IDENTIFICATION • AUTOMATION • INFORMATION • COMMUNICATION • INTEGRATION

SCAN

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www.gs1nz.org

GS1

One system.

One new name.

One new location.

What's inside

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SCAN CONTENTS

SCAN magazine is produced three times a year (moving to quarterly in 2005) for the benefit of GS1 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.

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EAN NEW ZEALAND

GS1 New Zealand

What's in a name?

When I joined Standards New Zealand in 1998, one of my first tasks was to re-brand. At that time, Standards New Zealand had the lowest customer satisfaction scores our independent market research company had ever measured.

A decision had to be made: Should we dump the name and start afresh with a new organisational name to match a fresh look? After all, what were we to lose by dumping a name that was associated with such lousy customer service?

In the event, it was decided that the link with the past was worth preserving and the name stood. Cutting a proud name merely to disassociate oneself with an unattractive track record of customer service was not warranted—and I'm pleased to say that customer satisfaction soon tracked up to a very respectable level as well.

I hope that you, as members of EAN New Zealand, will by now have picked up one way or another that we have not only changed our brand, but our also our name – from EAN New Zealand to GS1 New Zealand. The more astute of you may have also picked up that we have changed our street address and phone numbers.

What more can we change you might ask? Is this sudden burst of change justified?

As a marketer by training, I am admittedly concerned over the possible dislocation of changing so much at one time. Will people who need us be able to find us? Are we throwing away 25 years of proud history? Why are we changing—is it to create an "air gap" with the past? No way!

The street address? We had to move. Our lease had expired and we did not wish to share our future with the new Wellington inner-city bypass!

The telephone numbers? Telecom's reluctance to get number portability to work has forced us to change telephone numbers as we have moved telephone exchanges by shifting our offices 2km.

The name? I judge that the opportunity to be one of the first EAN organisations in the world to use the new international name GS1 is too good to pass up. GS1 is our future. All EAN organisations will make the transition in the next 24 months. Does GS1 stand for Global Standards 1? General Standards 1? Who cares? GS1 is the global name of a united organisation with the strength of 100 plus countries (including, critically, the United States).

GS1 symbolises a proud past, distinguished service to industry and an exciting future. With the transition to the new name, members can expect to keep all their current advantages and to gain more over time.

Bar code-to-electronic code. Atoms-to-bits. Black & white lines-to-data. It's going to be an exciting ride and New Zealand wants to start early!

Dr Peter Stevens
CHIEF EXECUTIVE

Kathmandu ventures forth with bar coding

Kathmandu wants customers to "live the dream". That dream might be trekking along a wild beach, skiing a pristine snow slope or any other outdoor pursuit where human satisfaction can be enhanced by wearing or using high quality Kathmandu products.

These days the adventure clothing and equipment company is living one of its own dreams – cost-efficient, no fuss stock management. In 2002 Kathmandu took EAN bar coding on an adventure along its supply chain and the outcome has been deep retailing satisfaction.

Both stock shrinkage and inventory levels have been significantly reduced, and huge savings have been made in staff time and management headaches. All this since Kathmandu required EAN bar coded tags to be placed on its products at their point of manufacture, mainly in China, and the company introduced an effective "pick, scan, pack" system at its two major warehouses.

Christchurch-based Kathmandu has seen rapid growth based on its exciting brand and successful strategies for market penetration on both sides of the Tasman. The company now has 16 stores in New Zealand and 20 in Australia. The first two in the UK have opened recently.

Three years ago, stock logistics were more nightmare than dream. Inaccurate stock reporting in Kathmandu warehouses and stores was alarmingly high—largely a result of the business having outgrown the system still in use at that time. Many superbly designed and made jackets and backpacks simply disappeared from sight on the system.

Logistical problems spiralled higher before and during the major sales which are a special feature of Kathmandu for its customers. In sale periods (three or four times each year) stock turn soars and staff, including many employed just at those times, are kept extremely busy.

"We knew our stock management process had to be re-engineered from the start," says Systems Manager Bryan Moore. A project team explored the limitations of the company's existing internal product coding system and recommended Kathmandu migrate to scannable bar codes as part of a fundamental overhaul in its stock management.

The company joined EAN New Zealand and redesigned its codes to easily align with the scannable medium of EAN bar coding. The changes included installation of a new enterprise resources package in Kathmandu's warehouses and stores. For the first time, items of stock could be tracked as they moved through the business – the dream was beginning!

"The process works well, thanks to the accuracy of information flowing from Kathmandu and a shared commitment to keep all parties well informed,"

Kathmandu products are manufactured to the company's exacting standards. With the new system, the mainly Chinese suppliers were asked to attach tags printed with the bar code before each item is shipped off to a Kathmandu warehouse in New Zealand or Australia.

This process has been readily achieved with support from Shore to Shore, a specialist in worldwide supply of bar coded tags and labels for the New Zealand apparel industry. Shore to Shore's operation includes plants in Hong Kong and Shanghai from where most tags can be delivered to Kathmandu suppliers, on time and to the customer's precise requirements.

"The process works well, thanks to the accuracy of information flowing from Kathmandu and a shared commitment to keep all parties well informed," says Shore to Shore Operations Manager Paul Lattimore. The tags are just part of over 145 million such items sourced globally from his company on behalf of New Zealand companies each year.

As stock arrives at the Kathmandu warehouses in Woolston

(Christchurch) and Brunswick (Melbourne), staff manually check items to ensure that the product/label combination is correct. This checking process is critical for the integrity of information flow on all stock.

The system collates stock ordering for each Kathmandu retail store. Items can be easily picked off warehouse shelves as they are needed and then passed through a scanning station as they are packed together in one order for loading onto the delivery truck. This "pick, scan, pack" process means that for every outbound consignment, there is an accurate electronic record of product types, sizes and colours, and of the number of items in each carton.

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The warehouse scanning stations are the key point of inventory control for Kathmandu. Inevitably, the scanning process will reject some items that are actually not required for a particular order. Control is then in the hands of experienced staff who ensure that these are returned to their proper shelves and that the order is indeed filled correctly, or amended.

At the stores, staff need not check the contents of each incoming carton. Stock can be moved quickly onto display racks and, of course, each item is ultimately scanned out of the system at the point of sale. "Thanks to the structure of our inventory control process and the system's accuracy, stock shrinkage has fallen in line with, or below, industry standards," says Bryan Moore.

At night, there is an online feed of sales data from each store to Kathmandu's administration centre. This has also helped shake errors out of stock re-ordering as well as provide much greater transparency on sales performance and inventory levels. "Now we know where all product is, the company has been able to reduce inventory substantially," says Mr Moore.

The benefits also include freeing up store staff to concentrate more on their customers -- especially important during the hectic sale periods. At the same time, Mr Moore says, Kathmandu has been careful not to take automation of stock management too far.

"The key for us has been simplicity in how the system works. It is a mix of old school control by the more experienced staff, and major enhancements through technology and bar coding," he says. "Obviously some judgement is still important in catering for customer demand."

"An overly complicated system would require additional staff simply to maintain it, without any real additional benefit to Kathmandu. We sought the right balance between complexity in the system and efficiency within the particular structure of our business."

Needless-to-say, Kathmandu continues to venture forward with refinements to the system. Mr Moore says there are efficiency gains still to be made in managing stock flows before and during those hectic sale periods, which account for a high percentage of annual sales turnover.

EPC/RFID: The way of the future

8 & 9 FEBRUARY – CARLTON HOTEL, AUCKLAND

This conference separates myth from fact and will give you the knowledge required to begin your RFID project.

At the time of writing, we have confirmed international speakers from EPCglobal, Tesco, Kraft Food, Accenture, Verisign, Johnson & Johnson, Gillette, Visy Industries and Amcor Fibre Packaging.

This conference will also include the official launch of EPCglobal New Zealand™

See the article by Gary Hartley on page 14.

Annual Conference – GS1 World 2005:

Connecting the Dots.... the future of Global Supply Chains

25-27 MAY – ROTORUA

This conference will look at the future of global supply chains—including global standards, data synchronisation, RFID and EPC Technologies.

We'll have a top line up of international speakers. At the time of writing, we have invited Kraft Foods (UK), EPCglobal Inc (UK), Marks and Spencer (UK), Siemens (Germany), University of Adelaide, UK Defence Logistics, and Michelin to name a few! Obviously we'll have some top New Zealand speakers to impart their knowledge as well.

"Connecting the Dots… the future of Global Supply Chains" will also include a trade exhibition for delegates. If you would like to have a stand at the conference please don't hesitate to contact Vikki James (details below).

If you attended this year's annual conference, "Making I.T. happen" (May 2004), then you'll know why next year's is a "must". If you didn't make it this year, make sure you do not miss out again in 2005!

The conference will start at lunchtime on 25 May and finish around 2.30pm on 27 May, with these times intended to smooth travel to and from Rotorua.

Please also note other important upcoming events in the GS1 New Zealand calendar (opposite). In particular, we draw your attention to events on two key issues:

Traceability

As mentioned before in SCAN, food safety and traceability are currently at the forefront of both government and industry discussions around the world. At the time of print for the last issue, we were working hard to confirm Bruce Hawkins from Wal*Mart for the Traceability seminars. Unfortunately he was unable to attend, and in the hope that he can make it, we've re-scheduled this event for 16 March in Auckland.

Miodrag Mitic from GS1 Head Office in Brussels, will also join as a guest speaker, along with representatives from Meat and Livestock Australia and Australian Sheep Industry. By the time this issue of SCAN reaches you, more information will be posted on our website (www.gs1nz.org).

See Dr Peter Stevens' article on page 8

Warehouse Logistics & Inventory Control

This seminar will look at modern warehousing systems for greater control and traceability in the supply chain, and an insight on the latest projects in New Zealand warehousing. Les Wooten from Interlogic Ltd will give a key presentation.

CHRISTCHURCH	MONDAY 7 MARCH
WELLINGTON	WEDNESDAY 9 MARCH
AUCKLAND	FRIDAY 11 MARCH

For information on these events and others, contact Vikki James on (04) 494 1067 or vikki.james@gs1nz.org

Event Diary

FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST
"EPC/RFID: The way of the future"- Conference The Carlton Hotel, Auckland 8 – 9 February	**Warehouse Logistics & Inventory Control** Christchurch 7 March	**EANnet Workshop** Christchurch 4 April	**Bar Code Foundation** Christchurch 2 May	**Industry Seminar** Topic/venue to be advised	**Industry Seminar** Topic/venue to be advised	**Bar Code Foundation** Christchurch 15 August
Bar Code Foundation Auckland 21 Feb	**Warehouse Logistics & Inventory Control** Wellington 9 March	**EANnet Workshop** Auckland 6 April	**Bar Code Foundation** Auckland 4 May			**Bar Code Foundation** Auckland 17 August
Bar Code Foundation Christchurch 23 Feb	**Warehouse Logistics & Inventory Control** Auckland 11 March	**EANnet Workshop** Wellington 7 April	**Bar code Foundation** Wellington 5 May			**Bar Code Foundation** Wellington 18 August
Bar Code Foundation Wellington 25 Feb	**Traceability** Auckland 16 March	**Verification Workshop** Christchurch 18 April	**Annual Conference - GS1 World '05.** "Connecting the Dots… the future of Global Supply Chains" 25-27 May Rotorua			**EANnet Workshop** Christchurch 22 August
		Verification Workshop Auckland 20 April				**EANnet Workshop** Auckland 24 August
		Verification Workshop Wellington 21 April				**EANnet Workshop** Wellington 25 August

Pasture-to-plate traceability: Coming, ready or not!

Traceability is a hot topic everywhere. Worldwide, producers are asking themselves whether their traceability systems are up to standards required by new laws in the European Union and the United States. In GS1's experience, many producers in New Zealand and overseas are unaware that the regulatory environment is changing, and have little understanding of whether their systems would pass muster if put to the test. In the next three issues of SCAN, Dr Peter Stevens will explore the issue of traceability and look at why the European Food Forum and other important bodies say the EAN.UCC system is a pre-requisite for traceability compliance.

Seeing food safety and Europe in the same sentence, most people think of Bovine Spongiform Encephalopathy, or "mad cow disease" as it was crudely known. True, since the outbreak of BSE in 1987, new controls have been put on feed practices, stock movement, slaughter processes, ingredient labelling and exporting, and existing controls have been tightened.

However, a more shattering food safety event occurred in Belgium in 1999, after a car demolition company delivered oil from a transformer to an oil recycling plant. This delivery contained approximately 1 gram of dioxin, a well-known carcinogen. Unfortunately, this oil ended up in a vegetable oil storage tank. The vegetable oil, in turn, became an ingredient in the production of animal feed – and thereafter, the dioxin entered the human food chain. The episode continued:

"The problem could not be contained since a targeted recall was impossible. There were few records on the feedstuff ingredients, the product date or the batch identity. It was impossible to ascertain whether other feed factories were involved, which farmers had bought the contaminated feedstuff, let alone which food products were contaminated and to which countries these products had been transported.

"Consequently, it was impossible to launch a proper recall, due to a lack of coherent and adequate information. As a result, millions of Euros were wasted on the withdrawal and recall of products that in hindsight were perfectly safe, but that were considered to be a major public health risk at the time.[1]"

It would be hard to find a more perfect illustration of the interconnectedness and geographically-spread nature of a modern food chain.

The European Union learnt that unless full traceability systems were in place, determining that food was safe (even within defined risk parameters) was difficult, and that acting on a threat to food safety was almost impossible. The most visible result of intensive investigation into the episode has been the EU Food Law, passed in 2002 and soon to be come a legal obligation within the EU. Similar traceability obligations are imminent in the United States.

New EU & US laws

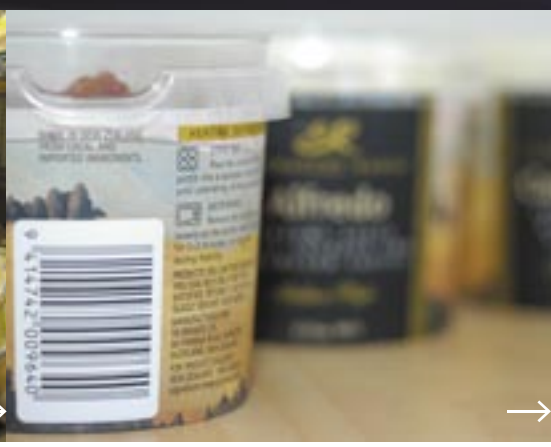
The EU Food Law (formally known as EU Regulation 178/2002) requires all food products in the EU to be traceable back to the supplier with effect from **1 January 2005**. Its key requirements are in three articles:

"Where an "incident or crisis" occurs all food in the "batch, lot or consignment (shall be presumed to be) also unsafe unless following a detailed assessment there is no evidence that the rest of the batch lot or consignment is unsafe."

(EU 178/2002: ARTICLE 14 FOOD SAFETY REQUIREMENTS).

*"Food and feed business operators **at all stages of** production, processing and distribution within the businesses under their control shall ensure that foods or feeds satisfy the requirements of*

[1] *Source: Implementing Traceability in the Food Supply Chain. CIES – The Food Business Forum. March 2004.*



food law that are relevant to their activities and shall verify that such requirements are met."

(EU 178/2002: ARTICLE 17 RESPONSIBILITIES; EMPHASIS ADDED).

"The traceability of food, feed, food-producing animals, and any other substances intended to be, or expected to be, incorporated into food or feed shall be established ***at all stages*** *of production, processing and distribution.*

... To this end, such operators shall have in place systems and procedure which allow for [traceability] ***information to be made available*** *to the competent authorities on demand."*

(EU 178/2002: ARTICLE 18 TRACEABILITY; EMPHASIS ADDED).

Importantly for NZ suppliers of food, the Food Law just covers general requirements for all foods. Some foods that we specialise in – beef, beef products, fish, non-GMOs – have labelling and traceability requirements that run considerably "in advance" of those in the base Food Law. (EC Regulation 1830/2003, for example, concerns the traceability and labelling of genetically modified organisms).

The US Public Health Security and Bioterrorism Preparedness & Response Act (2002) is comparable to the EU Food Law. In the US, food safety is treated as part of a wider food security issue with a particular focus on secure chains of custody (hence the reference to "bioterrorism"). However the new legislation encompasses record keeping to identify the immediate previous sources, and the immediate subsequent recipients, of foods and their packaging.

The Act is now being phased into effect, gradually establishing an explicit "one-up, one-down" traceability requirement in the US. Section 306 provides for official access to records under certain specified circumstances and permits the Food & Drug Administration (FDA), by regulation, to require the establishment and maintenance of limited "chain of distribution" records.

Traceability defined

Many people get confused on traceability and other terms. Some useful definitions:

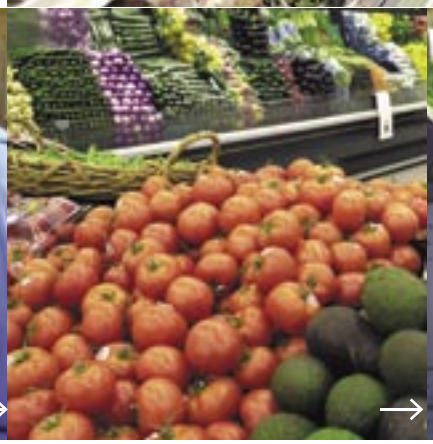
- ***Tracking:*** The capability to follow the path of a specified unit of a product through the supply chain as it moves between organisations.
- ***Tracing:*** The capability to identify the origin of a particular unit and/or batch of product located within the supply chain by reference to records held upstream.
- ***Traceability:*** A verifiable method for identification of growers, fields, manufacturers and others involved in the packaging and transport/storage of food at all stages of the supply chain. Identification numbers must be applied and accurately recorded guaranteeing a link between them.

Thus, tracking involves movement "downstream" towards the point of use (or beyond) and tracing looks "upstream". Just because you have a good tracking system does not mean you will have traceability "sorted". It is entirely possible to know where everything has gone without being able to work out where it came from!

Likewise, it is possible to have good traceability but poor tracking. An example of the latter is where an individual item is marked with all the details of its origin but not tracked at all through the supply chain. On request, the producer will be able to demonstrate where a product came from, but not a "chain of custody" of the kind required by the Europeans and Americans.

Of course, in many ways knowing where your products came from and where they go to can be seen as just good business practice. It is an established part of many quality management systems, for example ISO 9000.

Companies with no traceability system may well be courting disaster because the new EU law and regulations enable European authorities, in the absence of verifiable information, to block access for suspect products. The block may apply to just one grower, to a production region or a whole country of origin (New Zealand perhaps?)



Traceability systems

There are four essential ingredients for any traceability system to work properly, and certainly for it meet EU and US requirements.

1. ***Accurate and timely record keeping:***
   Accuracy and speed of data recording and retrieval are benchmark elements, along with cost effectiveness. Some data must be systematically transmitted between supply chain participants (as agreed among them).
2. ***Batch composition:***
   The efficiency of any traceability system depends on the weakest link in the supply chain. Batch composition is a critical consideration—the more homogeneous the batches are, the more accurate the information in the system.
3. ***Links between successive trade and logistics unit configurations:***
   Identification numbers must be accurately applied and recorded in order to guarantee a link between successive packaging and transport/storage configurations. Each company is responsible for managing links between and within what their suppliers deliver, their own product alteration processes, and what they then supply to customers.
4. ***Electronic communication of traceability data:***
   The data may be transmitted by electronic means, such as EDI or XML and related to either: the traded unit's Global Trade Item Number (GTIN) and its batch/serial number; or the logistics unit's identification number (eg a Serial Shipping Container Code).

Once all these ingredients are in place, a traceability system can be made to work efficiently.

In the next SCAN, Dr Stevens will discuss traceability system implementation and how EAN.UCC standards can support a system. He will explain how industries such as wine, beef, seafood and fresh produce have worked with EAN to develop industry-specific implementation guidelines.

EDIS International joins GS1 partnership

BY VIKKI JAMES, EDUCATION & SPONSORSHIP MANAGER

Global e-commerce company EDIS International has become the first Premium Partner of GS1 New Zealand's Alliance Partner Group.

The Partner programme provides opportunities for leading companies to collaborate with GS1 and with other partners, and makes it easier to contribute to the development of global standards for supply chain management and e-commerce.

EDIS is an ideal Premium Partner – an innovative company specialising in electronic data interchange and e-messaging for businesses, and providing solutions that help companies join EANnet.

EDIS's Electronic Bill Presentment & Payments (eBPP) and B2B i-commerce software are changing payment systems worldwide. With EDIS software solutions, a company can start with an electronic product catalogue, add i-commerce features in areas like purchase ordering and invoicing, and then complete its transactions with electronic processes for payment and reconciliation.

As a Premium Partner, EDIS will work with GS1 New Zealand on further standards and solutions that make doing business easier for GS1 members.

EDIS has been providing i-commerce B2B software and network services to clients for over 15 years with a range of world-leading technologies. It operates through a series of strategic partnerships with distributors who include Unisys, Global eXchange Services and Geac Enterprise Solutions.

EDIS is also a New Zealand distributor for Product Catalogue Manager (PCM) which is a natural partner for companies wanting to meet the data synchronisation requirements of EANnet.

EDIS Chief Executive Officer Mark Sewell says a large number of New Zealand companies still have no e-trading capability even though the internet now makes low cost solutions accessible to businesses of all sizes. Mr Sewell says companies can start saving money immediately and the i-commerce software pays for itself within the first month of operation.

He says that EDIS is now looking to bring next-generation internet banking and i-commerce solutions to market and the Premium Partnership with GS1 New Zealand will really help with this.

Indeed, Mr Sewell sees GS1, as a leading brand in data standards, will be an essential partner as EDIS continues to position itself right at the front of i-commerce development.

"GS1 New Zealand's international affiliation is very important, as we are a global company," he says. "By developing a closer relationship with GS1 in this country, we're also building a platform for closer links with GS1 worldwide."

Mark Sewell
EDIS Chief Executive Officer

About the Alliance Partner Group

GS1 New Zealand's Alliance Partner Group was established to enhance the relationship between GS1 and its members. There are three types of Alliance Partnership: Trade, Business and Premium (with Premium being the top tier). An extensive list of benefits includes promotion at GS1 New Zealand conferences and on material distributed to GS1 New Zealand's 4000 plus members, presentations on new technologies and initiatives from GS1 and other Alliance Group members, and greater involvement in the development of global standards.

FOR MORE INFORMATION

Vikki James on (04) 494 1067 or vikki.james@gs1nz.org

Mark Sewell, EDIS International on (09) 571 4200 or mark.sewell@edisinternational.com

Also see www.edisinternational.com and www.gs1nz.org

EANnet News

BY ROB TURNER, TECHNICAL CONSULTANT

Packaging Accord

EANnet could play a key role in implementation of the new Packaging Accord between industry and government. There is growing awareness that EANnet will become a valuable repository of data on packaging, with particular use in monitoring progress under the sector action plans appended to the Accord, The five-year Accord, signed by more than 200 organisations in August, is aimed at substantial reduction of New Zealand's packaging waste. Its sets targets for the amount of different types of packaging materials that must be recycled from 2008 onwards.

EANnet already holds packaging information for a significant volume of grocery items from Australia. This will grow as EANnet is increasingly adopted by the New Zealand grocery industry. Indeed, EANnet will be particularly useful for this sector as its members meet both the requirements of the Accord and their trading partners' commercial requirements using a single system. Tony Nowell, Chairman of the NZ Food and Grocery Council, recently predicted that EANnet "will be critical to the functioning of the Packaging Accord".

GS1 New Zealand has met with a number of the sector leaders to discuss progress with EANnet and its potential as a central repository of packaging information. Discussions are ongoing. For more information on the packaging accord see www.packaging.org.nz

Foodstuffs commitment

The three Foodstuffs companies have passed another milestone in their implementation of EANnet by registering as Data Recipients. The companies are now required to pay subscription fees, further signalling Foodstuffs' commitment to the system. The companies want to be able to receive data from six pilot suppliers via EANnet by mid 2005 and ultimately, to eliminate the use of UBFs. Following this, Foodstuffs will undertake a phased rollout to other suppliers.

Data integrity

Companies working on implementation of data synchronisation are learning that sustainable solutions are key to maintaining the integrity of the data.

A report published by ECR Australasia ("Data Integrity and Synchronisation") details the experiences of some companies that are implementing EANnet. A number found that, after spending much effort to clean up their data, the gains were not maintained thereafter. This has highlighted the role of business processes in safeguarding data integrity on an ongoing basis.

EANnet registrations

Since GS1 New Zealand started to accept registrations for EANnet, 23 New Zealand companies have registered for EANnet, bringing the total number of companies registered on EANnet to over 450. The NZ companies are

1. Abe's Real Bagels
2. Andrew Brands
3. Barkers Fruit Processors
4. Delmaine Fine Foods
5. Foodstuffs (Auckland) Ltd
6. Foodstuffs (South Island) Ltd
7. Foodstuffs (Wellington) Ltd
8. Griffins Foods
9. Healtheries
10. Image Net Ltd
11. JH Whittaker's
12. Johnson Diversey
13. Lion Nathan (trading as Maltexo Ltd)
14. Moi Agencies (On the Mark)
15. Nice and Natural
16. Pita Bread
17. Preston Group (Mills Reef Wines)
18. PSM Healthcare (HMG – Healthcare Manufacturing Group)
19. Sealord
20. SellAgence (distributors of Gillette/Ferrero)
21. Tasti Foods
22. Villa Maria Wines
23. Bell Tea Company

For an up to date list of companies that have registered please visit www.gs1nz.org/eannet/users.aspx

Going onto EANnet?

GS1 New Zealand advice:

- Look closely at your business processes to ensure the benefits of data synchronisation really can be secured over time — we can organise support from experienced consultants who have assisted with scores of EANnet implementations
- Contact us to discuss your roll-out timetable — it can take six to 12 months
- Registration can cost as little as $60 per quarter — we can give you all the information relevant to your particular business

Expo Success

GS1 New Zealand had a very successful presence at the Foodtech Packtech Expo, held at the Auckland Showgrounds during October.

Our stand at the expo promoted EPCglobal, provided a mobile verification service and offered some free consulting. It was also a great opportunity for GS1 staff to meet members.

In recognition of the rising importance of EPCglobal, Gary Hartley (Manager for Strategic Initiatives) was on hand to talk with expo visitors and other businesses at the event. Gary takes the opportunity whenever he can to "spread the word" on EPC/RFID (see article, page 14).

The verification service was set up at the expo to provide on-the-spot verification reports using samples which members brought with them to the expo. Jay Carlsen (Verification Services) was able to show many members how a verification test is carried out and how the report is written.

If the sample verification failed, then the member could book in for a free consulting session with Owen Dance, Raman Chhima or Claire Kelly, who were each at the stand to help in this way. It proved a very popular service. We even had a member from as far away as Geraldine, South Canterbury, visit the EAN stand with a sample for verification.

Products received for verification were often then left by the member – and GS1 New Zealand was pleased to donate these to the Auckland City Mission. Thank you to all who contributed in this way.

After the expo, GS1 New Zealand plans a consulting "road show" to strengthen relations with members around New Zealand. Watch out for more news on this.

LEFT TO RIGHT *Claire Kelly, Owen Dance, Jay Carlsen and Gary Hartley.*

Supply chain shake-up with

BY GARY HARTLEY, MANAGER FOR STRATEGIC INITIATIVES

Seldom has a single announcement from a retailer sent industry into such a spin worldwide. But then again, there is only one Wal*Mart – the largest retailer on the planet. Just over a year ago, Wal*Mart announced that its top 100 suppliers would be required to put Radio Frequency Identification (RFID) tags on cases and pallets by January 2005. Other retailers and buyers quickly followed suit, including the US Department of Defense.

Almost single-handedly, Wal*Mart accelerated the implementation of RFID and the use of Electronic Product Code (EPC). EPC/RFID is creating a whole new way of managing products and ushering in a new era of supply chain efficiencies worldwide. Wal*Mart's announcement was not a benevolent act of generosity for industry-wide progress. Rather, it was a calculated effort to make improvements in the company's supply chain efficiency.

The Auto-ID Center headquartered at Massachusetts Institute of Technology (MIT), working in conjunction with industry leaders and five other academic institutions around the world, designed a system for bringing the benefits of RFID to the global supply chain. That system is comprised of the RFID technology, EPC and supporting software based upon EPCglobal standards, and is referred to as the EPCglobal NetworkTM.

Once EPC technology was developed, it was always the intention to commercialize it through an experienced, standards-making body. EAN International and the Uniform Code Council, (UCC) were chosen as implementation partners because of their many years of experience in developing and managing global standards. EAN International and the UCC formed EPCglobal Inc™, an open, worldwide, not-for-profit consortium of supply chain partners working to drive global adoption of the EPCglobal Network.

Prior to the development of EPCglobal Inc, there was no neutral body to develop globally recognized standards or methods for collecting and communicating such information. In addition, prior to the development of the EPCglobal Network, there was no vehicle for data sharing and communications within global supply chains. With the creation of the EPCglobal Network, there is now a medium where information can be collected, utilised, and communicated across supply chains, across industry and around the world. As the medium, the EPCglobal Network will provide significant benefits for commerce, security and consumers alike.

So, what exactly is this RFID?

Radio Frequency Identification (RFID) is a technology that identifies objects using radio frequency technology. In its most basic form, RFID requires two components:

- The first component is a radio signal transponder, or tag, that is attached to an object. The tag consists of a 'chip' that contains identifying information about the object to which it is attached and an antenna to communicate that information via radio waves
- The second component is a reader, which creates a radio frequency field that detects radio waves. When a tag passes through a radio frequency field generated by a compatible reader, the tag reflects back to the reader the identifying information about the object to which it is attached, thus identifying that object. Consequently, in an RFID

EPC/RFID

system, there is no line of sight requirement for product identification because RFID tags do not need to be seen by a scanner to be identified

Leveraging existing RFID and Internet technologies, the EPCglobal Network will convey real time data about individual items as they move through the supply chain.

It appears that most New Zealand businesses with an interest in technology, including some very large businesses, are keeping a watching brief. Some seem to be looking for an "off the shelf" guide to making a risk free return on investment. Unfortunately, there isn't one. At EAN's annual conference held in Auckland recently, Gillette VP Global Business Management, Dick Cantwell emphasised the disruptive nature of EPC technology and provided some useful insights into how businesses begin the process of building an EPC/RFID roadmap.

"Businesses need to map out their supply chain to really understand the process by which goods get from the manufacturer to the customer as it occurs today," Cantwell said. "Then, they need to break down each stage of the process to see where EPC compliant tags could be used to replace, change or speed up existing processes. The next stage is to do an 'as is' versus an EPC/RFID pilot to validate assumptions. You've got to have skin in the game."

Before outlining what an EPC/RFID adoption roadmap looks like, a word of clarification. It is important to note that the technology is a business enabler – not a solution in itself. Competitive advantage will go to those businesses that are able to: first, determine where and how they can apply this technology; and second, create new business processes that are EPC/RFID-enabled to achieve sustainable operational improvements.

EPC/RFID adoption roadmap

There are four distinct phases for most companies adopting EPC/RFID.

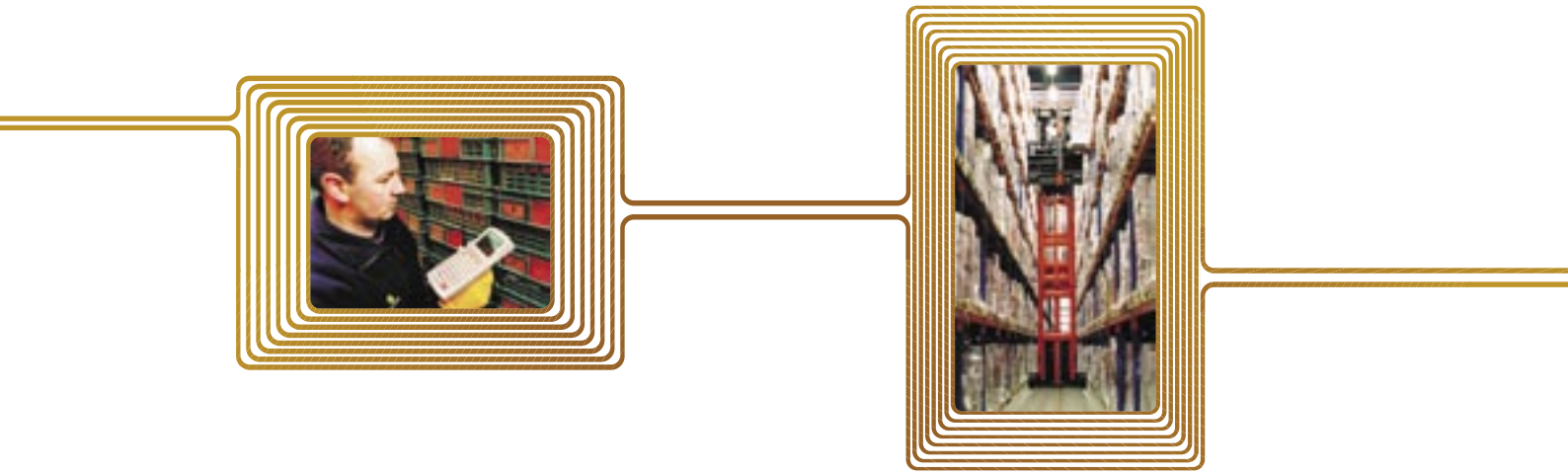
Learn

Most companies will need a few individuals with a foundational understanding of the technology. The first key decision is to appoint the company's EPC/RFID champion – someone who is charged with monitoring developments and advising senior management. The word will spread internally as staff attend seminars, read articles and begin to discuss issues.

This is a critical phase and there are three risks that could produce sub-optimal scenarios for the company:

- The initiative stalls through the champion's ambivalence or indifference
- Minimum effort is put into complying with important traders (the so-called "slap and ship" approach)
- The champion thinks this is the 'silver bullet', thereby making the project goal overly ambitious

The turning point is the realisation that in order to move forward, theory must be converted to practice.



Experiment

The key objective at this stage is to develop a manageable high-level business case and a small technology proof-of-concept pilot confined within the business. In essence, this stage is about business process and simply being comfortable with the technology. It's an iterative combination of understanding process possibilities and limited trials using the technology.

The Experiment stage allows companies to understand more clearly how well suited the technology is to their products and environments. The turning point is reached when the experiments are considered successful, the opportunities are seen as achievable and there is a critical mass of enthusiasm within the business. This is when the business case is taken to board level.

Evaluate

Entering this phase implies that the company is serious about conducting operational trials. Step one is to develop an 'EPC vision' and determine funding and company resource requirements. Advice from companies that are advanced with EPC implementation suggests that finding the right partners to assist in trials is crucial. These may include: tag suppliers, reader suppliers, EPC/RFID integrators, systems integrators and middleware/software suppliers and, of course, GS1 New Zealand. Experience also indicates that it is easier to pilot with like-minded companies that are at the same point of EPC evolution as your company.

Moving to an operational pilot, companies will scale up the volume of items tagged and advance integration with core systems. The next key decision comes when the decision is made for wider adoption and roll out. Deployment strategy considerations include: trading partner adoption, development of management policies, selection of technology partners, systems integration planning, transition planning, and a detailed business case.

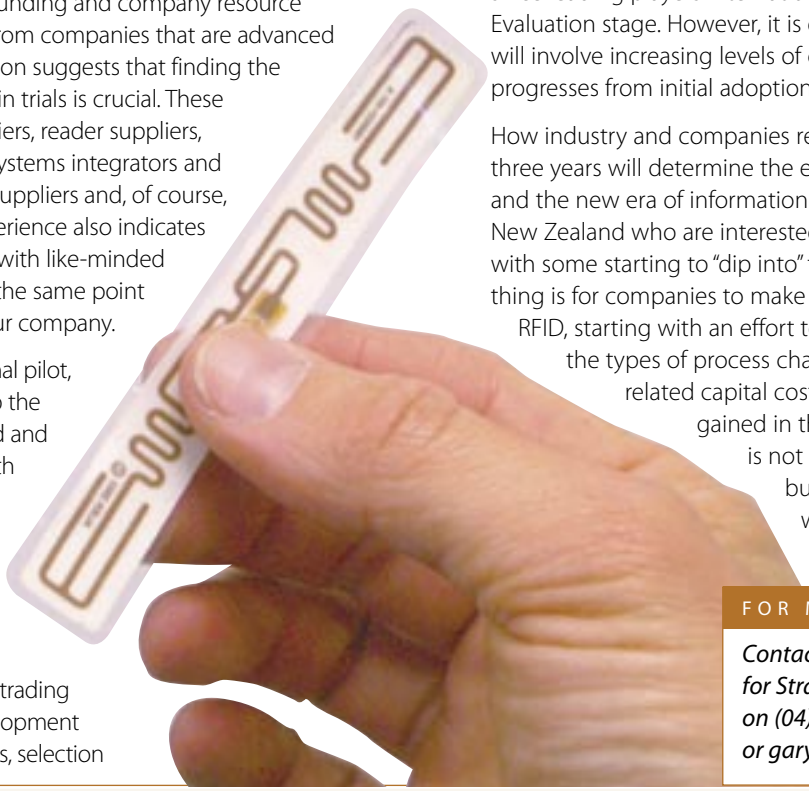
The companies leading the way towards Adoption have found that the emphasis on costs will change as the implementation becomes more mature:

- *Year One* – The most significant costs are in systems integration. Only a small number of tags and readers will be required for operational testing.
- *Year Two* – More tags are required to track product through the supply chain and they will become the largest cost element.
- *Year Three* – Most of the infrastructure is in place and deeper process change takes over with the focus now on detailed design, development, education and continuous process improvement.

Adopt

This phase of the journey is recognised as uncharted territory since leading players internationally are still largely in the Evaluation stage. However, it is expected that the deployment will involve increasing levels of complexity as implementation progresses from initial adoptions.

How industry and companies respond over the next two to three years will determine the eventual success of EPC/RFID and the new era of information sharing. Most companies in New Zealand who are interested in RFID are at the Learn stage, with some starting to "dip into" the Experiment stage. The key thing is for companies to make some commitment to EPC/RFID, starting with an effort to understand the technology, the types of process changes likely to be involved, related capital costs and the value that might be gained in the business. Remember—this is not about the technology per se, but rather what can be achieved with the technology.



FOR MORE INFORMATION ?

Contact Gary Hartley, Manager for Strategic Initiatives, on (04) 494 1063 or gary.hartley@gs1nz.org

Staff Profile

Alice Fitzgerald and Jonny Wild

Alice Fitzgerald and Jonny Wild are the two part-time members of the verification team. Their roles involve carrying out testing of samples, which have come in for verification, advising members on how to improve the bar coding process within their business, and forming one of the important parts of the feedback loop to the sales team.

Both Alice and Jonny have now completed the GS1 New Zealand Certificate in Automatic Data Capture Standards

Alice, who joined GS1 New Zealand in 2003, is in her first year of a double degree in Commerce and Arts at Victoria University. With the time left after work and university, she enjoys painting and coaching a secondary school netball team.

Jonny, who joined in January 2004, is in his first year of a double degree in Commerce and Science at Victoria. In his spare time, he enjoys learning to fly and coaching a secondary school rugby team.

Buyers newsletter

GS1 New Zealand has launched a bi-monthly newsletter for buyers throughout the grocery trade.

The newsletter will answer frequently asked questions on GS1 and our services. It is important for buyers to keep up with developments because they are often directly affected. Changes to the Verification Report are a good example.

The first newsletter went out in September 2004 with information on these topics:

- The UBF form and how GS1 is involved
- Interim verification reports versus the final verification report
- An update on EANnet including a brief description and an up to date list of registered members
- EAN New Zealand's name change to GS1 New Zealand
- A list of EAN Accredited New Zealand manufacturers

GS1 New Zealand Buyers' Newsletter

GS1 New Zealand

September 2004

This is the first in a series of bi-monthly newsletters, which aim to answer several frequently asked questions regarding GS1 New Zealand and our services. Being the first in the series, this newsletter is a bit of an experiment to see what types of information are required and relevant to the readership, it is also a bit larger than what will normally be produced. This newsletter is being sent to buyers throughout the grocery trade and will be kept brief giving general overviews of what's going on at GS1. If there is anything that you believe would be relevant and important to include in this newsletter or would like further information on included topics, please reply to myself at jay.carlsen@gs1nz.org or (04) 494 1061.

This newsletter contains information on the following subjects:

- The UBF form and how GS1 is involved
- Interim verification reports versus the final verification report
- An update on EANnet™ including a brief description and an up to date list of registered members
- EAN New Zealand's name change to GS1 New Zealand
- A list of GS1 Accredited New Zealand manufacturers (for your reference)

The UBF form and how GS1 is involved

The UBF form has a section allocated for GS1 product verification information. This is a mandatory requirement from the grocery trade to ensure that all new, repackaged, and promotional products entering the supply chain in the grocery sector will scan correctly first time, every time. This is relevant to all levels of packaging and is critical for the easy flow of goods from the warehouse to the checkout.

FOR MORE INFORMATION

Questions about the newsletter can be directed to Jay Carlsen on (04) 494 1061 or jay.carlsen@gs1nz.org

Bar Code Verification Reports – our new process

Member companies can now apply for EAN Bar Code Verification reports in the Member Console of www.gs1nz.org The new online process means:

- You no longer need to write out details such as name, phone number and email address (the details are known as soon as you log-in); and
- GS1 New Zealand staff will soon be able to track items from the moment they arrive

It is important to note, however, that physical samples still need to be sent to Wellington so that the tests can be done.

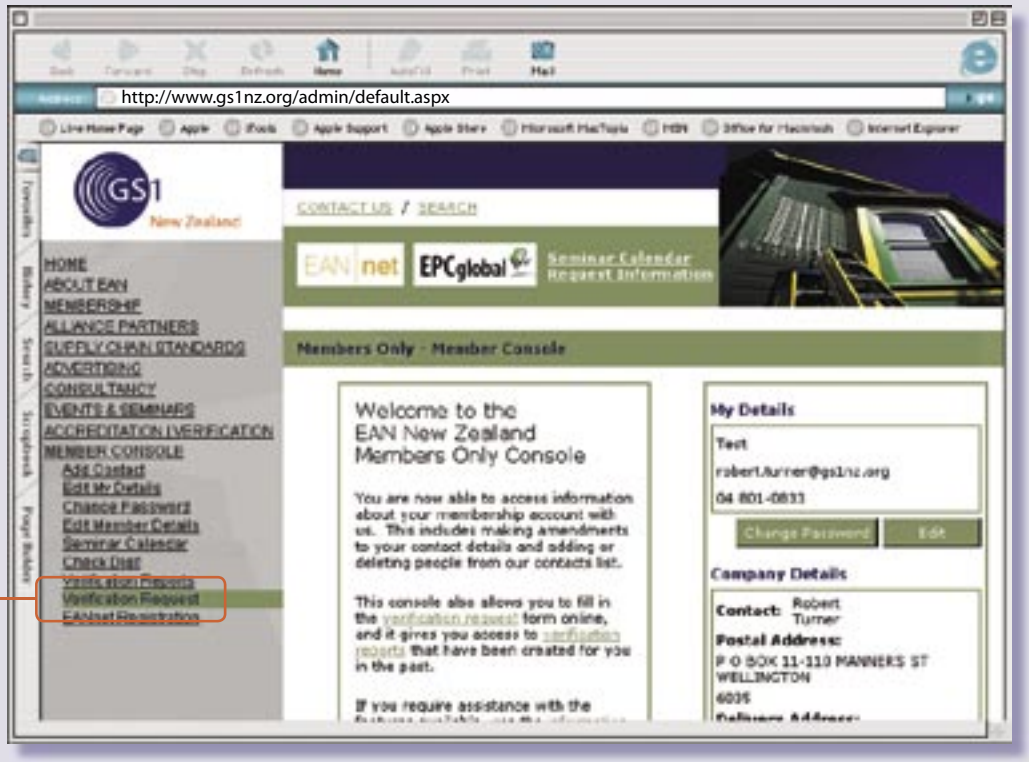
The Member Console, launched last June, enables members to perform a range of activities:

- View Bar Code Verification Reports completed within the last 12 months
- Register for EANne
- Browse the EAN.UCC General Specifications
- Amend Company details
- Amend your personal contact details
- View Recent Transactions (this screen will tell you if your account is overdue)
- Create login details for other users in your company to be able to use the Members Console

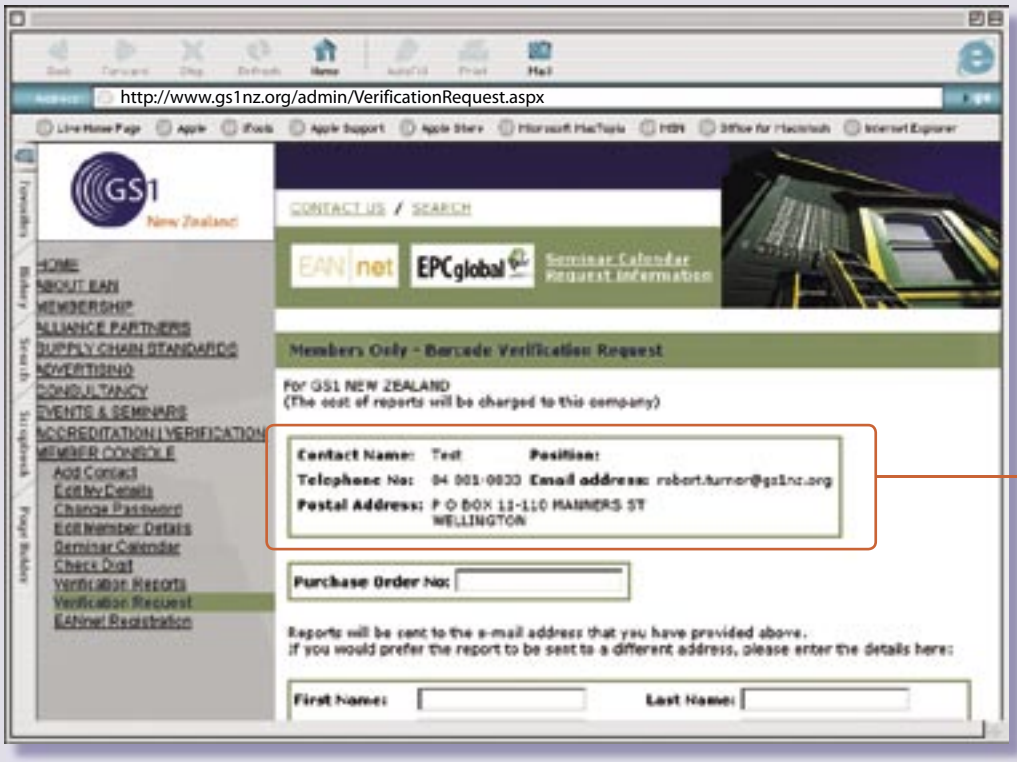
To use the Bar Code Verification Report online request form:

1. Enter your Account number, email address and password into the appropriate section of the home page www.gs1nz.org (see screen shot) and click on 'Login' If you need these details, contact Jessica Coulson on (04) 494 1050 or jessica.coulson@gs1nz.org
2. You will then be able to see the "Members Only - Member Console" Page. Click on Verification Request – this will take you to the Bar Code Verification Request Form.
3. Complete the form as per the online instructions. Your details should appear in the first part of the form (Note - these can be amended from the previous screen if incomplete or inaccurate).

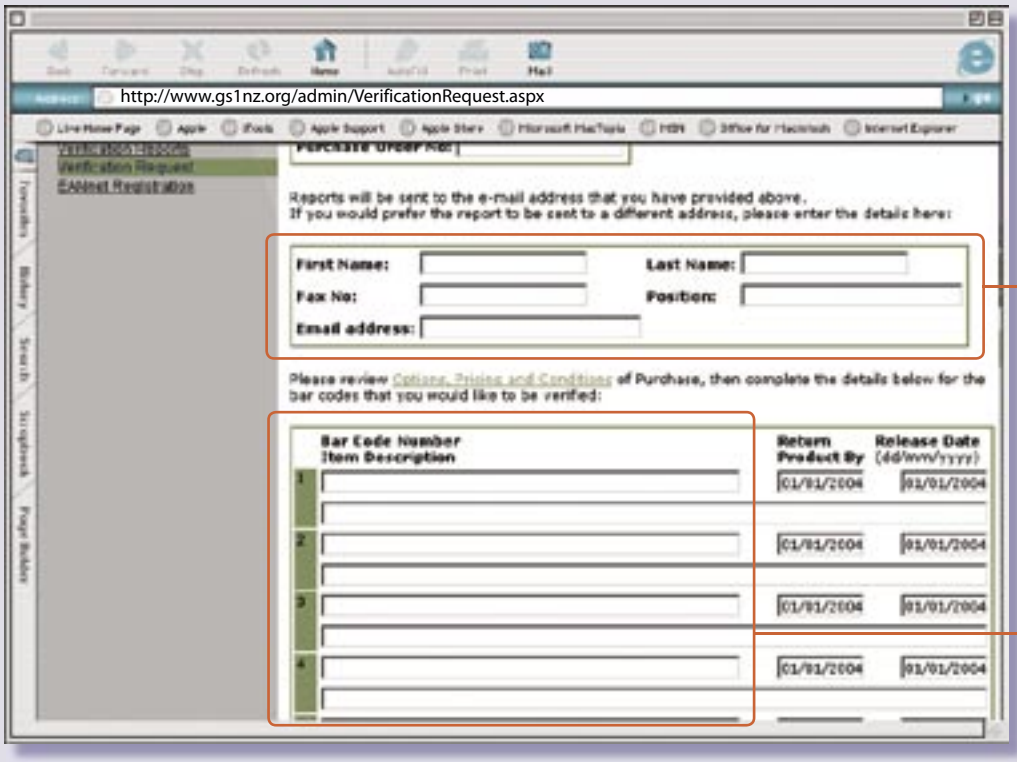
   Fill in the bar code number and description for the items that you are going to send to us, into the bottom part of the screen. If you would like the reports to be sent to someone other than yourself then please complete the middle part of the screen.
4. Scroll to the bottom of the screen and click on the submit application button.
5. A confirmation page will then appear. Please print this out and, with your bar code samples, send to:
   GS1 New Zealand, Level 2, The Woolstore Design Centre, 262 Thorndon Quay, Wellington.



Click on Verification Request – this will take you to the Bar Code Verification Request Form.



Your details should appear in the first part of the form



Your details can be amended from the previous screen if incomplete or inaccurate

Fill in the bar code number and description for the items that you are going to send to us, into the bottom part of the screen.

FOR MORE INFORMATION

For more information regarding verification please visit www.gs1nz.org/accred/ve.aspx or contact Jay Carlsen on (04) 494 1061 or jay.carlsen@gs1nz.org

Training News

BY OWEN DANCE, TECHNICAL CONSULTANT

e-learn upgrade

The electronic component in the EAN Certificate in Automatic Data Capture course has been upgraded with the launch of GS1 LEARN—a new version of the web-based GS1 International course that forms part of the New Zealand course. And there's more! Students who complete the course will now receive two certificates: GS1 International will award one for the GS1 LEARN component (in addition to the GS1 New Zealand qualification).

NZQA recognition

The New Zealand certificate course is in the final stages of integration into the Diploma in Print Management, offered by the Printing and Allied Industries Training Council. GS1 New Zealand and the Council have been working for several months to develop unit standards based on the course and these will shortly be entered onto the National Qualifications Framework. Printers studying towards the National Diploma will now be able to select the EAN course as an option towards their qualification.

New website

The new e-learn website is much easier to use, thanks to the introduction of a Shockwave browser that solves many of the problems of slowness that plagued students on the old site, especially when accessed on a dial-up connection. The site offers seven self-administered modules that integrate into the seven modules of the GS1 New Zealand course to provide a comprehensive training package.

Transition between the old and new websites has slowed the rate of graduates temporarily. Numbers are expected to pick up now the site is available for new students and arrangements have been made for existing students who were shut out of the old LEARN site. The latter will be loaned CD's of the original e-learn course so they can satisfy the certificate course requirements of them. Copies are available on request from Owen Dance (details at end of article).

Student achievements

Zhang Yong of Drake and Wrigley Ltd is the first New Zealand student, and one of the first dozen or so worldwide, to complete the new e-learn module. GS1 New Zealand is very proud of Zhang, who was not only the first to complete the course with the new component but did so in record time. Zhang had finished the hard copy material and was just waiting for the new site to become available. When it did, he registered and finished the modules within three days!

GS1 New Zealand part–time staff Alice Fitzgerald and Jonny Wild followed Zhang's example shortly afterwards (although not as quickly as they also had university exams to sit). Howard Gill of Rapid Labels Limited has also gained the certificate, having completed the original e-learn component before GS1 LEARN was on line.

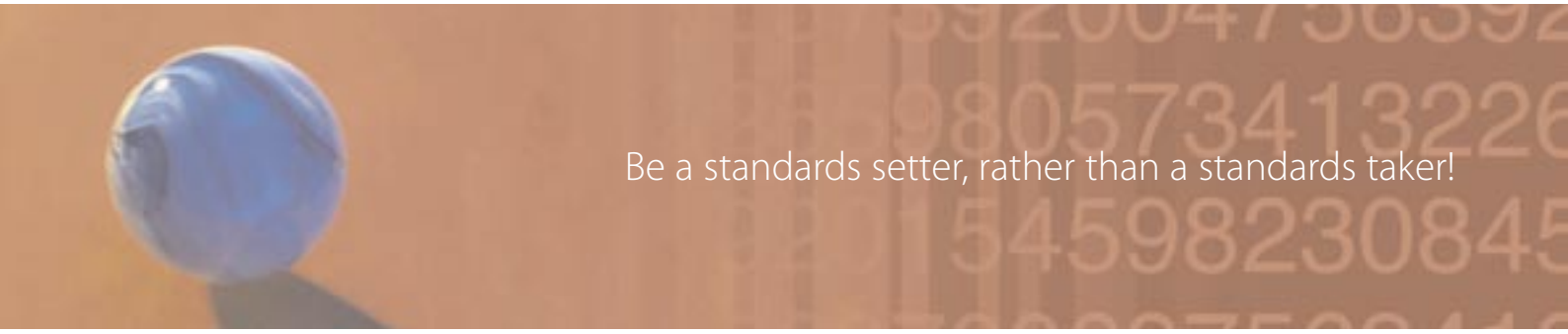
FOR MORE INFORMATION ?

Contact Owen Dance on (04) 494 1064 or owen.dance@gs1nz.org

GS1 in a world of constant change

BY RAMAN CHHIMA, TECHNICAL CONSULTANT

Change is constant in any industry – and obviously the global GS1 (formerly EAN-UCC) system must constantly change as well. All members have a stake in ensuring effective and timely updating and extension of GS1 standards.



To ensure this actually happens, the Global Standards Management Process (GSMP) was set up almost three years ago. GSMP has become the engine for ongoing improvement of standards in every part of the world, and for achieving this with maximum input from business and industry experts.

GS1 members are best placed to know where, when and how standards should be updated to maintain and enhance the efficiency of their supply chains. The GSMP recognises this through a set of internationally-standard processes for members to request change and/or to join in close assessment and approval of revised or new standards.

Members of GS1 in New Zealand, like their nearly 1 million counterparts elsewhere in the world, can participate in the GSMP irrespective of size and industry sector. They may:

- Submit a request for a new standard or for change in an existing one
- Drive the implementation of standards
- Be an observer in one or more GSMP groups
- Represent an industry sector in the GSMP Steering Group or the Global User Advisory Council and/or
- Participate in a Business Requirements Group (BRG)

The last of these, BRGs, have a critical role in updating and extending the technical standards. New Zealand members have not, however, been very active in this area since the GSMP has launched in January 2002. Important opportunities to influence standards for the benefit of this country's businesses and industries may be overlooked.

The GSMP has five clearly-defined steps between a member's initial request (Step 1) and the publication and implementation of standards. Step 2 requires input from BRGs – business experts drawn from member companies or industries who take on the job of scrutinising requests and related issues, debating them if necessary and ultimately voting on a solution. The groups produce Business Requirements Documents (BRDs) from which technical specialists within GS1 formulate new or revised standards (Step 3).

The world is divided into four BRG regions: Asia Pacific (including New Zealand), Europe-Middle East & Africa, North America and Latin America. Each region has 12 representatives in each of six process working groups:

- ***Plan Process:*** This group looks at all activities related to the planning requirements of participants in a supply chain
- ***Align Process:*** This group brings together reference source data for all participants' ordering, delivery and payment processes
- ***Order process:*** This group deals with issues around trade and the need for alignment of relevant data between trading partners
- ***Deliver process:*** This group looks at requirements for dispatch, transport and receipt of goods and services between suppliers and buyers
- ***Pay process:*** This group has a focus on all steps between request for payment and the transfer of funds to a supplier
- ***Asset process:*** This group looks at issues arising from the use of assets in the operation of supply chains

Individuals within the process working groups deliberate and debate by email, teleconference, and sometimes by face-to-face meetings. Their work is guided by three imperatives: the need to maintain the high quality of GS1 standards; the need for speed once a member request is received; and the need for total involvement to the GSMP process.

Help set the standard

GS1 New Zealand encourages all members to see the benefits of participating in Business Requirements Groups of the GSPM.

Your expert knowledge and advice can help improve the GS1 system – and the improvements could help strengthen and grow your business in New Zealand and internationally.

FOR MORE INFORMATION

Contact Raman Chhima, GS1 New Zealand Technical Consultant for advice on joining a BRG on (04) 494 1065 or raman.chhima@gs1nz.org

2much Music Ltd
42nd Parallel Holdings Ltd
Absolutley Delicious Ltd
Adh Marketing New Zealand
Adl Group Ltd
Aerosol Products Ltd
Aft Pharmaceuticals Ltd
Agrimm Technologies Ltd
Agronica New Zealand Ltd
Alliance Pacific Ltd
Ampelite NZ Ltd
Animal Homeopathy Ltd
Apia Bottling Co
Appleby Fresh Ltd
Aqua Development Ltd
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Ini Body Care (2003) Ltd
Inlook Ltd
Innovative Concept Development
Innovative Health Technologies (NZ) Ltd
International Fashion Eyewear Ltd
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Jakarooz Ltd
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Kiwi Donuts (2003) Ltd
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Lightenz Ltd
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Matapiro Olives Ltd
Mazvrans Vineyards Ltd
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Mediessence Ltd
Mercer Building Products
Miles Better 2002 Trust
Mj & Sal Knott Partnership
Monavale Blueberries Ltd
Musical Cards Trading Company
My Little Products Ltd
Nac Trading Ltd
Natural Peru Trading Ltd
Nature Sport Science Ltd
Neu-tech Ltd
New World Premium Brands Ltd
Neway Marketing Development Co Ltd
Ngai Tahu Communications
Nimas 27 Ltd
Noni Health Ltd
NZ Pork Industry Board
O Organic Co - Op
Ohui Holdings Ltd
Paraflex Footwear 2003 Ltd
Paul's Fishing Kites Ltd
Pennz-corp
Pharmup (NZ) Ltd
Phillips & Smith Ltd - trading as PSL
Proactiv Products
Prolink Asia Ltd
Pro-paint New Zealand Ltd
Prophet's Rock Vineyard Ltd
Pure Pacifika
Rangihoua Estate
Real Nappies Ltd
Red Eye Films
Redit Guides Ltd
Regenerate
Rialtoflix Ltd
Richardson Wines Ltd
Robert Wilson Services Ltd
Rococo Design
Ruth Pretty Catering

- Safepak Systems Ltd
- Sandwizard NZ Ltd
- Savvy Wines Ltd
- Securacopy A Div Bluestar Printgroup NZ
- Segno Safety Industries Ltd
- SF Trading Ltd
- SMS Crown Desserts Ltd
- South Pacific Gourmet Foods Ltd
- Southern Stars Multiproductions Ltd
- Spectron New Zealand Ltd
- Springfalls Ltd
- St Andrews Limes
- Star Strategies Ltd
- Stirling Vines Ltd
- Stordat New Zealand Ltd
- Summit Salads Ltd
- Sunshine Organic Treats Ltd
- Sushiya Express Ltd
- Swazi Apparel Ltd
- Taranaki Milk Products Ltd
- Taunton Gardens
- Thames Timber Ltd
- The Dough Room Ltd
- The English Craftsman Ltd
- The Kiwi Grated Cheese Co
- The Organic Olive Oil Company Ltd
- The Serious Sausage Company Ltd
- The Stone Shed
- Treedimensions
- Unlaged Ltd
- Vaimutu Records Ltd
- Video Vending (NZ) Ltd
- W K Backhouse
- Wales & Mackinlay Ltd
- Warm Fuzzies Ltd
- Watson And Son Ltd
- Wellington City Mission
- Wholefarm New Zealand Ltd
- Wigram Brewing Co.
- Wilson Distribution Ltd
- Yellow Eye Music

Staff Profile

Owen Dance

Thirty years in uniform gave Owen Dance huge experience in training and systems management that has benefited GS1 New Zealand ever since he joined its ranks in 1995. Owen has developed the accreditation programme, helped launch the Certificate in Automatic Data Capture, and become one of the most knowledgeable heads on bar coding in this country.

Owen's varied career started in the NZ Army, where he was an artillery instructor and served a year (1968) in Vietnam on forward observation duties with Australian infantry units. Then followed 25 years with the Police, in many roles that included national logistics management for the 1981 Springbok Tour, recruit training and internal audit. Owen completed his Police service with the rank of Chief Inspector.

He joined GS1 New Zealand in a general membership relations role which rapidly grew on the back of concern over bar code reliability and data integrity. "We saw the need for first an accreditation programme for whole companies, and then the certificate course for individuals who wanted to master the EAN system and offer this expertise to their employers," says Owen. He was the obvious person to drive these developments and retain oversight.

Today, Owen also performs a wide range of technical consultant's duties. This currently includes work with a high-powered industry group that is drawing up a retailers' code of practice for use of EPC/RFID technology. In addition to his extensive work experience, Owen holds a Master of Public Policy degree from Victoria University and a Diploma in Police Studies from Massey. During his transition into the commercial world, he also completed the British Institute of Transport and Logistics Diploma in Logistics.

Away from the job, Owen keeps very busy with a family that includes four grandchildren. He enjoys reading and occasional recreational shooting (though he no longer wears jungle green!).

Contact Owen on (04) 494 1064 or owen.dance@gs1nz.org

Jay Carlsen

Jay Carlsen joined GS1 New Zealand in 2002 as a part-time member of the verification team while he was studying at Victoria University. After completing an honours degree in marketing, Jay joined full-time last February and took on responsibility for managing the verification service. His role includes advising GS1 New Zealand members on all facets of bar coding, from managing the application of numbers through to the printing process.

Jay manages the two part-time members of the verification team. "I like the challenge of being responsible for one of our most visible services, and the diversity that the role entails," he says. Jay has also been involved with presenting the Bar Code Foundation Course and with consulting projects.

Off the job, Jay enjoys playing bass guitar in a band (he can also play drums). Other interests include cricket, snowboarding, and travel – Jay is off to South East Asia for a month in February 2005.

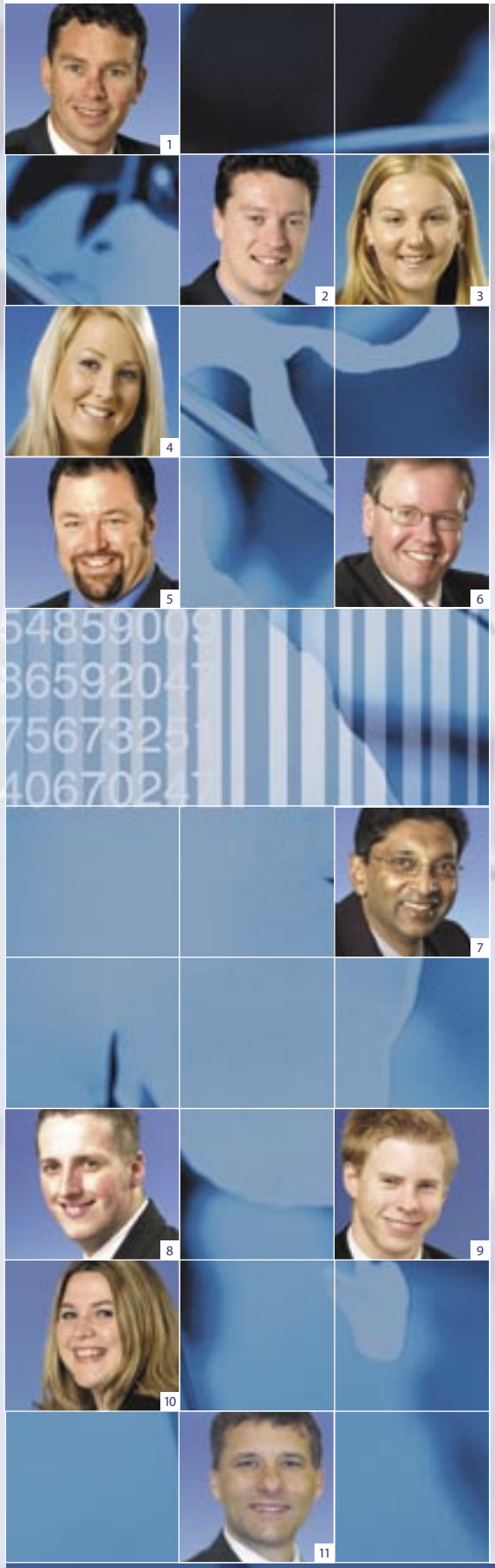
Contact Jay on (04) 494 1061 or jay.carlsen@gs1nz.org

Need more copies of **SCAN?**

We produce SCAN for the benefit of our members who receive it as part of their membership. If you're a member and would like to receive more copies, or if you are not a member and wish to subscribe to or purchase SCAN magazine, please contact Jessica Coulson on 04 494 1050 or jessica.coulson@gs1nz.org

T E A M

GS1 New Zealand



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