as people become ready to hear the GS1 message, and gain understanding of exactly how global standards can benefit their particular business and situation. Ultimately it has been a real pleasure and privilege for me to be involved in an organisation that is positively transforming the way we live and work.

At Apotex we try to lead by example when it comes to GS1-supported initiatives in New Zealand's Healthcare sector. We were the first generic pharmaceuticals company here to actually get its products GS1net™ Ready and into the DHB National Catalogue under the leadership of Health

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Q What are the next big challenges for GS1?

We're seeing a huge global shift to digital. Armed with the smartphone, people can increasingly get information about a product, shop around for the best price and do the whole transaction. In the digital space, B-to-B is evolving into B-to-C (business-to-consumer) –and B-to-C is growing exponentially worldwide. As GS1 itself snowballs into being more useful in more and more sectors globally, there is a massive uptake of direct purchasing that may bypass traditional retail channels. The key is having reliable data. Manufacturers and product suppliers have the primary responsibility to create and maintain data integrity – and GS1 can then validate that data and ensure its availability for multiple uses.

GS1 becomes a trusted source of data that product owners assemble and maintain using our standards. Being *the* trusted source is one of our key planks. There are other sources of data, some using very clever algorithms to derive an aggregated description of each item. But GS1 is unique in that we validate data that comes from the product owner themselves using standards that are truly global.

So, mobile applications are a huge area of opportunity for the owners of products and also for GS1 standards as an enabler of all the digital transactions that will follow.

NEW MEMBER PROFILE

Going with the flow

Michele Surcouf has given new meaning to the old expression, "go with the flow". The sportswoman-turned-entrepreneur has developed a product for promoting ease of movement and self expression in the most personal of ways.

FlowMotion Organic Lubricant is a water-based moisturizing gel to enhance lovemaking. Michele says the main active ingredients – an extract from the Indian Cluster Bean and the juice of the Aloe Vera leaf – are delicately balanced to resemble the body's own natural lubrication.

FlowMotion reflects her philosophical belief that people, and all other living entities, need to move spontaneously in accord with the natural rhythms of life. The product is designed, therefore, to be as organic as possible and to heighten the natural experience of its users.

Michele has gone to great lengths to ensure the natural qualities of FlowMotion, keeping the ingredients simple and buying only from sources that are documented as organic, and chemical- and GMO-free. The product has New Zealand BioGro Organic certification (with such rating on 99% of its ingredients) and NZ Vegetarian-approved status.

"There are no bells and whistles, no flavours or stimulants ... just simple, natural, pure pleasure and real freedom," says Michele.

The Nelson-based former professional windsurfer and blue water sailor began developing FlowMotion when confronted with her own chemical sensitivities in 2011. As a regular swimmer, Michele found the chloride in her local pool was making her ill – the trigger for re-evaluation of her exercise regime and of the everyday products she has applying to her body.

"I looked at all the lotions and potions in my cupboard, and realised that they were so full of chemicals ... I thought I can do better than that."

A keen reader and explorer of ideas, Michele began experimenting with natural ingredients to make her own toothpaste, face wash and hair gel. FlowMotion arose from awareness that the personal lubricants market had a big gap when it came to non-chemical products that could be assured to have no toxic effect on the body.

"The dominant brand in that market is essentially a medical product, designed initially for use with surgical instruments and with an emphasis on killing bacteria," says Michele. "Studies show that chemicals found in that product can irritate sensitive tissues, cause cell damage by osmolality and leave the user more susceptible to sexually transmitted diseases."

FlowMotion does contain a chemical preservative and Michele says this is a regrettable but essential requirement for any product that is made by combining organic plant matter and water. The preservative used (Geogard® 221) is commonly found in ecological and organically-certified cosmetics.

Michele has joined GS1 for the identifiers and bar codes that will ease her product's flow into the New Zealand market, where an ageing-yet-active population is increasing the demand for personal lubricants.

FlowMotion is now in commercial production by Nelson-based Alaron, an officially-recognised manufacturer of private label therapeutic goods.

To learn more see www.flowmotion.co.nz

Product RecallNZ™

Rapid growth in registrations

ProductRecallNZ registrations continue to grow – and so does usage of the GS1 New Zealand-developed tool for online recalling or withdrawing of products in the food, grocery and liquor sector.

ProductRecallNZ registrations have now passed 500 and when individual supermarkets in the Foodstuffs group are taken into account, the ProductRecallNZ network now has over 1,000 connections.

Foodstuffs (New World, PAK'nSAVE, Four Square, Gilmores, Toops and Trents) and Progressive Enterprises (Countdown, SuperValue and FreshChoice) have both been active in encouraging their suppliers to register and be ready to use ProductRecallNZ.

Foodstuffs stores can individually receive recall and withdrawal notifications on ProductRecallNZ, while Progressive Enterprises has established a seamless interface between ProductRecallNZ and its own Product Withdrawal and Recall Management (PWRM) system.

ProductRecallNZ was launched in July 2012 as a web portal that enables registered manufacturers, suppliers and others to issue precise, rapid and simultaneous notices to other parties in their supply chains when a product needs to be pulled back for safety or other reasons.

To date, more than 100 withdrawal notifications have been issued through ProductRecallNZ – and 22 of these have related to the full recall of products from the supply chain and/or consumer marketplace.

Registration is open to all companies in the food, grocery and liquor sector who seek to avoid worst-case outcomes should unsafe or faulty products get into supply chains or reach consumers. All companies must register in advance of being able to use ProductRecallNZ.

To learn more see
www.productrecallnz.co.nz

Pacific businesses turn to GS1

Pacific island businesses are keen to learn more about GS1 Standards, and their benefits for product identification and supply chain management.

Around 60 representatives of Fijian businesses attended a two-day GS1 seminar in Suva recently and more such events are being planned.

The Pacific Islands Trade & Invest (PT&I) organised the seminar in Fiji in cooperation with GS1 New Zealand, following a successful Bar Code Development Workshop in Tonga last November.

GS1 has signed a memorandum of understanding with PT&I aimed at promoting the use of GS1 Standards among island nation businesses. PT&I is the export facilitation, investment and tourism promotion arm of the Pacific Islands Forum Secretariat (PIFS) based in Fiji.

With international offices located in New Zealand, Australia, China, Japan and Switzerland, PT&I is tasked by leaders to develop, grow and promote industry and business in 14 Pacific Island countries in export, investment, tourism and creative arts promotion across international markets.

GS1 Territory Manager Swapnil Kuwalekar says there is growing recognition of how the proper use of GS1 bar codes and other standards can contribute to the growth of Pacific Island businesses, especially those exporting to Australia, New Zealand and further afield.

Pacific Islands Trade & Invest and GS1 intend to organise the next seminars and training events in Vanuatu, with dates yet to be finalised.

For more information contact Swapnil Kuwalekar:
Phone: 09 820 3792

Growth company

Healthy Soils

Healthy Soils Ltd is a growth company in every sense. Its products promote growth in pasture, crops and livestock, and in the productivity of farmer-customers. And growth in its own revenue is running at over 20% per annum.

The Dunedin-based company is a manufacturer and supplier of "soil feeders" that improve the soil's biological content and condition, leading to the growth of more nutrient-dense plants and, in turn, to healthier, higher-performing animals. The liquid and solid products help reduce farm input costs over time, and raise productivity and profitability.

Along the way, Healthy Soils believes, its products have potentially large gains for the environment particularly by helping reduce nitrate and phosphorus run-off from farms, and by strengthening the nitrogen-fixing capabilities of clovers.

"The best thing for farmers and other growers is to get the biology of the soil working for you," says Chief Executive Allan Gray. That means promoting the optimal balance of soil organisms – mainly protozoa, bacteria and fungi – so these can efficiently convert nitrogen and minerals into plant-available nutrients. More vigorous, nutrient-dense growth then occurs in pastures and crops.

Healthy Soils has a range of phosphorus and carbon products for application in solid form along with lime, as well as the fish fertiliser soil feeders which are the main output from its Ravensbourne plant, on Otago Harbour. The company processes the fish waste using sugar and enzymes to produce liquids for spraying onto soil, pasture and crops.

The business is backed by substantial soil science. Allan says this has included a $1 million investment on independently-conducted field trials and other research over the past four years to strengthen understanding of the biological processes and to confirm the productivity from soil feeder use. Findings will be reported to a major conference later in 2014.

"There's no question that using the right combination of solid and liquid products can lead to greater output for the farmer as well as enhancing environmental sustainability," says Allan.

Healthy Soils' scientific approach is already well embedded in marketing activity, with company agents acting as advisers to farmers and horticulturalists throughout Canterbury, Otago and Southland. Products are supplied after the company does comprehensive soil testing to ascertain current nutrient balances and mineral interactions.

"It's important to find a solution for each farm paddock-by-paddock, and to recognise the differences that arise in geology and soil structure," says Allan. Healthy Soils has 13 agents on the road today and wants to recruit more people with university training for the advisory role.

The company has come a long way since being formed in 2007 by group of South Island farmers dissatisfied with traditional fertilisers and their impact on the soil over time. Allan says the concern is plainly shared by an increasing number of land-based producers – and Healthy Soils is seeing growth in its sales volumes and its revenues of 20-30 per cent per annum.

Allan was formerly General Manager, Operations for Fletcher Distribution/ Placemakers. He has brought to Healthy Soils a strong understanding of GS1 standards for unique identification, and for data capture and sharing to support supply chain efficiency, traceability and product recall. He will be introducing GS1 standards to the Healthy Soils business as it develops and grows from here.

To learn more see www.healthysoils.co.nz

Product Flow

Watch this space!

GS1 New Zealand will roll out the new **ProductFlow** set of web-accessed services in coming months – and this will eventually make it much easier and less costly for members to assemble and share product data and images.

ProductFlow will be switched on soon initially for members in the food and grocery sector who are using GS1's Bar Code Verification service. The service will continue exactly as before with one valuable extension – members will be able to request images of products they have sent into GS1 as well as the standard form of verification report. GS1 can now take high-quality images of every fully formed product submitted for Bar Code Verification.

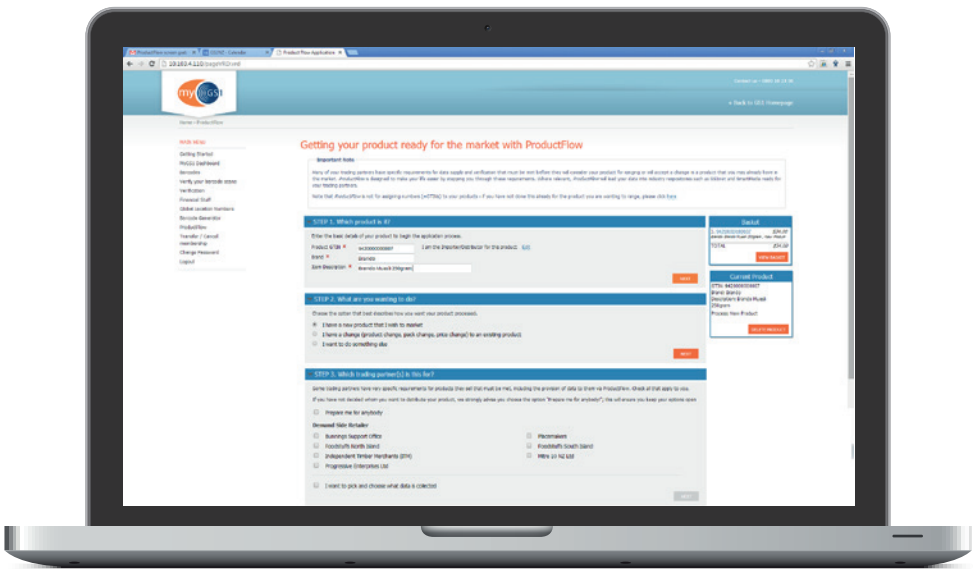
Members will continue to access the service – and for food and grocery members, this includes the **ProductFlow** version of Bar Code Verification – through the MyGS1 area of www.gs1nz.org.

Other **ProductFlow** services will be switched on during the second half of 2014. They are each designed to enable retailers and their suppliers to take new products, and variations on existing products, into the consumer marketplace more quickly and efficiently.

GS1 Chief Operating Officer Shaun Bosson says **ProductFlow** is being developed in close cooperation with Foodstuffs and Countdown to overcome long-standing issues around the quality and availability of product information. "Let's face it, retailers and suppliers often struggle to assemble and share accurate data and images for the smooth operation of supply chains," says Mr Bosson. "We waste time and money getting information right, rely too much on paper for day-to-day business processes, and miss out on opportunities to do more marketing and selling through online channels."

In addition to Bar Code Verification, **ProductFlow** will enable faster, less costly use of the GS1net™ data synchronisation platform to support the market entry of one or a just a few products at any particular time.

Specifically, **ProductFlow** will help suppliers identify exactly what they need to do, and to source external support tailored to their specific situation and requirements. It will enable members to more easily access: help in assembling their product master data and images to GS1 standard; verification of data, images and bar codes; and support in the uploading of data and images to GS1net and to the new Australasian image repository known as GS1 SmartMedia.



The new **ProductFlow** services (beyond Bar Code Verification) will be trialed by Foodstuffs and Countdown with groups of suppliers from June. Once these trials are completed, other **ProductFlow** services will be switched on. Foodstuffs and Countdown will directly communicate with their respective suppliers on how to make best use of these to benefit from **ProductFlow** and other supply chain enhancements.

Any GS1 member who would like to get involved in the **ProductFlow** trial phase is welcome to contact Eddie Guinness at GS1 New Zealand on 09 820 3791.

To learn more see www.gs1nz.org

WHAT'S IN A NAME?

GS1 New Zealand members are encouraged to follow best practice in the allocation and use of Global Trade Item Numbers (GTINs).

This means always giving a new GTIN to each new product and recognising that, in effect, you create a new product if you change an existing product's name and/or description. The ingredients or components might not change but a new name and/or description does turn it into a new product for the purposes of inventory recording and, therefore, of GTIN allocation.

Following this practice will really help you make best use of GS1net™ or any other electronic catalogue. Clarity and precision in identifying each product become more important than ever.

To learn more see www.gs1nz.org

GS1 *Staff*

James McKenzie has joined GS1 New Zealand as an Implementation Support Analyst, working mainly on GS1net™ and ProductRecallNZ. He recently completed an Honours degree in Management at Victoria University, having earlier graduated BCom from the University of Auckland.

During five years of study, James worked part-time for a major retail chain in Auckland and Wellington. Now returned to the former city to work for GS1, he has resumed playing ice hockey for Spartans. Sydney-born James enjoys time in the central North Island and in the South Island, especially for their lake and river fishing opportunities. He likes to cook his catch for family and friends.

Joe Drysdale has joined GS1 New Zealand as an Implementation Analyst, supporting members to onboard GS1net™ and to integrate ProductRecallNZ into their operations. He began last September, initially working on GS1 preparations for the launch of the New Zealand Business Number (NZBN) system.

Joe has a Bachelor's degree in Political Science and International Relations from Victoria University. After graduating in 2012, he worked with a Wellington-based public relations consultancy before joining GS1. In his spare time Joe plays cricket and football socially, and he is a (long suffering) Hurricanes Super Rugby fan. He reads a lot and enjoys Wellington's live music scene.

Gwyn Rees is GS1 New Zealand's new photographer, responsible for digital product images. Gwyn has a varied background that includes running his own commercial studio in Wellington and being a magazine production supervisor for ACP Media.

His first job was as a mechanical draftsman with the then-Ministry of Works in the early 1980s. Gwyn's photography career started in Aspen, Colorado, after he went there on a working holiday. After 11 years as a commercial photographer in the ski resort he returned to New Zealand in 1998. Gwyn and his wife have two boys, aged two and five, who keep them busy outside work hours. Gwyn also enjoys walking and mountain biking.

Chris Thompson has joined GS1 New Zealand as a Services Support Analyst, currently focused on GS1net™ and ProductRecallNZ. Chris has previously worked in software and technical support, most recently as an SAP Developer supporting large organisations including Carter Holt Harvey and Air New Zealand. She specialised in bar code and label printing, and this gave her a basic grounding in GS1 Standards.

Outside work, Chris enjoys cycling holidays in New Zealand and overseas. She has a strong interest in natural history, being a member of the Ornithological Society and also Miranda Naturalists' Trust where she was a council member and editor of their magazine for a number of years.

Geoff Waite has joined as Master Data Manager and Implementation Specialist. He is managing the roll-out of GS1's new Webforms system, and is technical leader in resolving GS1net™-related issues. Geoff is also New Zealand representative for GS1's worldwide master data management development.

He came to GS1 after five years as a pricing and systems analyst at Sika (NZ) Limited, based in Auckland. Previously Geoff was four years in London, much of that in financial management roles with Starbucks. He also had two years' working in Ireland. Geoff graduated from Massey University with a BBS in Finance and International Business and more recently, he completed a Postgraduate Diploma in Business at Auckland Business School. Out of work, Geoff is a keen surfer, fisherman and football player.

New members/rights to use holders November – March, Welcome!

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Absolute Wilderness Limited
Acers
Adam & Eve Beverages Limited
Adria New Zealand Limited
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Alere Limited
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Aoraki Cheese Limited
Asm Pharmaceuticals Limited
August Foods Limited
Aulando NZ Limited
Auscow Dairy (NZ) Limited
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Awesome Foods Limited
Azurlis Limited
B & B Vellade NZ Ltd
Babybundles New Zealand Limited
Beenuka International Limited
Behemoth Brewing Company Limited
Bell Trees New Zealand Honey Limited
Bennetto Natural Foods Co. Limited
Bite Holdings Limited
Blackfish Media Limited
Boston Scientific New Zealand Limited
Buro Seating Limited Partnership
Bushmans Limited
Candle Crush Limited
Care Medical Limited
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European Grocer Limited
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Finca New Zealand Limited
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Flagship Beers Limited
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Food To Go Limited
Forbidden Brewing Company Limited
Frequency Media Group Limited
Fs Manufacturing Sdn Bhd
Gecko Paints NZ Limited
Genesis Industry Limited
Ghm Group Limited
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Gmp Dairy Limited
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Good George Brewing
Happy Chickens Limited
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Heck German Smallgoods Limited
Hema Water Limited
Heron's Flight Limited
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K NZ Limited
Kauri New Zealand Limited
Keytone Enterprises (NZ) Company Limited
King Honey Health Products Ltd
Kingfisher Holdings Limited
Kiwi Bobbleheads Limited
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Koru Health Life Limited
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Lightnsafe Partnership
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Loft Kitchen Limited
Lothal Limited
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Mad Butcher Limited
Maraeroa C Incorporation
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Memories Of NZ Limited
Miss Maggies
Misty Cove Wines
Modern Baking Pty Ltd.
Moffett Orchards Ltd
Mondo Group Limited
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Moving Food Limited
Naturally Native New Zealand Plants (2013) Limited
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Newton Membranes Limited
Nomoo Limited
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Nove Limited
Nuxten Health Limited
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Omyhair Limited
Ossis Limited
Otago Chocolate Company Limited
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P3 Equestrian Limited
Pacific Oil
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Pairua Investment Group Limited
Paradise Beverages Fiji Ltd
Pepi
Philip Morris (New Zealand) Limited
Philips Healthcare
Planet Fun Limited
Plant Rhythms
Polycell International Limited
Premium Beverages Pty Ltd
Premium Trading Holdings Ltd
Profile International 2013 Limited
Property Prospects Ltd
Protex Workwear Limited
Qcs Investments Limited
Radiometer Pacific
Raki Foods Limited
Rich Garden Limited
Rollex Medical (NZ) Limited
Russell Smoke House Limited
Sanders Gallagher Holdings Limited
Shanghai Parismiki Food Co. Ltd.
Simply Nz Products Limited
Skybright Health Limited
Smart Entrepreneurs Limited
Solanki Ventures Limited
Springfed Salads & Herbs Limited
SSB Holdings Ltd
Streamland Honey Limited
Strong Build Products Limited
Sunshine Brewery Limited
Talley's Group Limited
Tasmex Ant Labs Limited
Tea Sisters Limited
Terrata Estate Limited
Terravin Wines Limited
The Collectors Co.
The Gin Company Limited
The Lucky Taco Imperio Limited
The New Zealand Tea Company Limited
The Newgreen Marketing Company Limited
The Nutritious Kiwifruit Company Limited
The Olive Place Limited
Tj & Pm Bunting Partnership T/A Dallington Downs
Toa (Fiji) Limited
Torere Macadamias Limited
Tpl Trading Co Limited
Traders Group Limited
Tricare Nutrition Limited
Tuatara Brewing Company Limited
United Flower Growers Limited
VMG Limited
W Wiggins Ltd
Waikawa Greens Limited
Waiwera Winery Ltd
Wangapeka Cheese Limited
We Care Foods Limited
Welexpress Limited
Wifi Lights Limited
Xpanz Co Ltd
Yogurtnmore Limited
Young Estate
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Malcolm Trading Limited
Wheelco Limited

GS1 New Zealand

Questions? Please contact the GS1 New Zealand Team

Vijay Todkar
GS1 Business Development Manager

T 09 820 3782
M 021 711 169
E vijay.todkar@gs1nz.org

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

Craig Russell
GS1 New Zealand Territory Manager, South Island

T 03 374 4325
M 021 711 070
E craig.russell@gs1nz.org

Craig is based in Christchurch with responsibility for GS1 relations with members throughout the South Island.

Swapnil Kuwalekar
GS1 New Zealand Territory Manager, Taupo North

T 09 820 3792
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Swapnil is based in Auckland with responsibility for GS1 relations with members from Taupo northwards.

Owen Dance
GS1 New Zealand Quality Services Manager

T 04 494 1064
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E owen.dance@gs1nz.org

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 Services Administrator (aka 'Director of First Impressions')

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E bev.gough@gs1nz.org

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