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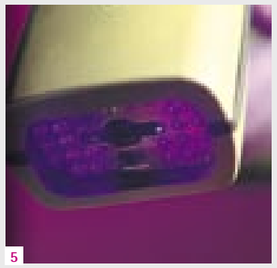
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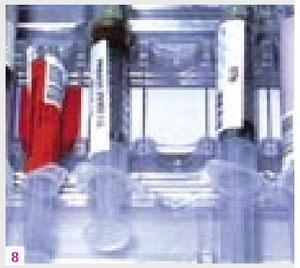
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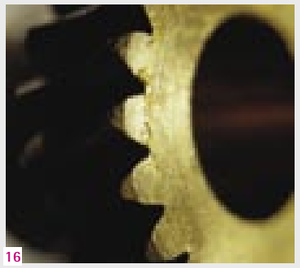
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SCAN magazine is produced three times a year (moving to quarterly in 2005) for the benefit of EAN New Zealand members. It has a circulation of approximately 5,500 readers throughout the country as well as 101 EAN member organisations worldwide.

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

For editorial or advertising enquiries:

Please contact Andrea Fleming on 04 801 2892 or andrea.fleming@ean.co.nz
Advertising rates are on our website at www.ean.co.nz/advertising/

For copies of SCAN:

If you are a member and would like more copies of SCAN, or if you are not a member and would like to subscribe, please contact Jessica Coulson on 04 801 0833 or jessica.coulson@ean.co.nz

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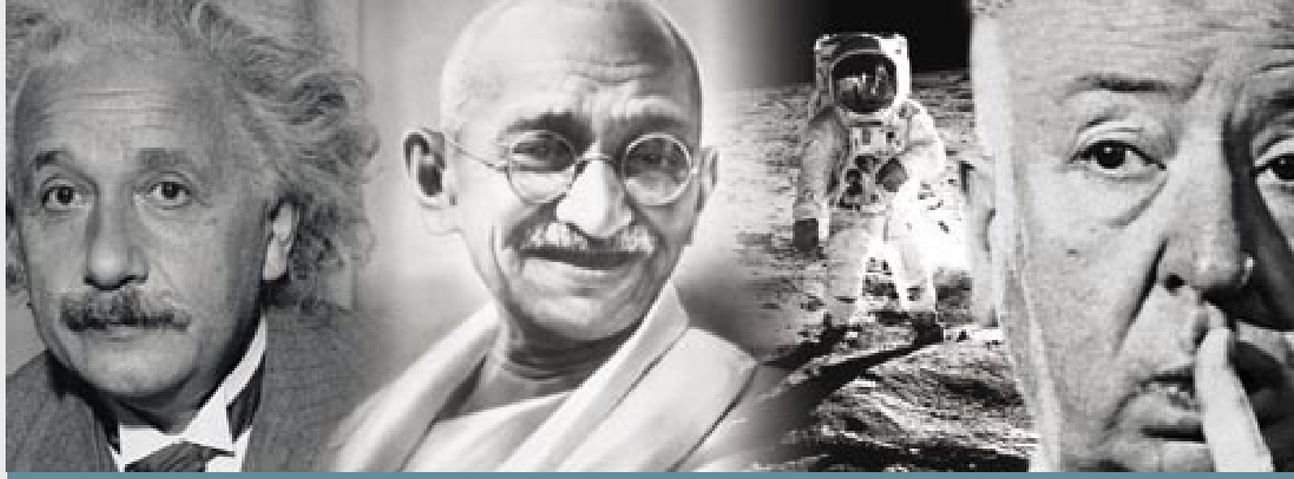


Why we need heroes

When I was doing my science degree, the lab I worked in had a wall covered with head shots of 'heroes'. These were scientists who led innovation and challenged the status quo. Jean Baptiste Lamarck, Marshall Sahlins, Jack Heslop-Harrison, CH Waddington, Claude Lévi-Strauss..

Apple Computer's famous ad campaign in the late 90's called its heroes "the crazies"; the ones who "thought different" and changed the world. Einstein, Gandhi, Armstrong, Hitchcock...

Kevin Roberts, adopted Kiwi and current head of Saatchi & Saatchi, developed his Edge website to highlight significant New Zealanders who are sources of inspiration for international achievement (www.nzedge.com). John Britten, Richard Pearse, Bruce McLaren, Robert Dickie...

In this column, I'd like to highlight three individuals whose names we all should know or, at least, whose contribution we should acknowledge. Whilst not Kiwis, Bernard Silver, Joseph Woodland and George Laurer changed the world. Once you understand their story, you will also understand why January 1 2005 will be a significant date – in fact, a Sunrise sort of day!

Modern bar coding began in 1948 when Bernard Silver, a graduate student at Drexel Institute of Technology in Philadelphia, overheard the president of a local food chain asking one of the Drexel deans to develop a system that would read product information automatically at the checkout.

Silver and his friend Joseph Woodland experimented with a number of variations, including ink patterns that glowed under ultraviolet light and "bulls eye" symbologies. On October 20 1949, the pair filed a patent application titled "Classifying Apparatus and Method." They described their invention as relating "to the art of article classification...through the medium of identifying patterns".

Fast-forwarding to 1970, McKinsey & Co. in conjunction with UGPCC (Uniform Grocery Product Code Council) defined a numeric format for product identification and called for proposals for the development of a code and associated symbology to represent the product ID. The successful proposal, authored by George Laurer of IBM, became the Universal Product Code (UPC) and the first commercially standardised bar-coding system for products.

Following broad acceptance of the original UPC specification, Laurer was asked to find a way to add another digit. The symbol already held 12 digits: the 11 required by UGPCC plus a check digit added to achieve reliability. The extra digit would allow for "country identification" and make the UPC applicable worldwide. And so the EAN (European Article Numbering) system symbol was born and Laurer's invention became truly international.

However, the US and Canada retained the original 12-digit symbol. For folks from outside North America wishing to sell products into those markets, relabelling with a 12-digit UPC symbol was required, creating additional expense and time-to-market issues.

Fast-forward again to a historic joint board meeting in May 1997 between the Uniform Code Council (UCC), which administered bar coding in the US, and EAN International. At that meeting, the UCC Board agreed that "all UCC member companies (were) to accept EAN/UCC 13 at the point of sale not later than January 1 2005". The programme to phase US and Canadian members over to the EAN standard became known as the **Sunrise 2005 Programme**.

Over the last couple of years, the linking of the two major standards has been formalised at a governance level with the appointment of Spaniard Miguel Lopera as Chief Executive of both the UCC and EAN International and the recent decision to create one head office (with dual offices in Princeton & Brussels) for the combined organisation.

Symbolically, to reflect this new era, all 100+ EAN organisations and the UCC will rename over the next 24 months as GS1 (Global Standards 1).

I'm delighted to announce that the EAN New Zealand Board has taken the decision to be one of the first Member Organisations to rename – as **GS1 New Zealand** – timetabled for later this year. Truly I believe that we have something to celebrate – standards should be worldwide and walking into the Sunrise next year signals a new dawn of product identification.

Peter Stevens
Chief Executive

ALERT >

US Food & Drug Administration and European Union regulations mandating traceability for fresh produce come into effect January 2005.

The time to act is now!

Food safety and traceability are currently at the forefront of both government and industry discussions around the world. Numerous initiatives designed to introduce various forms of tracking and tracing functionalities in the food supply chain are underway, with the imminent US FDA and EU regulations acting as the catalyst.

EAN New Zealand is scheduling key seminars on traceability (see below) to help members tackle this vital subject. As ECQ (the magazine of e-centre, EAN's UK member organisation) put it in a recent article, "Traceability is now a market access issue: suppliers unwilling or unable to meet its challenge may be denied access to European (and American) markets and customers, irrespective of the quality or price competitiveness of the products".

"At the heart of this focus on traceability has been a series of high profile incidents that have hit public consciousness, in which existing traceability systems have been proved to be weak or absent. Particular examples are Perrier's recall of all its bottled water in 1990 after benzene contamination was found, the BSE crisis in 1996, the problems with dioxins in animal feedstuffs in Belgium in 1999, and the Foot and Mouth disease epidemic in 2001."

And it's not only a concern for the food industry. The recall of six million tires fitted to 4WDs in 2000 is another example, while traceability is becoming a pressing concern in industry sectors such as healthcare for reasons of safety and efficiency.

As the ECQ article points out, there is not only a risk of financial damage to your business as a result of failing to implement effective traceability, but a need to protect your brand, "by reassuring consumers that the products they are buying pose no risk to their health".

International speaker

From an information management point of view, implementing a traceability system within a supply chain requires all parties involved to associate the physical flow of materials, intermediate and finished products with the flow of information about them.

To assist EAN New Zealand members address this and to provide a valuable update on international developments, Miodrag Mitic, Business Development Manager for Traceability, EAN International, Brussels will be joining us later this year.

At this stage, we plan to hold seminars in Auckland, Hawkes Bay, Wellington, Marlborough and/ or Christchurch (this will depend on Miodrag's availability – dates were still being confirmed as SCAN went to print).

These seminars will tackle the generic issues and common factors behind traceability across multiple sectors. They will also address the draft Wine Traceability Guidelines, updates on the 2nd edition of the Fresh Produce Traceability Guidelines and follow up its implementation.

We also hope to confirm speakers from Wal-Mart and the European Commission to join us.

More information regarding these seminars will be posted on our website as soon as we have confirmation of the international speakers' availability. Ensure you get an invitation by emailing vikki.james@ean.co.nz

iPod winners!

Plumbing World's IS Manager Chris Cowley (pictured) was a lucky winner of an iPod digital music player from EAN New Zealand, along with Vanessa Holterman of Palmerston North-based firm Solo Growers. All members who completed a company survey sent out earlier this year went into prize draws for the iPod.

Upcoming seminars

TRACEABILITY

International speakers including Miodrag Mitic, Business Development Manager for Traceability, EAN International, Brussels, will be joining us for a series of key seminars on traceability later this year (see story on opposite page).

Please check our website or contact Vikki James on 04 801 2897 or vikki.james@ean.co.nz to ensure you have details of these seminars as soon as they are confirmed.

WAREHOUSING

Watch out for the flyer!

Scheduled for September, this seminar is a must for anyone responsible for the following areas in your organisation: information technology, procurement, warehousing, inventory control and logistics, distribution and transportation, and financial management.

The warehousing seminar will cover:

- Tracking and tracing in the supply chain – what are the differences?
- EAN standards and data requirements
- Cross docking in the supply chain – what is it, why implement it and how does it work with EDI?
- RFID in warehouses – Applications of use
- Warehouse applications – paperless warehouse – fact or myth?
- Site visits

BAR CODE FOUNDATION

This seminar is vital for new members, new staff in your organisation or even for existing staff as a refresher. Our popular bar code foundation seminars run every four months and provide a wealth of information – everything you need to know about bar codes!

The next series will be held on the following dates:

Auckland	Monday 23 August
Christchurch	Wednesday 25 August
Wellington	Friday 27 August

If you have not already seen the flyer, please check our website for details:

www.ean.co.nz

For more information or to sponsor a seminar, please contact Vikki James on 04 801 2897 or vikki.james@ean.co.nz

New **board appointment** – Alan Hesketh

Alan Hesketh brings a wealth of experience as a senior information technology professional to his new role on the board of EAN New Zealand.

Alan, who is General Manager, Information Technology for Progressive Enterprises, was co-opted to the board in June. He says that Progressive welcomes the opportunity to make a contribution at this level.

"EAN governs some key standards that we as a business are fully dependent on," Alan says.

"These are not only for bar codes but, in the future, for RFID and EPCs (electronic product codes) as well as for supporting infrastructure such as EANnet.

"We wanted to have an opportunity to help guide and implement these standards."

Alan has held senior IT roles for Unilever in New Zealand, South Africa and England over a ten year period. His experience ranged from being responsible for IT in sub-Saharan African countries to being part of the team establishing a global IT infrastructure organisation for the company supporting 100,000 users.

More recently, he spent two years as Chief Information Officer for the Brisbane City Council. He was appointed to his current position at Progressive in August last year.

New manager helps members with **key initiatives**

Gary Hartley, newly appointed EAN New Zealand Manager for Strategic Initiatives, describes himself as someone with a fundamental belief in superior quality and service.

Gary takes up his position at EAN New Zealand in late August and describes it as a challenge he's relishing. The essence of the position is to identify strategic industry sectors for EAN New Zealand in order to develop and foster solid relationships that will promote awareness, acceptance and implementation of EAN standards and services.

Peter Stevens, EAN New Zealand's Chief Executive, indicates that this newly created position is key for EAN's ability to drive and support the adoption of EPC in New Zealand, and to assist the healthcare sector to convert the opportunity presented recently by the mandating of bar coding on pharmaceutical products.

"I think EAN New Zealand has an enormous part to play in the country's economic future," Gary says.

"I'm looking forward to being part of a team that delivers international best practice techniques and emerging technologies to New Zealand businesses – frankly, as a nation, I think our future prosperity depends on it."

Most recently Marketing Manager for the Wellington Institute of Technology (WelTec), Gary spent four years before that as Marketing/Communications Manager at Standards New Zealand. He has also held positions as Marketing/Business Development Manager, Wellington Festival & Convention Centre and has had senior management positions with major international freight forwarding companies, Freightways and Mainfreight.

Gary's brief at WelTec was an ambitious one - to continue to develop a re-branding project as a consequence of two major New Zealand polytechnics merging in 2000 (Hutt Valley Polytechnic/ Central Institute of Technology merged in 2000 to form WelTec). The success of WelTec has outstripped all expectations in all its business measures - and in a timeframe that is years in advance of projections.

At Standards New Zealand, Gary worked with a new management team to reengineer the organisation to a commercial business model. While there, he also conceived and developed a major national series of educational seminars for a range of industry groups including health, telecommunications, transport and information technology, and developed a series of international symposia on standardisation and international trade development.

Gary has an Arts degree in Education from Victoria University, a Diploma in International Marketing from The Open Polytechnic and a Postgraduate Diploma in Business and Administration in Marketing from Massey University.

Contact Gary on 04 801 0833, gary.hartley@ean.co.nz

Drive for **excellence**

Greater use of EAN-128 bar codes for traceability and its own drive for excellence have prompted Imaje Coding Technologies to enter the EAN accreditation programme recently.

A long-standing EAN New Zealand member, Imaje specialises in real-time coding solutions and has the motto "You make it, we mark it". Business development manager Peter Ayson says the company has expanded in recent years to include products more relevant to bar coding, such as high resolution ink-jet systems especially for printing onto corrugated packaging and print-and-apply label systems (blank labels printed at the point of manufacture with completely variable information such as batch numbers and "best before" dates).

"These can be applied to packaging at the point of manufacture, so that the information they contain can be completely variable," Peter says.

"That means they can contain batch numbers, production dates, 'best-before' dates and so on - all details that can be encoded in an EAN-128 bar code."

Peter says that increasing numbers of New Zealand companies are looking to apply EAN-128 bar codes at the point of manufacture, particularly in the FMCG sector.

"The introduction of ANZFA (Australia New Zealand Food Authority) regulations in 2002 to standardise food labeling between the two countries meant that many local food and beverage manufacturers had to start putting 'best before' dates on their products.

"Initially, they went out and bought solutions for date-coding individual items to satisfy the ANZFA legislation. However, what the supermarkets are now saying is we don't buy individual items - we receive boxes of items through our inward goods, so we need that information on the boxes.

"As a result, manufacturers are now looking to provide bar coding solutions on the packaging."

In the past, ink-jet printing has had difficulty producing bar codes that would meet the ISO test requirements specified by EAN. However, improvements in technology now mean that educated users who know what they are doing can, with the right materials and methods, meet the standard.

Imaje at a glance

- Suppliers of high-tech marking and traceability solutions (customised equipment and software)
- Can cover the entire packing chain from individual products to pallets
- Industry sectors supplied include FMCG, pharmaceuticals, cosmetics, automotive, postal, electrical and electronics
- In New Zealand for 16 years, offices in Auckland and Christchurch
- Wholly-owned subsidiary of global company - factory in Europe and solutions customised for local market

EAN accreditation

EAN accredited companies must complete extensive training on the EAN system, have well-documented quality assurance procedures to ensure the integrity of their bar coding, and continue to maintain those procedures on an ongoing basis.

Accredited manufacturers can issue their own product verification reports without reference to EAN New Zealand. Accredited suppliers can issue verification reports that prove the bar codes they produce are fully EAN compliant when supplied to the customer, so that the risks and extra costs associated with non-compliance are minimised.

Some 26 manufacturers and 38 suppliers are now fully accredited, while a further 36 are currently enrolled in the programme.

For more information
Peter Ayson at Imaje Coding Technologies
09 915 5555 or payson@nz.imaje.com

Bar codes boost patient safety

Using bar codes to improve patient safety is the key to a unique product being used in New Zealand operating theatres, soon to be trialled in the US and now attracting the attention of other offshore markets.

IDAS, an integrated drug delivery and electronic anaesthetic recording system, is the brainchild of a New Zealand anaesthetist, a psychologist and an engineer and has been developed further by a team of IT specialists. It was developed to reduce error rates during anaesthetic procedures as well as allow anaesthetists to quickly collate an integrated patient record.

A worthy aim. But what's making IDAS so successful is not only the demand, as healthcare institutions realise the high incidence – and high cost – of drug-related errors, but the product itself. IDAS combines automatic data capture via bar-coded drugs and event sheets, key safety features (for example, the computer reads out the drug's details when the bar code is swiped) and some nifty software that ties this in with data from the patient's monitoring system. This is complemented with the post-operative instructions and drug prescription, resulting in a comprehensive patient record.

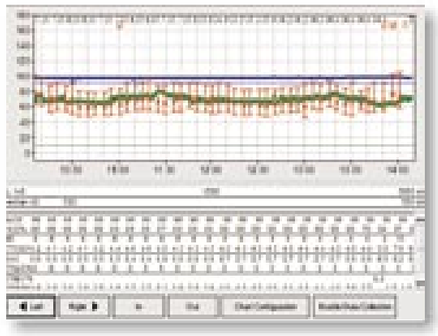
IDAS, which was developed at Greenlane Hospital, was first sold commercially in 2001 to an Auckland private hospital. It is now installed at a number of hospitals in the region (including North Shore Public Hospital) as well as in the mobile surgical bus, and has been used in over 55,000 anaesthetic procedures to date.

IDAS heads offshore

Safer Sleep, the company formed to market IDAS, is currently negotiating with other New Zealand hospitals as well as healthcare institutions in Australia, Singapore and the US. Chief Executive Sue Wright says the first US pilot site (at Nashville, Tennessee) goes live in September at one in a chain of 200 private hospitals.

"An American medical specialist came out here to see IDAS in action and was just blown away by it," she says.

"While there are a few other systems around, they're focussed on the clinical record whereas ours is primarily about the drug safety and administration system. Because it's been developed that way, it flows with the process of the anaesthetic administration.



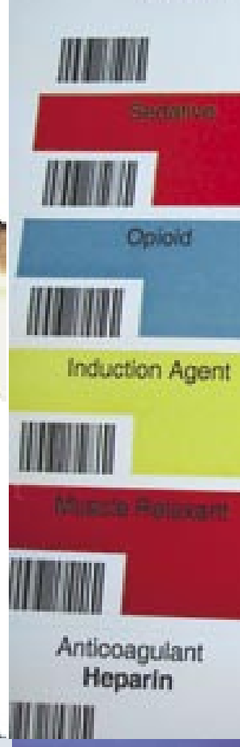
"The key to IDAS is the use of bar codes for automatic data capture. An operating theatre is a busy and often stressful environment, and the anaesthetist is looking after a patient who's awake at the start of the procedure and requires a lot of attention along the way. With IDAS, it's just a quick swipe of the bar code - other systems are too involved and require too much data entry."

Sue says the company has had a lot of mentoring through Industry New Zealand and is now at an exciting stage of its development, as it will shortly be joining with US investors to market IDAS further afield.

"With our expansion internationally, it has become clear that we need to be adopting internationally accepted bar code standards. EAN bar codes, with their position as a global standard, are essential for our success," Sue says.

"Last year, the US Food & Drug Administration came out with regulations making EAN compliant bar coding on drugs mandatory by March 2005, in a bid to drastically improve levels of patient safety.

"Essentially, the world is moving towards us, as IDAS has always been based on bar code technology."



Striving for safer sleep

The company Safer Sleep was established during the early stages of research into a support tool and risk management system for anaesthetists. Company founder Dr Alan Merry was part of that research team: a practising cardiac anaesthetist and Professor of Anaesthetics at the University of Auckland, he is also Chair of the Quality and Safety Committee of World Federation of Societies of Anaesthesia.

In the late 1990s, Dr Merry carried out research that echoed international findings: drug errors were occurring in 1 out of every 133 anaesthetic procedures. Other research showed that 89% of anaesthetists admitted to having made a drug administration error at some stage during their career and 12.5% admitted to having harmed a patient in this way.

This prompted Dr Merry and others to develop IDAS to help anaesthetists administer drugs safely and collate an integrated patient record during an anaesthetic procedure.

The key features of IDAS include:

- Bar coded and colour-coded drug labels, pre-filled syringes and flag labels, as well as specially designed trays to organise the drugs and provide visual checks.
- An integrated software system that accepts all key information by reading bar codes and is designed for speed and safety. When the drug bar code label is swiped, the computer reads out the name as well providing a visual reminder. Event sheets can also be swiped and the computer does the rest.
- This information is integrated with data collected from the anaesthetic monitor as well as other information input by the anaesthetist, combining to provide an integrated, time-related patient record of the patient during the anaesthesia.
- The information for each patient can then be saved to a secure central database.

FOR MORE INFORMATION ON IDAS:
Sue Wright, Chief Executive, Safer Sleep Ltd on 09 578 2138, sue@safersleep.co.nz
Also go to www.safersleep.co.nz

FOR MORE INFORMATION ON EAN BAR CODING FOR PHARMACEUTICALS:
Peter Stevens, Chief Executive, EAN New Zealand on 04 801 2890, peter.stevens@ean.co.nz
Raman Chhima, Technical Consultant, EAN New Zealand on 04 801 2895, raman.chhima@ean.co.nz
For the "Healthcare goes for Global Standards" PDF file go to www.ean-int.org/Doc/Healthcare_goes_for.pdf

New image to match new challenges

GS1 to become new name for EAN International (& EAN New Zealand!)

In a decision ratified at the General Assembly in June, EAN International has agreed to rename itself as GS1 as part of a strategy to achieve one of the organisation's principal goals: to become respected as THE leader in global, open, multi-sectoral standards.

Over the last year, EAN International has appointed a new President, new Chief Executive and a board made up of representatives from "blue chip" companies. It will formally launch its new name on 1 January 2005.

The change of name fully reflects the global reach of the organisation following its expansion in November 2002, when the Uniform Code Council Inc (UCC), the former US partner, together with the Electronic Commerce Council of Canada joined EAN International as member organisations.

Each of the member organisations of EAN International will now initiate a change of name to "GS1... (name of country)" in order to harmonise the organisation's branding throughout the world.

"EAN New Zealand has taken the decision to rebrand as GS1 New Zealand as soon as the new GS1 brand template is released," says Chief Executive Peter Stevens. "Most likely, this will be in October or November of this year."

"We are very excited by the change and by the symbolism of having the global family of organisations united under one name. Look for a new look in the next issue of SCAN!"

Taking care of business **with EANnet**

EANnet®, the electronic data sychronisation service developed by EAN Australia, is now powering ahead in New Zealand – and it's time to act!

Consider this:

- The first New Zealand company has geared up for EANnet. Maltexo, which is owned by Lion Nathan, has joined over 80 Australian companies that have been declared EANnet Ready™ and have provided pricing information and trading partner access to Coles Supermarkets, Metcash Trading (IGA), Woolworths, Franklins and FAL. This moves Maltexo closer to being able to cease sending the Universal Buying Form (UBF) to some of their trading partners.
- There has been commitment - and progress - from key players in the grocery and liquor industries. Foodstuffs is on track for completing the pilot implementation next year and wants its suppliers to gear up by then as well; Progressive Enterprises announced at the EAN New Zealand conference that it will be using EANnet; and The Mill Liquorsave has also expressed its commitment.
- A number of suppliers have now registered (for an up-to-date list, see www.ean.co.nz/EANnet).
- Implementation workshops have just been held in Christchurch and Auckland to help suppliers gear up for EANnet and more are planned for later this year.
- Coles Supermarkets and Metcash Trading have both announced on their websites that they want all their suppliers to be using EANnet by the end of 2004.

Rob Turner, Technical Consultant (EANnet) for EAN New Zealand, says the Maltexo example shows that using this system can be done quickly if you have the correct data

"For suppliers, the key to it is making sure you have the right product information to suit your customers needs, ensuring that this is accurate and understanding how you will upload - and maintain - the information," he says.

Rob is a member of Foodstuffs' EANnet project team along with Neale Austen, General Manager eCatalogue Services for EAN Australia, and representatives from Foodstuffs South Island, Foodstuffs Wellington and Foodstuffs Auckland. The team has ticked off the preliminaries and is now working through its data requirements.

"Foodstuffs has identified the benefits it expects from adopting EANnet –benefits for both suppliers and retailers," Rob says.

"These include using a proven technology and achieving substantial cost savings as well as improvements in efficiency and error reduction, thanks to the electronic transfer of product and pricing information between trading partners."

Foodstuffs wants to be in a position where it can receive product information from the pilot suppliers via EANnet by mid 2005, and ultimately to eliminate the use of UBFs. Following the pilot implementation, Foodstuffs will undertake a phased rollout to other suppliers. It is expected that Foodstuffs will want to receive information from suppliers via EANnet including product definitions (codes, descriptions, dimensions, configuration of units, shippers, layers and pallets, and availability dates) as well as list pricing and some trading terms.

The company has named six pilot suppliers: Colgate Palmolive and Unilever (who are already EANnet Ready™ in Australia), Coca Cola, Masterfoods, Griffins Foods Ltd and Mills Reef Wines (all of whom are now registered for EANnet).

"However, we recommend that all Foodstuffs suppliers should now be registering for EANnet, looking at how they're going to create their product catalogues, and making sure the data required is accurate and in the right format," Rob says.

For more information

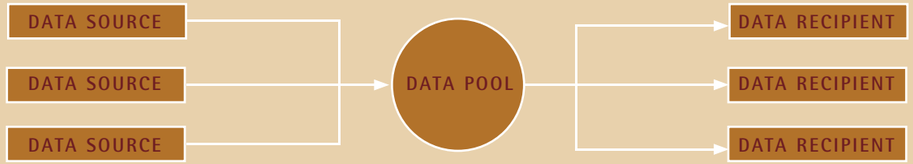
Contact Rob Turner, Technical Consultant (EANnet), on 04 801 2896 or robert.turner@ean.co.nz

Go to www.ean.co.nz/eannet for the latest news and technical information, as well as details of upcoming seminars. You can now register online for EANnet.

Also go to www.ean.co.nz for recent conference presentations, including details of the Foodstuffs project by Foodstuffs South Island's Peter Egnelius.

WHAT IS DATA SYNCHRONISATION?

- CONTINUOUS AND AUTOMATED SHARING OF MASTER DATA BETWEEN TRADING PARTNERS TO ENSURE A PERFECT, CONSISTENT MATCH OF DATA
- DATA SYNCHRONISATION IS THE FOUNDATION FOR ELECTRONIC COLLABORATION
- REGIONALLY, DATA SYNCHRONISATION INVOLVES THE THREE KEY ELEMENTS SHOWN BELOW



BONDAGE & BAR CODES

Providing bar coding solutions for bondage rope, ankle cuffs (fur lined, heavy duty) and sequin G-strings was all in a day's work for Raman Chhima, EAN New Zealand Technical Consultant, who recently helped an adult supplies distributor to sex up their product management. Raman wrote the following for SCAN magazine.

The client:

Vixen Direct, a leading supplier of adult material. Vixen supplies products directly to customers as well as to retailers throughout New Zealand, with goods ranging from adult-themed DVDs, videos and magazines to sex toys, B & D equipment (collars, cuffs and the like), wearables (from maid's outfits to see-through bikinis) and other items such as smooching chocolate and more raunchy accessories.

The business challenge:

Vixen has a distribution warehouse in Auckland for its adult material and supplies. The company receives orders by fax, letter, email and telephone which are then processed by the staff and despatched around the country. Items are imported from all over the world, with some products arriving in bulk and repackaged into retail units.

However, a new accounting package and growing demand required a new way of product identification and inventory control.

"We want a standard way of doing things, and a standard way of identifying products," said the company's Managing Director Stephen Crow when he called EAN New Zealand.

The solution:

EAN New Zealand's consultancy service determined that the following areas in Vixen Direct's supply chain would benefit from EAN solutions:

- Unique identification of goods
- Automated method of data capture for order picking
- Integration with core computer systems and the company's accounting package
- Informing and educating suppliers to ensure bar codes were correctly applied at source

Working on site, Raman provided training to Vixen Direct staff so they had an understanding of how the EAN system worked. One of the problems was duplication of items in the company's existing product file, so a new product file was set up and all items were listed and allocated a unique EAN number or Global Trade Item Number (GTIN).

Bar code software was also updated and the in-house printer repaired, so staff could print in-house labels for every item not bar coded at source (only about 40% of the items Vixen Direct receives currently have EAN bar codes). On-site training was also given in the use of the bar code software for point-of sale items, cartons and logistic units.

Unique product identification

Today, the EAN system is being used successfully for the unique identification of all products sold by the company. The flow of information from sale and warehouse is also a lot smoother, as there is now only one product code and description for each product.

What is more, a number of Vixen Direct's suppliers that were not bar-coding their products have expressed an interest in adopting the EAN system, in order to get the benefits themselves.

While this assignment was a little out of the ordinary, the adult supplies industry is no different to any other when it comes to managing products throughout the supply chain. The use of the EAN system has greatly enhanced Vixen Direct's supply chain process and the company is considering its further use in electronic commerce and logistic distribution in the future.

Thanks to Vixen Direct and Terry Mayo of SideFX for the photos which adorn our slightly tongue-in-cheek sealed section – a first-ever for EAN internationally!

For more information

Stephen Crow, Vixen Direct on 09 525 6808 or steve@vixen.co.nz or go to www.vixen.co.nz

Raman Chhima, Technical Consultant for EAN New Zealand on 04 801 2895 or raman.chhima@ean.co.nz

Certificate course graduates

Another batch of graduates has emerged from EAN New Zealand's Certificate course in Automatic Data Capture standards, bringing the total to 27. The latest to make the grade are: Helen Ireland of Nestle NZ Ltd; Stacy McIntosh, Grant Garmonsway, Louella Turner, Janine Hammond, Julie Naylor, Anne Marie Sutton, Keith Tolmie and Mark Kingi – all of Rapid Labels – as well as Claire Kelly and Jay Carlsen from EAN New Zealand.

For [illegible] go to www.ean.co.nz/training or [illegible] or owen.dance@ean.co.nz

Retailer trials smart tags

Australian retail giant Coles Myer is conducting a pilot test of radio frequency identification tags, the first such trial in Australasia and one likely to result in the technology being used in Coles stores nationwide.

As reported in *The Weekend Australian*, the initial trial involves tracking RFID-equipped roll-cages between a Melbourne distribution centre and supermarket. Tags have been attached to 2,000 roll-cages and are picked up by remote tag readers as they leave the distribution centre and again on arrival at the store. The system replaces manual checking methods including visual inspections and hand-held bar code readers.

Although Coles has been involved in industry moves to raise the awareness of RFID and Electronic Product Code (EPC) technology, this stand-alone trial does not involve other retailers. *The Weekend Australian* says that Coles is expected to use the pilot to steal a march on its competitors.

EPC technology, which combines RFID, communications infrastructure and the EPC itself, has been called the biggest thing since the bar code. Its global adoption is being spearheaded by the EAN joint venture company EPCglobal Inc, with the assistance of local EAN organisations.

With global standards for EPC due to be ratified next month, EAN member organisations are now gearing up to assist local businesses with the new technology. In New Zealand, EAN New Zealand has announced its position as this country's provider for EPC standards and is currently working with interested bodies to develop a Code of Practice for EPC use. This will mirror the retail Code of Practice, which was developed in 1991 to safeguard consumer interests regarding the use of bar codes in stores.

Key opportunity for local companies

"New Zealand companies have a once-in-a-lifetime chance to get involved in the global development of a new business practice," says EAN New Zealand Senior Consultant Owen Dance.

Owen attended a recent EPC training symposium in Beijing along with representatives of EAN organisations in China, Taiwan, Hong Kong, Macau, The Philippines, India and Indonesia. Sessions were conducted by Henri Barthel from EAN International, Margaret Fitzgerald, CEO of EPCglobal Inc., Professor Hao Min from the EPC Lab at Fudan University in Shanghai (one of six laboratories around the world developing EPC technology) and Zhang Chenghai, CEO of EAN China.

"The standards for EPC exist already," Owen says, "but people are still fine-tuning the application of them and there's scope for new, improved versions to be developed.

"The good news for New Zealand is that nobody is really ahead of us, since EPC is so new. Everybody, apart from the real leaders like Gillette, is still asking questions and learning from the early adopters who are really keen to share their experience and to encourage debate. New Zealand companies that join EPCglobal early and take advantage of the opportunity to join in working groups will be able to talk on equal terms with some major multinationals who are still formulating user guidelines."

Owen says that finding companies interested in piloting EPC technology was recognised as a priority by symposium delegates. He says "the bus has already left the stop" in terms of EPC implementation, now that major users such as Wal-Mart and the US Defense Department have committed to the technology.

"However, delegates agreed that, as an absolute minimum, EAN members should be encouraged to take an active interest in EPC so they could judge when the time for implementation was right for them."

For more information:
EPCglobal's website is at www.epcglobalinc.org Also visit www.ean.co.nz for presentations from the recent EAN conference, which had an EPC focus

Keeping track of the nuts and bolts

By Matthew Sheehy, National Sales & Business Development Manager

Competition in the general merchandise sector has been heating up over the past couple of years, as any red-blooded do-it-yourselfer has seen. Nowadays, almost anyone can pick up a bargain-priced power tool, wardrobe organiser or stainless steel outdoor heater that is absolutely a "must have".

"Want to enhance your indoor-outdoor flow?
We have the tool to do it, and it's on special this week!"

These are great times for consumers to pick up bargains, with a number of new entrants to the market, more stores and a bigger product range to choose from - not to mention floor space measured in football fields rather than square metres. However, all this has put a sharp focus on operational efficiency for retailers of general merchandise. There is a growing challenge to ensure the right product is in the right place at the right time and being charged at the right price. If that sounds simple, try managing up to 40,000 different products of all shapes and sizes distributed throughout the country.

These days, the use of Automatic Data Capture (or scanning) via the bar code is almost universal in general merchandise and has proved a valuable tool, improving accuracy and efficiency at point-of-sale and further down the supply chain. What is more, many retailers are moving to encourage or even mandate bar coding on products.

Improving retailer knowledge

Unfortunately, however, knowledge about how to make a bar code that scans first time, every time, is not spread widely. EAN New Zealand looks to assist general merchandise retailers and their suppliers on EAN standards and why they are important for maximising efficiencies in the supply chain. This may include such things as developing New Zealand guidelines for labelling requirements similar to, or in association with, a document that has been drafted in Australia by the Hardware Working Industry Group.

While the black and white lines that make up the bar code may seem insignificant, they act as carriers for data that is read by a laser and tells the stock control or point-of-sale system which item is being scanned. One issue is that making these lines crisp or sharp can be a challenge on odd-shaped items or flexible packaging – and that covers a lot of hardware and other general merchandise items. Another issue is that the bar code may seem visually unappealing to the product manager and packaging designer; yet it is critical to the supply chain manager, checkout operator, category manager, inventory manager - and especially to the customer waiting impatiently at the checkout. This small part of the overall package is where all the information is collected from – so what happens when it is wrong or does not work?

Supply chain efficiency

Some lessons from the grocery sector may come in useful here. The grocery trade has been using Automatic Data Capture (ADC) and EAN bar coding for 25 years and has seen huge benefits from this technology; so much so, that the key players have fully automated their supply chains to capture maximum benefit. The grocery trade has invested hugely into systems to capture and move information accurately around the enterprise and between trading partners (including suppliers, logistics operators and data recipients such as AC Nielsen). Such systems are almost a mandatory requirement to function competitively in today's environment. However, sometimes the designers and operators of such systems overlook the key that makes the system work: unique identification of items through the bar code. An item error read at the point of sale propagates throughout the entire system, as does a bar code that fails to read, as errors can also arise from the manual entry of the bar code number.

It is quite easy for the cost of this inefficiency to go unnoticed or under the radar of all but the most eagle-eyed and cost-conscious operations manager. This happened for many years in the New Zealand grocery industry until two and a half years ago, when research was carried out to quantify the effects of bad bar coding. It was found that the annual cost of scanning errors in the grocery industry supply chain was approximately $10 million (Efficient Consumer Response Team Australasia, 2000). The findings of this research were sufficiently impressive for the grocery trade to introduce mandatory EAN Verification, which uses ISO standards to ensure the bar code will scan "first time, every time".

Importance of bar coding

When mandatory verification was introduced, it caused a certain amount of distress to grocery suppliers as they were suddenly informed that they were generating poor bar codes on their products and would need to reprint them. However, they soon learnt that they could be missing out on sales because of faulty sales data and incorrect re-ordering.

As time has passed, suppliers have adjusted to the importance of the bar code and the downstream effects of bad coding to the extent that many now use bar coding and ADC in their own supply chains.

This example also highlights the importance of open, global standards such as the EAN system. If standards are set and followed, this ultimately reduces costs to all participants in an industry. In the absence of common standards, each trading partner could specify different requirements and add substantial cost to all.

As new technologies are emerging globally for improved supply chain management, the grocery sector is taking full advantage of these to further enhance their operations. General merchandise is fast catching up, as the benefits of transferring data quickly and accurately become apparent.

EAN New Zealand is currently working with general merchandise retailers to utilise EAN tools to their full advantage to further reduce costs in the supply chain.

Please contact Matthew Sheehy to discuss how EAN standards can help in your business on 04 801 2893 or matthew.sheehy@ean.co.nz

"Bugger, I wish I'd been there!"

By Vikki James, Education and Sponsorship Manager

With over 170 attendees and a top line-up of national and international speakers, our inaugural annual conference was a huge success. So much so, that "Bugger, I wish I'd been there with my staff!" was the comment from a leading CEO when he found out what he had missed (he has already put his name down for next year).

The conference, which was held in Auckland on May 5 and 6, was kicked off by "Warrant Officer EAN Norris" (a.k.a. actor Mark Hadlow, emcee of the conference, who did a wonderful job). Dressed in full military garb, he had everyone stand to attention and form two lines, before he drilled them for a couple of minutes. Having been commanded to march orderly and quietly into the room (which everyone did, possibly out of fear of the wrath of the booming voice of EAN Norris!), the Making IT Happen Conference 2004 was officially underway and quickly moved on to more serious stuff.

Day One covered topics such as "The role of the supply chain in the modern enterprise" (Professor Peter Thirkell from Victoria University), "Driving supply chain efficiencies throughout the organisation" (Alan Hesketh of Progressive Enterprises and a newly appointed EAN board member – see p6 for his profile), while Nestle New Zealand staff Graeme McGowan and Jason Enright gave an interesting presentation on using global standards to reach best practice. After a quick lunch, the "troops" were rounded up by EAN Norris and marched to buses that took them to The Warehouse's distribution centre in Wiri – the tallest, biggest and fastest distribution centre in New Zealand. Hosted by The Warehouse's Scott Kerr, also an EAN board member, this site visit was extremely popular and valuable, if not a little mind-boggling!

The last event of the day was dinner, where everyone could finally relax and unwind. "Celebrating New Zealand" was the theme, and our guest speaker, Bob Campbell, Master of Wine, was a real hit - not to mention the fantastic wines he had personally selected to complement the menu. Bob gave a thoroughly entertaining and educational talk: his anecdotes and trade secrets were very useful.

EPC the way to go

Data Synchronisation and RFID were the main focus of Day Two. Dick Cantwell (Gillette, USA), Margaret Fitzgerald (EPCglobal, USA) and Brian Matthews (VeriSign, USA) arrived on an early morning flight from Singapore, but did not let jetlag stop them from delivering a wealth of information. EPC is clearly the way to go and EAN New Zealand looks forward to delivering more information on this in the near future.

Later in the day, Hon Jim Anderton addressed the conference with a very witty and insightful message: New Zealanders are world renowned for our can-do attitude and innovative ideas, so let's keep our thinking caps on and continue to lead by example.

This was a great summation of the two days: standards, ideas and innovation, all the right ingredients for Making IT Happen.

What people thought

On the subject of ideas, here are some comments (entered into a competition at the conference) from attendees:

"Learnt a lot of things about things that can work with other things to sort a lot of things out."

"And people think I get excited over bar codes! Wait until I start on EANnet and RFID!"

"From prior EAN events, I've heard the ongoing progress from dream to plan to pilot to reality for EANnet and EPC. Well done. So much to take back to my work environment."

"Gave us the big picture, standardised our outlook, provided the data integrity to our thinking, synchronised our minds for collaboration, set the standard for future conferences."

"If only Team New Zealand had adopted Gillette's "Launch and Learn" process."

"RFID, EPC, ECR, EAN, XML, ID, B2B, CML, not to forget PC. What happened to 'She'll be right!' RIP"

"Data synchronisation is not a silly water sport where breath-holding is required."

Thank you to all the presenters and the following sponsors who helped make this event happen:
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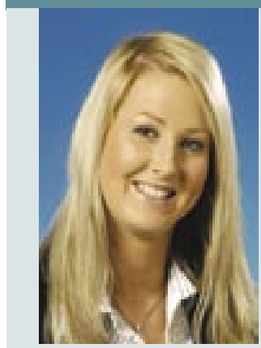
Next year is already shaping up to be bigger and better. Rotorua is the destination and we look forward to meeting you there!



Jessica Coulson

has joined the EAN New Zealand team in Membership Services, taking the place of Anna Jones.

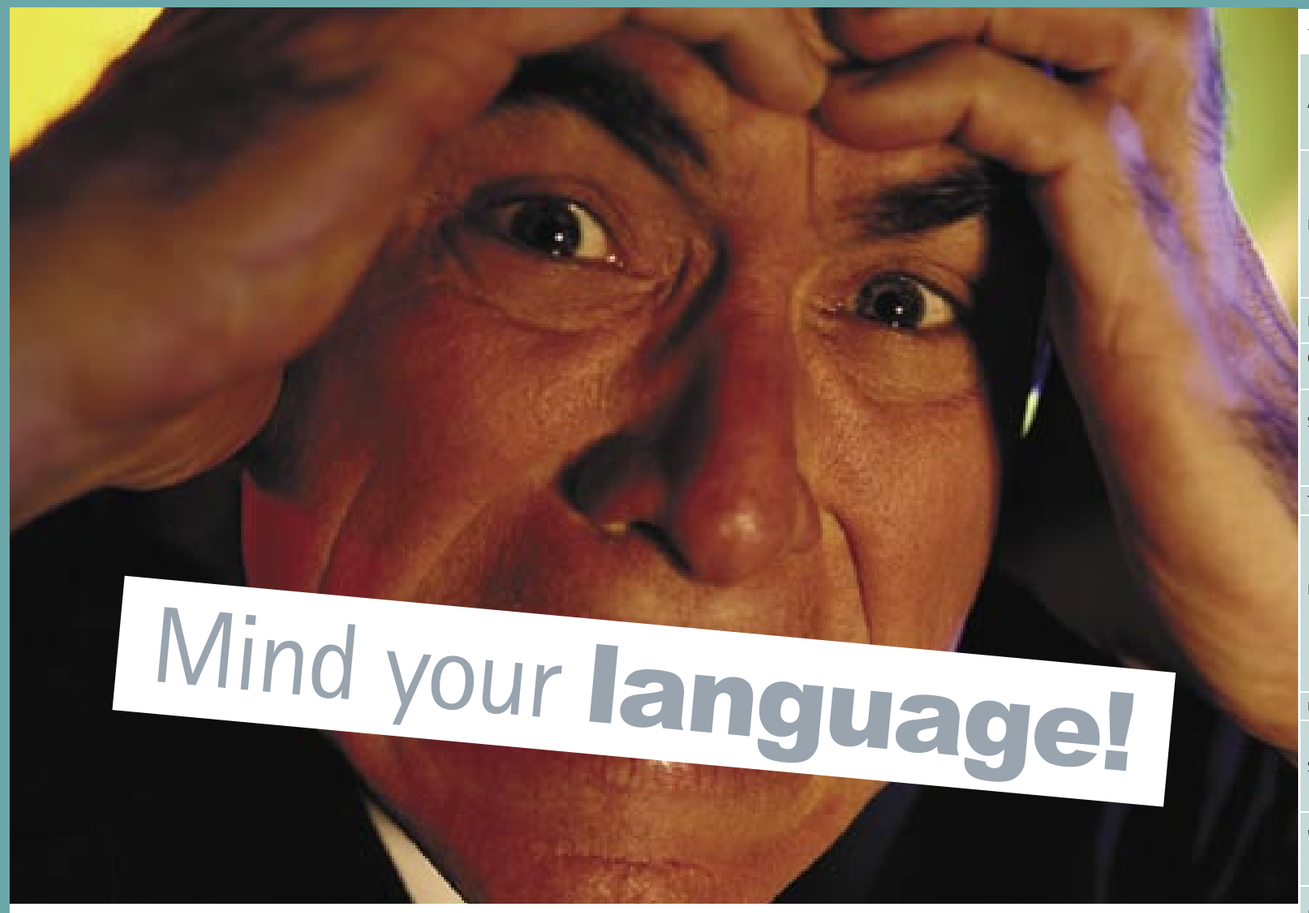
After finishing college in 2002, Jessica worked full time as an administration officer at The Open Polytechnic of New Zealand, where she was responsible for courses on Workplace Assessor Training and The National Certificate in Mental Health. She has also worked part time on the children's television programme *What Now?* as Head Telephone Operator on Sunday mornings and at numerous customer service jobs over the years.

Late last year, Jessica moved to Surfers Paradise and then to Melbourne, where she was a team leader at a sales and marketing company.

Back in this country, Jessica says she is enjoying her role in Membership Services and at EAN New Zealand's front desk.

"I enjoy dealing with members and non-members every day, and am focusing on providing a fast and efficient service at all times."

Contact Jessica on 04 801 0833 or jessica.coulson@ean.co.nz



by Owen Dance, Technical Consultant

EAN terminology sometimes suffers from being too complicated – often, ironically, because too many efforts have been made to simplify or standardise it.

In a fast-changing technological field like ours, communicating new information can be complicated by the incorrect or outmoded terminology in use at the coalface.

Take the simple phrase "The APN wands okay, but it won't scan" as an example.

Translated that could mean – depending on the context and the user's intentions – that an EAN-13 has been checked with a scanner and appears to scan satisfactorily, but it fails EAN verification. Alternatively, it could mean that the user has a wand scanner – also called a pen – that can scan the bar code, but that other scanners can't. Or perhaps there is no EAN-13 involved and we are talking about an EAN-14.

Hours can be spent debating whether a TUN is the same as a DUN or an EAN-128 and where ITF fits in, if at all. Members may talk of being "EAN accredited", "EAN certified" or even "EAN verified". The confusion over membership numbers, global location numbers, accreditation numbers and verification numbers for Universal Buying Forms is legendary.

In the interests of clearer communication, we offer readers this schedule of what's hot and what's not in EAN terminology.

But first, an important principle to remember. There are numbers and there are bar codes – and they are *different things*. Usually (but, unfortunately, not always) they have different names.

TERM	INTENDED MEANING (NOT NECESSARILY CORRECT)	STATUS	USE/DON'T USE	CORRECT ALTERNATIVE (IF APPLICABLE)
APN or APNA number	Australian Product Number (APN) or Australian Product Numbering Association number (APNA number)	Obsolete – dates back to when EAN Australia was the Australian Product Numbering Association, and was never a correct term for a GTIN or a bar code	Don't use	GTIN (Global Trade Identification Number)
EAN	Originally this abbreviation meant "European Article Number". It is still sometimes used to refer to GTINs or bar codes	The original meaning is now obsolete, as "European Article Number" has been replaced by other terminology. "EAN" is now used only to describe the organisation and the international systems it manages.	Don't use when referring to a GTIN or a bar code. Use only when referring to the EAN system or organisation.	For a number, use GTIN For a bar code, use the name of the relevant bar code symbology (EAN-8, UPC-A, ITF-14, etc)
DUN	Despatch unit number (may be used to describe GTIN or bar code)	Obsolete and ambiguous	Don't use	
Carton code or shipper code	GTIN and/or bar code on non-retail trade item	Incorrect and ambiguous	Don't use	
Shipping Container Code (SCC)	American term for GTIN on a shipper (carton) – usually an EAN-14. Sometimes also taken to mean the bar code itself.	Strictly correct term for the GTIN only, used in UCC literature, but confusing because of similarity to SSCC and ambiguity – some users mean GTIN, some mean bar code	Not recommended	
TUN	Trade Unit Number – as for DUN	Obsolete and ambiguous	Don't use	
EAN-128	A number (such as an SSCC or a GTIN), possibly with supplementary data such as batch or date, expressed with Application Identifiers (AI's) in EAN-128 format	Correct but can be ambiguous because some users are referring to the bar code, not to the number	Use, but be aware of potential ambiguity	"EAN-128" is strictly correct but "GTIN" or "GTIN and data" or "data" may be clearer since they plainly do not refer to the bar code
	EAN-128 bar code symbology	Correct, but can be ambiguous because some users are referring to the number, not to the bar code	Use, but be aware of potential ambiguity	"EAN-128" is strictly correct but "EAN-128 bar code" would remove any confusion over whether the number or symbol was meant
UCC-12	American retail bar code/GTIN	Incorrect	Don't use	UPC-A
Scan	Read a bar code electronically (i.e., pass a scanner over it, enabling software to decode it)	Correct	Use	N/A
	Conduct a verification test	Incorrect	Don't use	Verify
Wand	Noun: a pen-type scanner	Correct	Use	N/A
	Verb: to scan, whether with a wand or other device	Incorrect	Don't use	Scan
Bar code	Bar code symbol	Correct	Use	N/A
	The number that goes in a bar code	Incorrect	Don't use	GTIN
Verify or verification	Use a verifier to test the reflective properties of a bar code, but **without** making additional observations to check compliance with all aspects of EAN specifications	Correct	Use	N/A
	Conduct an EAN verification test – that is, use a verifier to test the reflective properties of a bar code, **and also** make additional observations to check compliance with all aspects of EAN specifications	Incorrect	Don't use in this context	EAN-verify or EAN verification
RFID (Radio Frequency Identification)	The use of radio tags and readers instead of bar codes and scanners to capture data automatically	Correct	Use	N/A
	The use of bar codes read by scanners that communicate with their host system by radio	Incorrect: this is "scanning" that just happens to use radio to communicate between equipment instead of wires	Don't use	Scanning (then comment that you use an RF system to transmit the data, if that's relevant)
EAN-accredited	A member of EAN licensed to use the EAN.UCC System	Incorrect	Don't use	EAN member
	A company that has entered the EAN Accreditation programme, received the training and is in the process of implementation	Incorrect	Don't use	
	A company that has completed the EAN Accreditation Programme, including the final audit and formal granting of accredited status, and whose accreditation remains current	Correct	Use	N/A
EAN-certified	A member of EAN licensed to use the EAN.UCC System	Incorrect	Don't use	EAN member
	An individual who has passed the EAN Certificate in ADC Standards course (this term cannot apply to a company)	Correct	Use	N/A

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Woodstock Hill Olive Grove

In this issue of SCAN, we profile two Wellington-based members of our team, Andrea Fleming and Raman Chhima. This is the first in a regular series featuring existing staff members.

Thanks to the phone and Internet, Raman Chhima can represent New Zealand companies and contribute to global standards - all without having to spend an eternity in airports.

A good chunk of Raman's job involves being "virtually there" - on behalf of companies both local and global - to help with the application of EAN standards to supply chain management. As Technical Consultant for EAN New Zealand, he does everything from staffing the help desk to consulting for major companies on traceability solutions.

"Via the help desk, we can assist members with day-to-day problems regarding simple product identification at point-of-sale right through to complex supply chain traceability using EAN-128 bar codes, as well as advising on printing requirements and compliance with ISO print quality," Raman says.

In the eight years that Raman has worked for EAN New Zealand, he has built up an extensive knowledge of EAN standards and systems and, in particular, their application to supply chain management. He lists his key areas of expertise as Automatic Data Capture, EAN systems, RFID and Electronic Product Code, e-commerce through EANCOM, product identification and traceability.

Raman is involved in EAN International's Global Standards Management Process as a GSMP team member (members are welcome to join the various groups or use Raman to convey their issues). He has recently become a virtual member of the European and international working parties developing global traceability solutions for meat and fresh produce, an area in which he has already provided direct assistance to a number of New Zealand's principal primary producers and exporters.

Raman has just completed a Diploma in Information Technology from Victoria University. With what is left of his spare time, he enjoys tramping, hockey (both as a player and as a coach) and reading.

Contact Raman on 04 801 2895 or raman.chhima@ean.co.nz

One of the friendliest voices on the phone at EAN New Zealand belongs to Andrea Fleming, who's now been on staff for three and a half years.

Starting out in Membership Services, she has since moved to her current Marketing and Administration role.

"I really enjoy my day-to-day contact with members – both current and potential - to help ensure their queries are answered," Andrea says.

"I also deal with many clients regarding advertising in SCAN."

Andrea coordinates the production of SCAN as well as looking after all the advertising. She also handles accounts receivable and accounts payable management, membership administration and project work – and even finds time to help out with events organisation.

It's become an EAN New Zealand tradition to present an award at the Christmas function for the Top Contributor for each financial year. No surprise that she was the 2002/2003 recipient.

Outside the office, Andrea is studying the National Diploma in Business part-time to further her career. She also enjoys playing winter, summer and twilight hockey (and is on the executive hockey committee for the Northern United Hockey Club) and plays indoor netball on a weekly basis.

If you need help or you're interested in any of the areas that Andrea's role involves, please get in touch and she will be more than happy to help.

Contact Andrea on 04 801 2892 or andrea.fleming@ean.co.nz

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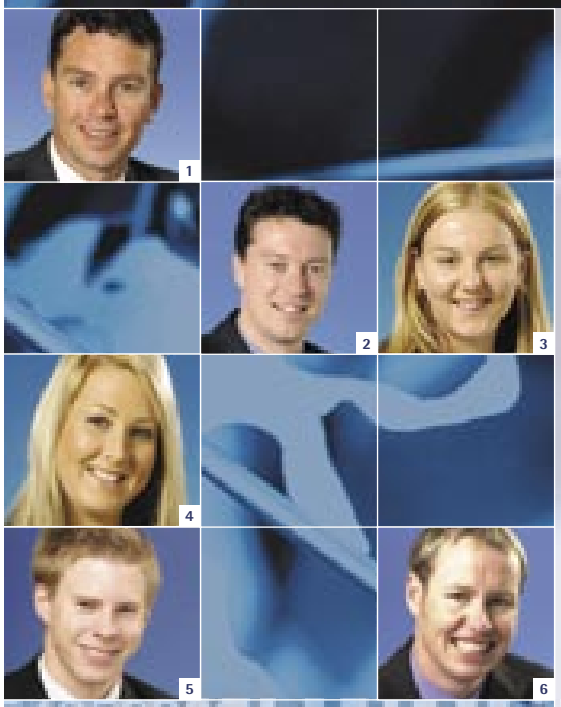

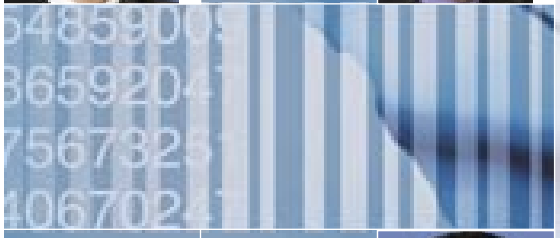

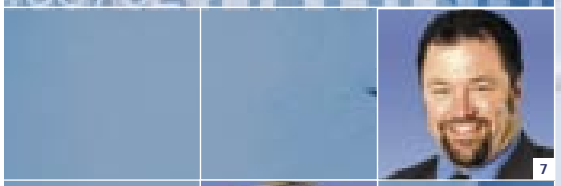

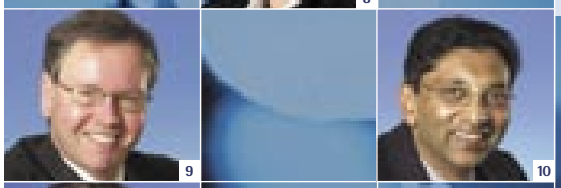

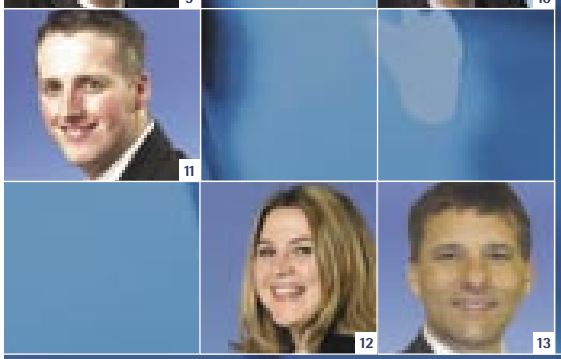

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4 Jessica Coulson – *Wellington based*
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5 Jay Carlsen – *Wellington based*
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