

# SCAN

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# Standards for **EVERYONE**

Almost 18 months ago GS1 New Zealand took a strategic decision to engage directly with sectors that previously had little involvement with the organisation or with GS1 standards. Our strategy is now based on a clear understanding of how a standards organisation like GS1 can really serve its members.

Standards are the anti-thesis of traditional supply and demand economics where the value of a good or service is determined largely by its relative scarcity. The value of a standard, on the other hand, increases directly in proportion to the growth of its use. Indeed, the take-up of standards is a great example of the so-called "network effect" in action – the more connections in a network, the more the network is worth to those who connect. New users of GS1 standards are, therefore, adding value for existing users.

Our involvement with two sectors in particular – the hardware/DIY and healthcare sectors – is illustrative of GS1 New Zealand's strategy. It demonstrates how we can make a positive difference to our existing members and, indeed, to all others.

The hardware/DIY sector is large, fast growing and dominated by five major retail and trade chains. While they have long been users of GS1 standards, the chains have previously had little or no engagement with GS1 New Zealand, in either of their roles as suppliers or retailers. Prompted by studies on the quality of bar coding on hardware/DIY products, the hardware

retailers have come to recognise just how fundamental accurate and efficient product identification is to their businesses. They now see bar code quality as far more than a matter of competitive advantage. The retailers have worked together with us to improve knowledge and penetration of GS1 technologies in their sector, with benefits that will flow for both retailers and suppliers.

A representative from the sector (Andrew Ryan-Kidd, General Manager Finance & IT, Independent Timber Merchants) joined the GS1 New Zealand Board. At "round-table" meetings, we collaboratively developed a plan for instilling greater sector-wide discipline on product identification, data standardisation and messaging. Through the Hardware Action Group programme, more than 200 supplier companies have been educated and a programme for proactive verification ("testing") of bar codes is due to start next February.

In New Zealand's healthcare sector, by comparison, penetration of GS1 standards is almost zero. There is little awareness of the potential efficiencies available with machine-readable product identification and "scan in-scan out" processes – efficiencies that are now taken for granted in other sectors. Internationally, evidence-based research has demonstrated strong links between drug administration errors and medical misadventure – and between the introduction of medicines scanning and increased patient safety. Globally, regulators have moved to protect both the patient and the clinician by mandating the use of GS1 bar codes on pharmaceuticals, blood products and medical devices.

GS1 New Zealand's engagement strategy has been straightforward: Contact all key groups, agencies and individuals in the healthcare sector with the simple message that bar codes and scanning on medical products save lives and money. Although it is early days, the push for bar coding in this sector has won some support from the Ministry of Health, District Health Boards, individual clinicians and others.

Both sector engagements show GS1 New Zealand's commitment to leadership in identification standards and in technologies that enable e-commerce. We want to lead our members and New Zealand. Our vision is nothing short of seeing all New Zealand companies use GS1 standards and all New Zealanders benefit from such usage.

Dr Peter Stevens  
CHIEF EXECUTIVE

SCAN magazine is produced quarterly for the benefit of GS1 New Zealand members. It has a circulation of approximately 5,700 readers throughout the country as well as 101 GS1 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 Amy Markham on 04 494 1062 or [amy.markham@gs1nz.org](mailto:amy.markham@gs1nz.org). Advertising rates are on our website at [www.gs1nz.org/advertising](http://www.gs1nz.org/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 Hannah Lepper on 04 494 1050 or [hannah.lepper@gs1nz.org](mailto:hannah.lepper@gs1nz.org).



**T**raceability on dairy products – it's as important in the functioning of supply chains as sunshine and green grass are in the production of milk.

Distributors and retailers need data on where, when and how each carton of cheese or yoghurt was made. It is data essential for them to continuously move limited-life products to consumers, with maximum care and efficiency.

It is easy to accept that bar coding and scanning are essential tools for such traceability. Much harder is the actual design and implementation of support systems for complex data handling in the heart of New Zealand's dairy industry.

In early 2003, leading supply chain integrator Walker Datavision began doing just that for the distribution of Mainland products within Fonterra. The giant dairy group sought an efficient labeling and tracking solution for packaged consumer products shipped out from nine of its plants around the country.

Walker Datavision has assembled and customised the hardware and software required for EAN 128-compliant labeling and scanning of cartons at each plant. It has also provided staff training and ongoing technical support, a full value-added solution for this critical component of product traceability in the Mainland operation.

And it is a substantial operation with more than 2500 individual items of product (or SKUs) and 40 separate packing lines in the nine plants (three of these producing meat small goods). The volume and complexity of information required to travel into the supply chain with all these products is substantial – production lot numbers and dates, weights, details on durability and so on. (EAN 128 is, of course, the leading international GS1 standard for product traceability.)

Walker Datavision Managing Director Brian Lang says the solution delivered for Mainland is fully integrated with its core 'ERP' (or enterprise resource planning) system and this is a major strength. All the data relevant to each product lot coming down the packing line is available at the point where cartons are being sealed and labeled.

"We have created an automatic labeling process that ensures the right information is assembled and applied to the EAN 128 standard, as product packing is being completed and distribution is about to begin," he says. "This takes a substantial burden off packing staff and enables major efficiencies in the scanning and picking of cartons in the distribution centre and beyond."

Walker Datavision customised bar code printers and built label applicators to the needs of Mainland, and wrote all the necessary software to Microsoft standards. The system began running in the first plant in August 2003 and was introduced to each of the others over the next two years, with the supply chain integrator now continuing to provide technical support and training for staff.

Plants producing dairy products or small goods can be harsh environments for sophisticated technology. Walker Datavision had to design and build systems that would continue performing with temperature variations and some localised movement. It also had to be capable of operation by shop floor staff who were previously unaccustomed to this type of complex and sensitive equipment.

For Walker Datavision, the Mainland project has brought further development of its expertise in label and track solutions applied to complex operations. The company has also been working on systems for full logistical management of product warehousing and distribution in the dairy processing sector.

For Mainland, the move to EAN 128 compliant traceability with Walker Datavision has added significant operational efficiencies, not least through greater speed and accuracy when product re-calls are necessary. If an issue is detected with product quality, the particular batch can now be isolated in the supply chain with speed and without unnecessary re-call of other batches.

The labeling system has led to significant improvements in the accuracy of product data available in Mainland's ERP system and, of course, in the level of information directly attached to each carton of product. And the labeling process itself has been simplified – the Mainland plants no longer need to apply some labels to cartons before they even reach the packing stage.

## Profile: walkerdatavision

Twenty years' experience and accumulated knowledge have put Walker Datavision at the forefront of supply chain integration in New Zealand. The company now specialises in the design, implementation and support of technologies for labeling and tracking products in a diverse range of industries. It has four service areas for clients:

- variable print labeling equipment and software;
- data collection technologies capable of integration with other business operation systems;
- technical support for labeling and data collection systems; and
- value-added solutions to the supply chain management needs of particular clients (usually encompassing the above services).

Walker Datavision is a specialist in EAN 128-compliant labeling of products in New Zealand's "short run", dynamic manufacturing sector. It also has wide experience in the use of label and track systems for logistical efficiency in the warehousing and freight sectors. The Company has 40 specialist staff, based in Auckland, Wellington and Christchurch.

See [www.walkerdatavision.com](http://www.walkerdatavision.com)

# Sunshine, green grass & traceability







# Smart homes – the technology is here

BY ADRIAN BATHGATE, OF THE DOMINION POST

The future is almost here. At Microsoft's Seattle headquarters, developers have created a "home of the future", where a computer can change the pictures on the wall and the Internet provides a wide range of entertainment and communication options.

The smart home is not science fiction speculation but rather an example of what Microsoft believes will be commercially available in the United States within five to 10 years.

From the moment the homeowner uses a palm-print to open the front door, a computer – in this case called Grace – is there to help. Grace responds to voice commands, which can be given anywhere in the house. Saying its name at the start of any sentence tells the computer that its help is required.

Grace can control the temperature, and the lighting, and give you any messages you might have missed. All the movements of family members will be known to Grace. No more leaving notes on the coffee table. But if you do need to get in touch, a phone call or e-mail can be made at the touch of a button.

Using the main liquid crystal display television as a computer screen, you can select your favourite music, movie or change the digital art being projected on to the wall. The kitchen noticeboard, which doubles as a computer screen, shows an invitation to a dinner party. You can reply by simply tapping yes, and an acceptance e-mail will be sent. From there you jump into the neighbourhood Web page to check on the list of available babysitters.

With the help of radio frequency identification (RFID) technology, everything in the smart home from clothes in the laundry to groceries in the kitchen can be tracked and monitored. RFID uses cheap disposable "tags" with a transmitter that can be picked up within a limited range.

Using RFID, Grace can warn you when food is going off. No more discovering that mould-covered block of cheese in the back of the fridge during the annual clean-out. Can't think of what to cook for dinner? Put some chicken and mushrooms on the kitchen bench, and Grace will sense what these items are from their RFID tags and go into its stored list of recipes for a dinner idea.

"What we're looking at here is no longer than six years till everything is available at an easily affordable price," Microsoft director of consumer prototype and strategy Jonathan Cluts says.

Microsoft has deliberately chosen "non-intrusive" technology, as opposed to the "domestic robots" of science fiction films, because it believes this will be more readily accepted.

The idea is to enhance, not replace, aspects of family life. For example, with Grace's help, a bedtime story for the children can be made more realistic with lights and pictures on the wall. But Microsoft is at pains to make clear that it is not the intention to replace the role of a parent by having a computer read a story.

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# Wine Master says 'cheers' to **traceability**

SCAN reports on the keynote presentation of Philip Goodband at the GS1 New Zealand conference in May

Mr Goodband is Consultant Master of Wine with Constellation Brands Inc and Chair of the International Committee on Wine Traceability Guidelines. Constellation Brands is the largest wine company in the world, with annual sales exceeding US\$5 billion. It is a leading wine producer in the United States and in Australasia, and Britain's biggest wine importer and distributor.

Constellation Brands knows that it must be good at supply chain management, in fact very good. This is a company with 40 production facilities worldwide, ownership of famous wine labels (including Hardys in Australia and Nobile in New Zealand), and a sales network in more than 60 countries. It's a truly global business operation.

Supply chain systems have long had a high priority. Constellation Brands has been meticulous at continuously aligning product, location, order and invoicing information with the movement of goods,

and with the needs of trading partners. In recent times, the company has begun putting greater emphasis on risk management in its supply chain processes and on product traceability.

## Risk Management

Recent food safety scares – BSE, the red dye Sudan 1 and illegal additives to name a few – have alarmed consumers worldwide and fuelled their questions: "What am I actually consuming?"; "Where has it come from?" and so on.

Suppliers, retailers and regulators have responded, by tightening up on food labeling and traceability systems and by coming to the realisation that food safety is not a competitive issue.

In 2002, the European Parliament responded to a shocking event of dioxin contamination in the human food chain by passing European Law 178:2002, often known as the EU Food Law. In response to this landmark legislation, the international wine and liquor industry set up a committee of experts to establish a code of practice for traceability in the wine sector. Members of this working group included representatives from AFED (France), Allied Domecq, Distell (South Africa), E&J Gallo (Europe / USA), Henkell Sohnlein (Germany), Les Grands

Chais (France), Waverley Group (UK) and WSA (UK), and also several representatives from GS1.

One of the group's biggest challenges was agreeing on a model for the industry that would adequately encompass all combinations of global supply chain "touch points". Once these were modelled, a process for gathering information via automatic data capture (GS1 bar codes or EPC/RFID as appropriate) was outlined. This had to match the detailed record keeping often required for compliance with international best practices and/or local wine regulations.

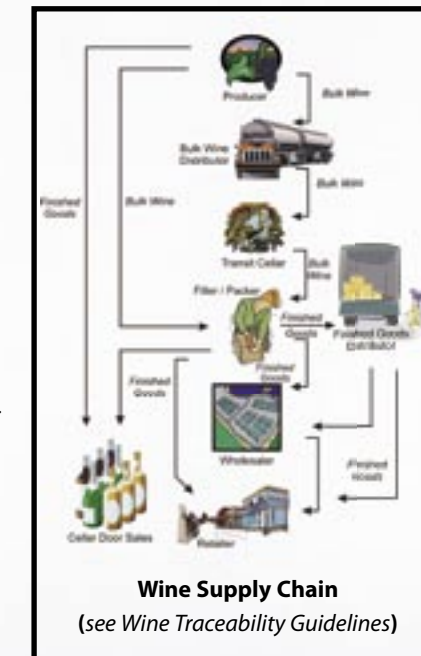
The Wine Traceability Guidelines have now been rolled out and for Constellation Brands, these provide:

- Enhanced inter-group communication
- Enhanced speed of operation
- Enhanced customer service
- Consistency for global logistics
- Greater accuracy for local distribution
- Greater efficiency, waste reduction
- Wine authenticity

New technologies such as EPC/RFID and global data synchronisation are expected to bring further visibility to the wine supply chain. Constellation Brands sees the

Wine Traceability Guidelines as the catalyst for moving all industry participants towards a more efficient common trading platform based on global standards.

Wine is a low-risk product in food safety terms compared to meat or seafood products. Nonetheless traceability requirements driven by consumers and regulators are all pervasive. Getting "ahead of the game" is not only good practice for companies like Constellation Brands but also good "butt protection".



To download a copy of the Wine Traceability Guideline, go to [www.gs1nz.org/traceability.aspx](http://www.gs1nz.org/traceability.aspx)

## FOR MORE INFORMATION ?

For further information please contact  
Peter Stevens on 04 494 1060  
or [peter.stevens@gs1nz.org](mailto:peter.stevens@gs1nz.org)



# 2006

GS1 New Zealand is proud to support the forthcoming Pride In Print Awards 2006. The Awards recognise excellence in printing within New Zealand.

Entries are now invited from individuals or companies associated with the production or purchase of print between 1 January and 31 December 2005. Entry forms can be downloaded from [www.prideinprintawards.co.nz](http://www.prideinprintawards.co.nz) or by calling the Wellington office of the Awards Manager, Sue Archibald, on (04) 237 0482.

Ms Archibald encourages entrants to supply as much information as possible. "The more information the judges have about your entry, the better your chances," she says.

"If a job has a degree of difficulty, then spell it out. This can include giving information on the equipment used, the details

of a particularly difficult brief or difficulties associated with materials that had to be used in the job. All such information is relevant and just because you know it, doesn't always mean that the judges will," Ms Archibald says.

The Pride In Print Awards Committee appoints judges from nominations made by host associations. GS1 New Zealand is a host association and Owen Dance sits on the judging panel.

There are 11 categories for the 2006 Awards and in most categories, more than one award will be made. The categories are:

- Gravure Printing – on any material
- Flexographic Printing – on any material
- Packaging – any process
- Web Offset
- Screen Printing
- Sheetfed Printing
- Labels
- Business Forms Reel Fed
- Digital Printing
- Specialist Product & Processes
- Industry Development

## KEY DATES FOR THE 2006 AWARDS ARE:

**31 January** – entries close

**9 June** – entries will be presented at Auckland SKYCITY Convention Centre (note: all entrants will receive priority-purchasing opportunities)

**11–13 June** – all Award winning work will be on display at Printech, Greenlane, Auckland

GS1 New Zealand encourages you to enter your best print work during 2005.

The criteria for the 11 categories can be obtained from [www.prideinprintawards.co.nz](http://www.prideinprintawards.co.nz)



# Frequently asked questions

ANSWERED BY OWEN DANCE,  
GS1 NEW ZEALAND



*Question: What is this magazine and who are you?*

You may remember us as EAN New Zealand and our magazine used to be called EANZ News. There have been several changes over recent years, including our name after EAN International merged with its American equivalent, the Uniform Code Council. We are still the same organisation – owned by New Zealanders and working for this country while being part of the family of 101 GS1 organisations worldwide.

Unfortunately, in the midst of all these changes, the circulation list for EANZ News didn't stay aligned to the membership database. We recently discovered that many people were not receiving news from GS1 New Zealand. When we sent out this year's invoices for membership fees, some recipients called back to ask who we were! We'll be checking and updating our mailing lists over the next few months. If you're not the person in your organisation who needs all current information about inventory control, bar codes and logistics, please pass SCAN on to that person. Please also notify us so that the magazine can be correctly addressed next time.

*Question: What does your name mean?*

GS1 expresses what our system represents – first in global standards, global systems and global synchronisation of data. If that sounds grand, that's because it is. The humble bar code is the tip of a huge iceberg, the most visible sign of a system of identification, data synchronisation and electronic business communication that extends right through the logistics industry in every corner of the world.

*Question: Why do we have to use GS1 numbers and bar codes when there are hundreds of types of bar codes and anyone can create a system of identification numbers?*

The question actually contains the answer. Precisely because anyone can create any numbering (or lettering) system they like to identify their products, and then can go

out and buy equipment to print or scan any one of several hundred types of bar codes, there has to be a standard that everyone uses. Imagine this: A trading partner wants you to call your product "ABCD" and tells you to use Code 39 bar code; another wants the product called "EFGH" with the use of Codabar bar code; and a third says it should be "WXYZ" encoded in PDF417. Then you start exporting and your partners in Australia have different requirements again. You would have to use a different label depending on who is selling your products, or have a label that is a mass of different bar codes. The worldwide adoption of GS1 means that you can create your own identifying number, confident that it won't be repeated anywhere on earth, and then encode it in a bar code that you know everyone can scan.

*Question: Fine, but doesn't that mean that I'm paying to put something on my products that is really only useful to retailers?*

There are three reasons why that is not so. First, the system also gives you the capability to introduce scanning and automated inventory control within your own operation if you choose. You can benefit from the accuracy and efficiencies the system offers. Second, most major retail companies, especially in the grocery sector, are GS1 members themselves. Because membership fees are based on turnover, these companies pay more than most other members and there is no question of the retailers being subsidised. Third, your use of the system means that anyone involved in shipping or storing your products can scan them. This will ensure that they reach market on time, in the right quantities and with distribution costs minimised—and that is a major benefit to you.

FOR MORE INFORMATION



For further information contact  
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connecting.the.dots.2006

**FOR YOUR DIARY:  
27 & 28 JULY 2006**

GS1's annual "Connecting the Dots" conference Langham Hotel, Symmonds Street, Auckland (formerly the Sheraton)

We're starting to "connect the dots" for next year's GS1 New Zealand conference – our members' best opportunity in 2006 to hear first hand about some of the very latest developments in identification technology and supply chain management.

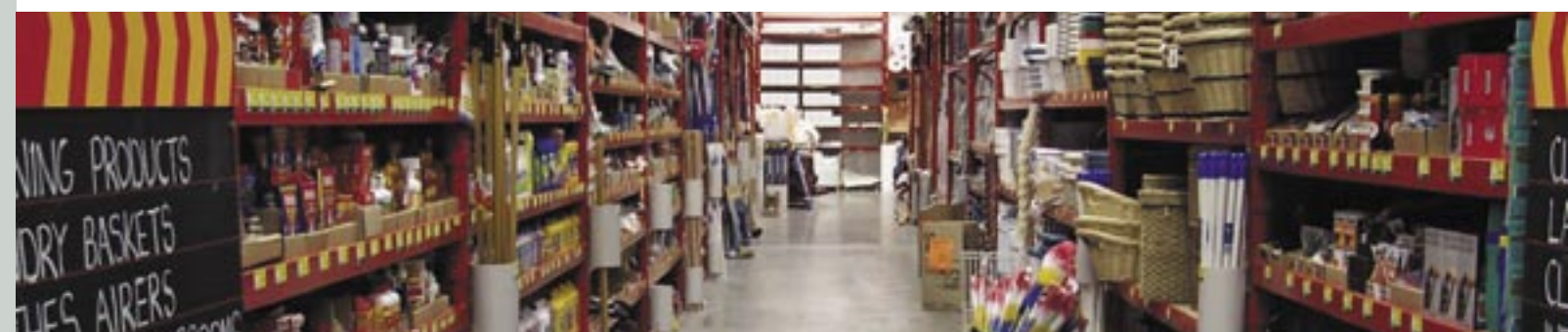
We aim for a superb line-up of international and New Zealand speakers who will share their industry experience and talk the trends. The grocery sector will have a particular focus on the programme.

Our sister GS1 organisation in Australia will hold its annual conference immediately before us and together, we hope to bring several high profile speakers to this part of the world.

FOR MORE INFORMATION



Watch out for more information in the first quarter of 2006, in SCAN and on [www.gs1nz.org](http://www.gs1nz.org). Contact Pauline Prince on 04 494 1067 or [pauline.prince@gs1nz.org](mailto:pauline.prince@gs1nz.org)



## Nailing the problems in hardware

**The hardware sector is getting the message on bar code quality!**

Attendances have been high at the first seminars in GS1 New Zealand's "Bar codes for Hardware" series, which will now continue into 2006. The first seminars, held in Auckland in June, had 76 participants at two venues.

After plenty of positive feedback from the seminars, GS1 New Zealand decided to hold another two sessions in October at Takapuna (24 registrants) and at Epsom (56).

A separate seminar in Wellington on 29 November catered for suppliers in the southern North Island. The Hardware Action Group (comprising Placemakers, Mitre 10, Carters,

ITM, Bunnings and GS1 New Zealand) has decided to hold more seminars quarterly throughout 2006.

Anyone supplying to the hardware sector should consider attending these seminars – they provide an essential toolkit for understanding, using, printing and designing bar codes. It is a great opportunity for improving knowledge of bar code management and standards.

FOR MORE INFORMATION



For information on the seminars go to [www.gs1nz.org](http://www.gs1nz.org) or contact Hannah Lepper on 04 494 1050 or [hannah.lepper@gs1nz.org](mailto:hannah.lepper@gs1nz.org)





## Slap on sunscreen... and your bar code

Bar codes are definitely cool this summer and in more ways than one!

Four enterprising Wellington girls have demonstrated that with a new product for helping people protect their skin from sun burn. Tat2rific is a temporary transparent tattoo sporting a bar code design, to be worn under a good coating of sunscreen. As the latter wears off, the tattoo becomes exposed directly to ultra violet rays and turns bright purple. Glance at your bar code and you know instantly when to apply more sunscreen. Now, that's pretty cool!

Tat2rific is the brain child of Kristin Cheung, Amy Stringer, Natchaya Teinpothong and Tanunya Visessonchok – year 12 students at Wellington East Girls' College (WEGC). Development, production and marketing of their sun-safe product has been a business studies project at College through 2005. And the arrival of summer has brought their first taste of commercial success.

The enterprising four drew on their own experiences of sun burn and then careful research to come up with the product. "We found that 300 people die in New Zealand each year from melanoma and the greatest risk from sun burn is when people are under 18 ... we particularly wanted to encourage young children to learn sun-safe behaviours," says Kristin. The target market for Tat2rific is, therefore, three to 12 year-olds and their parents.

The UV-sensitive ingredient for a temporary tattoo was found through long hours searching on the Internet (and like any smart business people, the girls won't now divulge the formula behind their product's success). Tattoo design was obviously important as well and it called for more research, among the target demographic.

"We did market research and asked young people what designs they liked. Most of all, they liked bar codes ... they were seen as really cool by both girls and boys," says Kristin. Indeed in the "coolness" stakes, a bar code ranked well ahead of other suggested designs – a silver fern, Maori motifs, smiley faces and so on.



So a bar code it was! The girls designed the image using Photoshop and found a printer who could produce a first batch of the attractive tattoos with the "top secret" UV-sensitive ingredient.

Under the guidance of teacher and mentor Sum Leong, Head of Accounting and Economics at WEGC, the girls developed all aspects of their business under the name of "Bug's Eye View". They had to work hard from the beginning, and this included producing a business plan comprehensive enough to impress potential investors. Indeed, the young entrepreneurs raised capital through the issue of preference shares to teachers, friends and family. They contracted for production and packaging, and worked out a marketing and sales plan. As for deciding a cool product name ... Tat2rific said it all.

The girls have placed much of the first production run (35,000 temporary tattoos) with several supermarkets around Wellington, where the Tat2rific packets of five tattoos retail for \$4.95. Expect to see many bar coded youngsters on the capital's waterfront this holiday season!

The girls say the non-toxic tattoos are re-usable over two or three days. That bright purple between the black bar code bars will fade once recovered with sunscreen, leaving the tattoo still on your skin and ready to colour-up again if exposed directly to UV rays.

Not surprisingly, the product has attracted interest among those with a professional responsibility for reducing melanoma rates, including the Minister of Health and the Cancer Society. Tat2rific had a product launch at Parliament in August and is now being tested further by the Society.

Not surprisingly also, the enterprise and hard work of Kristin, Amy, Tanunya and Natchaya have attracted applause from the promoters of entrepreneurship among young Kiwis. In fact, the girls and their "Bug's Eye View" won the annual Lion Foundation Young Enterprise Scheme Company of the Year Award for secondary school business ventures. The Award was presented by Governor Dame Silvia Cartwright in October. Now, that's pretty cool too!

*GS1 New Zealand congratulates Kristin Cheung, Amy Stringer, Tanunya Visessonchok and Natchaya Teinpothong as winners of the Lions Young Enterprise Award for 2005.*



## Avoid the rough with GS1 consultancy

Like Michael Hill, Jeweller, I dream of one day becoming "Gary Hartley, Golfer". This dream in mind, I found myself at the club recently honing my skills with three other golf victims. As usual there was plenty of time for casual conversation while searching for lost balls in the rough. As invariably happens in such relaxing circumstances, someone asked, "so what do you do for a job?" Imagine the reaction when I replied that I was a consultant and worked for a monopoly. Sounds like a good line for a Tui beer advert!

In fact, I am not a consultant although GS1 New Zealand certainly does have consultants. I do work for GS1 which is most definitely interested in seeing everybody use its standards. Monopoly? No. Ubiquitous? Yes and to the advantage of GS1 members. They receive very useful benefits from our ubiquitous presence – benefits not possible if GS1 was a competitive commercial entity like any other. Let me explain.

We all know that GS1 is a membership-based, user-driven, not-for-profit standards organisation. Members expect us to provide services that go beyond just issuing numbers and providing a toll-free help line. We have an obligation to provide expert, up-to-date technical guidance on how businesses can apply and use GS1 technologies and standards. And, as a membership owned monopoly, GS1 has an obligation to provide consulting services in an objective, vendor-neutral manner. In other words, our model provides complete impartiality – really, we can't function any other way and this should definitely be comforting for members.

During 2006, GS1 New Zealand will be expanding its internal resources to provide expert technical and project management consultancy in key areas – follow the golfballs!

### Radio Frequency Identification (RFID)

Increasingly, businesses are looking towards RFID as the advantages of these technologies become more apparent. There is worldwide concern, however, over a shortage of "RFID talent" available to implement and support them, especially when it comes to standardised forms of RFID, most notably EPC (Electronic Product Code – refer to Scan Issue 11, Dec 2004). Training and educating employees in RFID technologies

is one of the biggest challenges. As EPC/RFID pilots begin in New Zealand, more companies are looking to GS1 to provide leadership in this area.

### EANnet

Foodstuffs have recently announced their data requirements for EANnet, and suppliers can now work on EANnet implementation with greater certainty (see Scan Issue 13, June 2005). EANnet is a technology that requires specialist integration and project management capabilities, many not yet available in New Zealand. As the number of companies registering for EANnet grows, so does the volume of work required. GS1's technical assistance will be essential for most to implement EANnet. We need resources in place to meet the anticipated growth in demand.

### Supply Chain Operation

Ultimately all business is global business, such is commercial reality in a networked world. Now more than ever, businesses must be "inter-operable" with their trading partners and the only reliable way to achieve this is through using open, global standards. Proprietary solutions simply don't work over the long term. Internationally, the GS1 System is seen as a key enabler for supply chain inter-operability and efficiency. With over 1 million members worldwide in over 140 countries, GS1 is looked to for expert, up-to-date advice and consultation on standards for inter-operability.

Nuclear waste dumps, oxidation farms, consultancy ... all things on which most people have firm views. Like it or not, we derive benefit in our daily lives from each of these things in one way or another. It's almost inevitable in business that consultancy services will be required some time, to some degree. If delivery of such services from GS1 can be supplied in an objective, vendor-neutral manner without underlying profit-making imperatives, that must be to the advantage of members.

FOR MORE INFORMATION ?

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## RFID gains for Wal-Mart

Wal-Mart says its fast-growing use of EPC/RFID (Electronic Product Code/radio frequency identification) tags is clearly helping boost sales by keeping shelves better stocked with key merchandise.

The world's largest retailer has found out-of-stock merchandise rates are down 16% at stores using the technology over the past 12 months. Wal-Mart has been able to restock RFID-tagged items three times as fast as non-tagged items. The gains by Wal-Mart were reported after a major briefing of US business analysts by Linda Dillman, Wal-Mart's CIO and a GS1 Board Member.

Wal-Mart began its rollout of the technology with a handful of stores and distribution centres in Texas during late 2004, focusing on tagging cases and pallets of higher-priced and faster-moving merchandise. By the end of this October, Wal-Mart had around 500 stores using EPC/RFID tags. Earlier this year, a formatting standard was agreed that will enable EPC to replace the old UPC bar code and this clears the way for mass participation by manufacturers of all kinds. Wal-Mart expects more suppliers to tag more items as tag prices fall.

(Source: NAMNews)

### FOR MORE INFORMATION



For more information on how GS1 New Zealand can help your organisation, please contact our professional services team on 04 494 1050 or [info@gs1nz.org](mailto:info@gs1nz.org).

## EANnet Readiness

GS1 New Zealand has been able to confirm that two more companies meet all requirements to be declared EANnet Ready™. They are: Old Fashioned Foods Limited, manufacturer of the world-famous Aunt Betty's range of steamed puddings; and Griffins Foods Limited, manufacturer of biscuits, muesli bars and ETA snack foods.

They are the third and fourth companies, respectively, to be declared EANnet Ready™. The first were Maltex, a subsidiary of Lion Nathan, and J H Whittaker & Son. Old Fashioned Foods and Griffins Foods have populated both neutral and relationship-dependent data on EANnet, and met all data quality standards, as assessed using the EANnet Data Validation Tool.

To meet other requirements, the companies have populated their retailer vendor IDs on EANnet and provided relevant trading partners with access to their EANnet catalogues. Old Fashioned Foods has also had all GST classifications approved by the Australian Tax Office.

Griffins Foods is one of the pilot suppliers working with the three Foodstuffs companies and is the first of these three suppliers to be declared EANnet Ready™.

### FOR MORE INFORMATION



For more information on how GS1 New Zealand can help your organisation, please contact our professional services team on 04 494 1050 or [eannet@gs1nz.org](mailto:eannet@gs1nz.org).

## Staff Profile



### Pauline Prince

Events & Sponsorship Manager

Pauline Prince recently joined GS1 New Zealand as Events & Sponsorship Manager. Pauline brings extensive commercial experience to the organisation, with a career that began in the finance sector. She was a specialist in the development of electronic payment options, including EFTPOS and Internet banking, for the Bank of New Zealand from 1992 onwards. At BNZ, Pauline also managed a top performing portfolio of clients and was responsible for bringing in much new business. She subsequently moved to EFTPOS New Zealand as Events & Sponsorship Manager, with responsibility over two years for that company's participation in high-profile trade shows, for various campaign launches and for sponsorship activities.

In 2003, Pauline joined the Wellington Racing Club as On-Course Promotions & Sponsorship Manager. She managed the club's iconic Fashion in the Field event, and had responsibility for race sponsorship agreements, membership liaison and on-course promotions. More recently Pauline has been with a Wellington-based marketing company, gaining experience on campaigns for a diverse range of clients. Pauline is now a devoted Wellingtonian, having grown up in the Wairarapa and then lived overseas for a while in the 1980s. Aside from work, she keeps very busy with a 3½ year old daughter and other family pursuits.



### Timothy Doherty

Technical Consultant

Timothy Doherty is now working full-time with Jay Carlsen on GS1 New Zealand's bar code verification activities. Having joined the organisation only in October, Timothy has already completed the GS1 New Zealand Certificate in Automatic Data Capture Standards and successfully sat a series of online tests from GS1 International.

Timothy graduated from Massey University in 2004 with a Bachelor of Engineering degree. He majored in Computer Systems Engineering and GS1 New Zealand is the first step in his career – so far, he is thoroughly enjoying it! Originally from Dannevirke, Timothy spent five years at Massey in Palmerston North and moved down to Wellington earlier in 2005. When not working, he enjoys mountain biking, computer games and film, and he has future plans to travel the world.

## NEW MEMBERS JOINED JUNE TO SEPTEMBER 2005

A2 CORPORATION	ICE POINT LTD
ADVANCED PORTABLE TECHNOLOGIES	IMPACT MG LTD
ALCO-JELLY	J & G FARMING COMPANY LTD
AMALGAMATED PACKAGING	JAC JAY LTD
ANTIPODES NZ LTD	JANE YEH (HARRIS FASHION)
AOTEAROA BREWERIES NZ LTD	JEGO SOLUTIONS LTD
APPAREL HOUSE	JOIE DE VIVRE BOTANICALS
APPLETON ASSOCIATES LTD	K K NZ LTD
ATALAYA VINEYARDS	KUPU KORERO LTD
ATTAR MEDIA	KWI AMERICAN PRODUCTS LTD
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BAY CUISINE LTD	MATREX COLD PATCH
BBQ FACTORY LTD	MEADOW FRESH NZ LTD
BEACHS BLUEBERRIES LTD	MIXI NUTRACEUTICALS NZ LTD
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CAPZAPA LTD	NINOX PUBLISHING
CARROT CREATIONS	ORGANIC FRESH
CENTRAL OTAGO WINE COMPANY LTD	PAELLA PRODUCTIONS LTD
CHIWEI INTERNATIONAL NZ LTD	PARADISE GROWERS
CONSOLIDATED ALLOYS (NZ) LTD	PENRYN HOLDINGS LTD
COTTIER ESTATE	PERFECT RECORDINGS LTD
D & J SUTHERLAND LTD	PIVOTELLI NZ LTD
DARLINGS FRUIT PACKERS LTD	POLE TO POLE PRODUCE LTD
DEDICATED DISTRIBUTERS	ROBINSON & LEWIS INTERNATIONAL LTD
DEVINE GRAPHICS	SAMOA COCONUT OIL PRODUCTS ENTERPRISES
DURGA LAKSHMI MANUFACTURING CO LTD	SEAFRESH HARVEST LTD
EBONY COFFEE CO	SMART HEALTH LIMITED
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FRESH TASTE LTD	TEA LOVERS AND COFFEE FOR OTHERS
FROLIC SHED	THE OVERNIGHTER COMPANY LTD
FRUITS OF THE AMAZON LTD	THREE BOYS BREWERY
FUMAPEST LIMITED	TOPSHELF FOODS LTD
FUNKY BUMS LIMITED	TRANSNET NZ LTD
GENESIS FAMILY TODAY	VAUXHALL
GENTLE ANNIE FARMS	VIVEKA HEALTH LTD
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GRANDVIEW FRESH	WEKA RIVER WINES LTD
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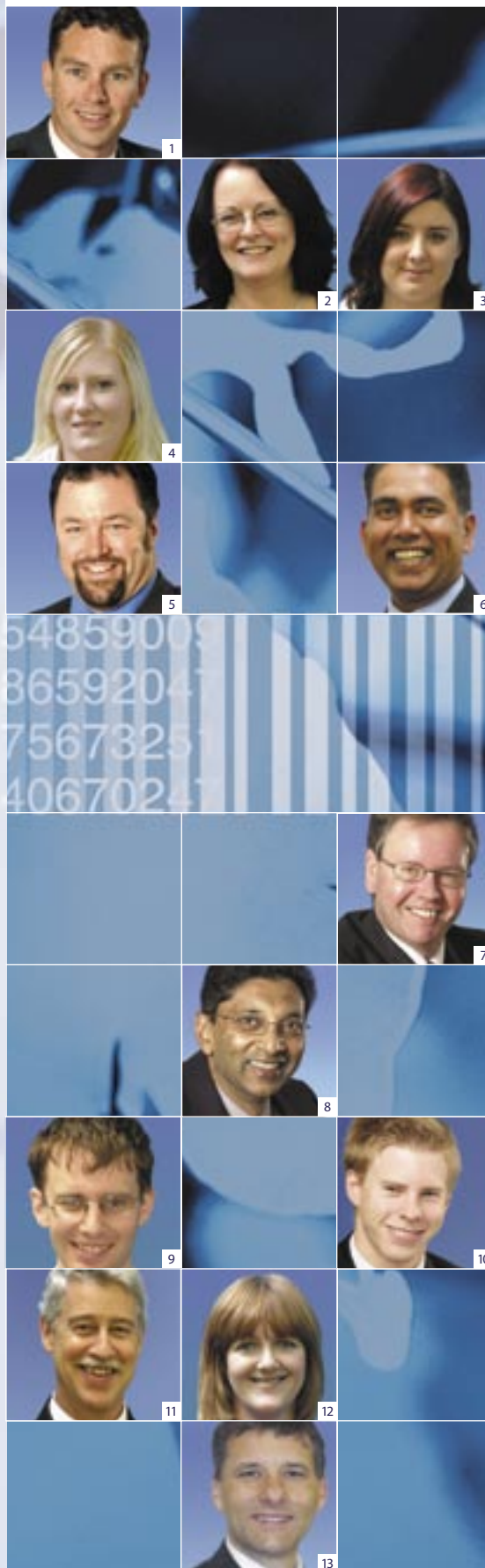


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