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Mobile Verification

Hardware out in the field

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Our education system is pulled in different directions these days. On one hand, there's the demand for "skills ready" school leavers and tertiary graduates. Understandably, employers and others want people to emerge with the education and training needed to join the workforce, especially in areas of skill shortage. This can require a high degree of specialisation in learning. And to achieve that, students might forego study in areas that appear peripheral or too general. Our educators may not be thanked for encouraging students to generalise in their knowledge and thinking skills.

On the other hand, education is all about creating opportunities in life – and that is, surely, a matter of equipping people with a broad understanding of the world and with capabilities beyond those required to do particular jobs. So equipped, people can explore their work potential in various fields; wrestle with competing ideas and solve problems; challenge stereotypes and rigid paradigms.

As a former educator, I have come to greatly value generalist learning at school and tertiary level – and indeed throughout life. Of course, specialisation is important too, but it must not inhibit people from exposing themselves to a rich variety of ideas and experiences. Our society and economy benefit when individuals can analyze and question whatever is going on around them. It is, most often, generalists who see common threads between specialities and forge valuable links from one domain to another, to the betterment of all.

That brings me to "Connecting the Dots" – the annual conference for GS1 New Zealand members. As many know, this event will be held in Auckland on 27, 28 July. We have a mix of top-flight speakers from New Zealand, Australia, America and Europe. Keynote presentations will deal with such diverse and critical topics as global data synchronisation, demands for traceability, issues of global trade access and technologies like EPC/RFID that are transforming supply chains.

"Connecting the Dots" will be a forum for specialists and generalists. But I offer this advice to all – do not come if you want to be a passive listener, or do not want to move beyond your current areas of knowledge and experience! This conference is aimed at encouraging members to "connect the dots" for themselves, in ways that have greatest relevance to them.

At GS1 New Zealand, we work across such diverse sectors as grocery, hardware, health, defence, transportation and agriculture. Every day, we are surprised not by the differences between sectors – these are obvious – but by their similarities! Solutions to problems within one sector are almost always relevant to others. And the real challenge can be to get specialists from one to see how another sector's experiences and learnings can benefit them.

I hope you rise to the challenge to "connect the dots" in 2006. You are assured of intellectual stimulation and valuable ideas, perhaps some discomforting realisations as well. And you are assured of laughter and fun – our conferences always incorporate social events that earn a high rating from attendees. See you in July!

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.

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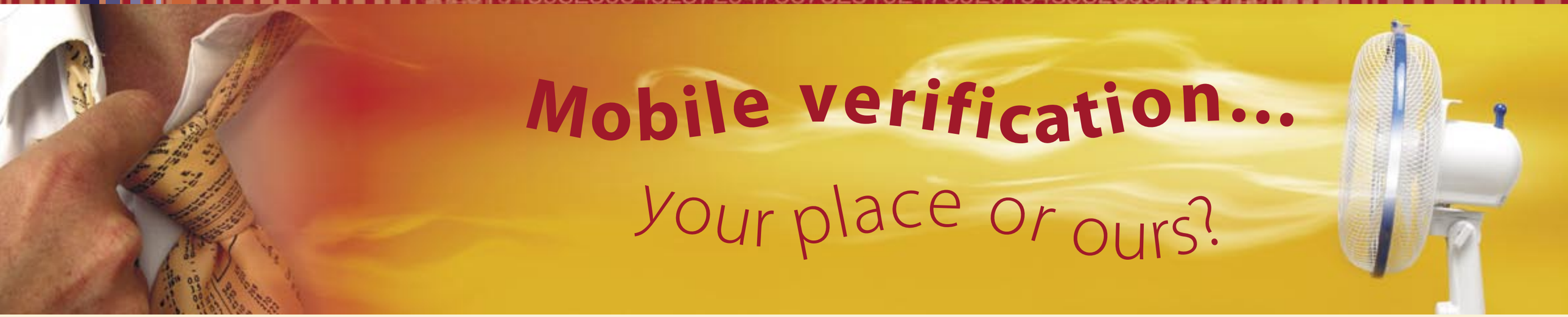


Mobile verification... Your place or ours?

There's no need to get hot under the collar over bar code verification, as one Christchurch-based member found out recently.

Specialised Sales & Marketing Ltd (SSM), a major distributor of portable cooling fans, heaters and other household appliances, had the retail and carton bar coding on 128 product items tested on one day – and all in its own showroom. It was a bar code verification process that certainly kept everyone cool at SSM!

The one-day, on-site service was provided by a GS1 New Zealand team who were piloting mobile verification for members with appropriate need.

"From our point of view, it worked extremely well," says Damien Sidebottom, Operations Manager for SSM. "The process was very convenient in terms of logistics and timing. There was an awful lot of scanning required but by the end of that day, I had received verification reports on every product scanned."

For Damien, mobile verification avoided the freight costs, time and hassle of sending products to GS1 New Zealand's laboratory. It was a lower cost, more convenient option all round.

The process was essentially no different from lab verification – it was just shifted to the SSM showroom using hand-held devices, verifiers, scanners, laptops and a mobile broadband communications link to the lab. The pilot was conducted by experienced GSI New Zealand hands Jay Carlsen and Bruce Pollock who worked on-site through the day.

Items from SSM's range of Goldair- and Shark-branded products were assembled and their bar codes scanned in the standard way, with each scan sent back to the host database in Wellington for interpretation, and processing. Reports were then emailed back to Damien. "I received the first report at around 10 in the morning and the last at 5pm."

For GS1 New Zealand, the pilot was an excellent opportunity to assess its model for a mobile verification process and measure the time requirement. The service is appropriate for members with many bar codes to test on high value items that are too bulky for easy freighting.

And the results? SSM had a very low bar code error rate – just seven of the 128 products failed against the standard.

In fact, the company did not expect any major issues. It was, nonetheless, very keen to be tested as the hardware sector begins putting a much heavier emphasis on bar code quality.

"Hardware retailers are looking to suppliers for greater assurance on their bar codes and we're all moving to a situation where verification reports are required on each new product as it comes onto the market," says Damien.

The company has paid close attention to the EAN 13 bar coding on its product packaging for many years, so the new requirements are of no concern – only the logistics of SSM sending appliances from distribution centres in Christchurch and Auckland for verification in Wellington.

SSM, which is owner of New Zealand's long-established Goldair brand and local licensee for the Shark brand (US origin), has most of its products manufactured in southern China to the company's specifications.

It raises a bar code number for each SKU (Stock Keeping Unit) added to the range and forwards this to China to be printed on product packaging, also sourced in that market. SSM will have up to 250 SKUs in stock at any one time, with the range regularly updated to service evolving consumer markets in New Zealand and Australia.

Damien says mobile verification had the added advantage of SSM receiving on-the-spot advice from knowledgeable GS1 New Zealand staff on the functionality of its packaging. "It was great to get feedback on the placement of bar codes because packaging design is something we regard as extremely important in today's retailing environments which can be so hectic," he says.

Hardware in the field

GS1 New Zealand will respond to hardware sector requests for mobile verification whenever it can, although the process will usually be viable only where there are 100 or more bar codes to be tested on one site.

GS1 New Zealand must obviously consider staff availability and logistical issues in relation to each request. Charges will reflect the costs of providing the mobile service.

There is one verification report for each bar code scanned and tested. With testing in the GS1 New Zealand verification laboratory, we are committed to providing a verification report within 48 hours of the bar code's arrival. On average, between 1000 and 1200 verifications are done in the lab each month.

We encourage members to use this service. Even bar codes that have previously been verified need to be retested every 12 months.

All members are automatically entitled to 10 free verification reports each year, with charges applied thereafter to recover costs.

FOR MORE INFORMATION ?

For more information on having mobile verification at your site, contact Jay Carlsen on 0800 102 356 or jay.carlsen@gs1nz.org

METRO's glimpse of the RFID future

By Gary Hartley*

RFID is being put to the test in METRO Group's "store of the future" in Rheinberg, Germany. The store is actually a working supermarket with EPC/RFID technology deployed to trial the concept of "smart shelves" and other supply chain efficiencies.

In this supermarket, the shelves should never go empty and "out-of-stock" situations should never arise. Pallets and cartons of goods are delivered to the site with RFID tags attached, and there is hands-free, automated reading of product right to the till.

The "store of the future" is, in effect, an incubator for the practical development of the technology, and so is the RFID Innovation Centre opened by METRO Group in July 2004. The centre is located in a large warehouse in Neuss especially converted for the purpose of testing RFID.

The centre has over 40 systems for demonstrations of RFID-related processes, including a garment hanger conveyor system that recognises delivery addresses through tags on the garments. There are also forklifts with integrated RFID readers that indicate to the operator where pallets should be located and stored.

Under realistic conditions, suppliers, partners and representatives of the METRO Group sales division can become acquainted with, and test, the professional application of RFID in five areas:

- picking (eg the compilation of the right goods for the right stores);
- warehouse management (eg the contact-free identification of deliveries that can greatly simplify warehouse management);
- department store management (eg the easy location of garments of certain sizes/colours on the sales floor at all times);
- supermarket operations (eg chilled cabinets that keep track of best-before dates and never empties); and
- private households usage (eg the "smart fridge" that recognises when a certain product needs to be bought).

Convinced of the performance capacity of EPC/RFID, the METRO Group and its partners have been successfully implementing the technology throughout the supply chain and merchandise management since 2004. On a step-by-step basis, around 100 suppliers, eight distribution centres and over 250 METRO Group wholesale and retail stores will be involved in introducing RFID progressively over the next few years.

The group's objective for the next two years is to automate control of all incoming and outgoing goods, and also to automate sorting processes in its warehouses and retail outlets.

The "store of the future" and the RFID Innovation Centre are impressive. It is easy to understand why they attract over 25,000 visitors from around the world each year. But, as with most RFID developments, it is still early days with much to be learned.

The Metro Group trials in Germany give a glimpse of what "could be" for all of us in the future, but the technology is still at a formative stage. There are promising signs for the future of all business, in the early use of RFID.

Visit METRO on-line: www.future-store.org

* ***Gary led a group of GS1 staff and members on an "RFID field trip" to Germany in February, to experience first-hand the application of RFID to a retail supply chain. The trip included guided tours of the "Store of the Future" and METRO Group's RFID Innovation Centre. Gary will report more fully in the June issue of SCAN.***

Frequently asked questions

ANSWERED BY OWEN DANCE, GS1 NEW ZEALAND

Question: What does "GTIN" mean and what is the difference between a GTIN and a bar code?

GTIN stands for "Global Trade Item Number". It's the correct name for what people commonly but incorrectly call "the bar code number." A GTIN is a unique identifier that can be allocated to a particular product or package of products and it can be encoded in a number of different bar codes depending on how many digits it contains and the level of packaging, eg individual retail item, carton or pallet. It is important to always distinguish between GTINs - which are numbers - and bar codes - which are symbols. Sometimes users have a choice of symbols they might use to encode the same GTIN so there is potentially a risk of error when instructing label suppliers.

Question: What is "GS1-128"?

GS1-128 is the new name for the bar code previously known as EAN-128 or, in the United States, as UCC-128. If you wanted to be strictly correct, it was a UCC/EAN-128. Now that the EAN and UCC organisations are joined as GS1, the terminology has been tidied up and we have GS1-128.

Question: What is the extent of the nomenclature changes in the move to GS1?

All **numbers** used for product identification are now known as GTIN –xxx (where xxx is the particular number assigned to that product). An old EAN-13 number is now a GTIN-13 number; UPC-A (the number) is GTIN-12; EAN-8 is GTIN-8 etc. All **bar code** names – with the big exception of UCC/EAN-128 (now GS1-128) – stay the same as they were: We still have EAN-13, UPC-A (the bar code), EAN-8 (the bar code) etc. See the new members' handbook being distributed with the March 2006 issue of SCAN. It has all the new terminology explained – useful information even for people very familiar with day-to-day use of the GS1 system. The changes now made will help remove confusion arising from old terminology.

Question: Is accuracy really such a big deal in the use of GTINs?

Yes, especially when all error costs are added. A tap might not drip much but think about the impact on your water-heating bill over a long winter. Invoicing errors in the grocery sectors of Australia and New Zealand are conservatively estimated to cost $60 million annually (each error costs $15-$25 to put right). One way or another that is a cost on suppliers and customers. Accuracy in grocery bar codes is relatively high, so error-related costs are probably much higher in other sectors. If these can be reduced or eliminated through accurate identification of products at every point in the supply chain, we are all better off!

Question: What is all the fuss over a simple ID number for a product?

GTIN's do much more than identify products. When a GTIN is read by a scanner linked to a computer system, we have the means for accurate, real-time measurement and control of sales, inventory changes, freight movements and more. We also have the means for electronic communication within and between organisations using standard product designations. We can avoid the need for text descriptions of products or reliance on a multitude of in-house identification methods. The benefits for everyone are obvious.

FOR MORE INFORMATION ?

For further information contact Owen Dance on 04 494 1064 or owen.dance@gs1nz.org

Image Net:

Keeping people in the picture

People thrive on visual images. So does business, especially when people gain value from seeing and using the right images of products, at the right times and places.

Enter Image Net Limited – an Auckland-based company that is revolutionizing the digital storage, updating and accessibility of product images for a multitude of uses every day.

Image Net hosts and manages iBANK, an Internet-based database of digital images that is continuously available to advertising agencies and others engaged in product promotion and display.

"Our business is all about the value of centralized libraries where the contents are always accurate and always up to date," says James Peoples, Managing Director of Image Net. "The world is awash with product images but are they current, accurate representations to the quality required by the people who are using them to communicate?"

The question is ever more pressing these days given the proliferation of products in every category, and the expanding range of uses to which product images are put in consumer marketing and other business activity. Image Net, a privately – owned company, has seen the trends over almost 30 years – and indeed, it has helped drive them in New Zealand.

Before the age of digital media, the company produced and distributed hard copy catalogues of bromide images – technology now almost forgotten but once the very foundation of print design and production. Today, Image Net utilizes a large number of servers to ensure fast access and downloads of images and specifications. The software and systems have been specifically designed for Australasian needs and are continually being tuned for continuous improvements.

In addition to iBANK, Image Net offers the Quickcut service for advertising in New Zealand and Australian markets. "We have a unique database of publication specifications for every newspaper in Australasia and most magazines, and this enables advertisers to easily and quickly tailor their material to the exact requirements of outlets they want to use," says Mr Peoples.

The users of Quickcut – operated by Image Net under a licence from the Australian developers of this system – include advertisers worldwide who need access to New Zealand publications, and also allows New Zealand advertisers to send their advertisement direct to many overseas publications. The service is, obviously, delivered online at the convenience of users, who can also draw down images from iBANK as and when required.

Today, Image Net has several thousand images on iBANK at any given time and through Quickcut in New Zealand, it is delivering over 7,000 publication-ready advertisements each month to both newspapers and magazines.

Of course, accurate product images can have value far beyond advertising. They are increasingly being used in business plans and documents of all kinds – a picture really can be worth a 1,000 words when communicating the detail of a product or some aspect of the marketplace!

As an example, Mr Peoples points to the advent of the "plan-o-gram" – a planning document which includes images for more visually stimulating and effective communication. The management of supply chains is one area of obvious application. Suppliers are being increasingly asked by retailers to recommend pictured shelf layout plans based upon sales history of products of each particular supermarket. Such plans, after approval from store mangement, can then be easily followed by staff as they prepare displays and pack shelves.

Image Net can see strong parallels between its developing business in digital image storage and access, and GS1 New Zealand's development of EANnet, the system for synchronisation and exchange of product-related data between suppliers and retailers.

Both developments have the same core elements – wide access to key information on products, with that information kept constantly up-to-date and access made easily available to diverse users, each of whom has their own not-necessarily-compatible operating environment.

It is the interface between users and the centralized database which becomes especially critical, says Mr Peoples. This must be flexible enough for access and use by people with other systems, without any compromise to the integrity and functionality expected of the database in the first place.

"We are using technology that makes the world easier for people who want to access and use imagery in promotions and displays of all kinds, and that includes the internal documentation and plans which businesses need to function and relate to each other every day."

Image Net is a Business Alliance Partner of GS1 New Zealand.

For more information on the Image Net, see www.image.net.nz

Seminar News

The first of our "Bar Codes for Hardware" and "EANnet Foundation" courses for 2006 were held in February and early March. Registrations came rushing in when members got back from summer holiday and cleared away the last 2005 paperwork (and, of course, read their December issue of SCAN one more time!)

"EANnet Foundation" Courses in three centres had record attendances – obviously a good sign with the approach of Foodstuffs' May 2006 "go-live" date. Suppliers clearly recognise the need to equip their people with knowledge on how to make EANnet work and start their EANnet implementations.

"Bar Codes for Hardware" courses are a particular feature of the GS1 New Zealand training programme through 2006. The first courses of the year were held in Auckland on 1 March. The course will be delivered in other centres as and when demand dictates.

GS1 New Zealand courses bring people up to speed on all aspects of bar codes, and on the more technical requirements for electronically collecting and synchronising data between trading partners through EANnet.

See the GS1 New Zealand events calendar on www.gs1nz.org. The website is regularly updated with dates and all key information on courses and seminars. SCAN always has registration forms enclosed.

FOR MORE INFORMATION ?

Call Pauline Prince with questions or information requests, on 04 494 1067 or pauline.prince@gs1nz.org

NZ paddock to European plate – **the new reality of traceability**

New Zealand lives largely by livestock farming. Beef, lamb, whole milk powder, cheese and other animal products are 44% of our export income. A simple fact that makes livestock traceability a particularly critical issue for this nation.

Biosecurity, food safety and export market access – they all require some system of livestock identification and traceability that is truly effective and up to international expectations. And the latter are rising fast!

In New Zealand's main markets and among competing agricultural producers, there has been a dramatic tightening of requirements for traceability throughout food supply chains. This includes the ability to track and trace the location, movement and management of meat- and milk-producing animals from their early days of life to slaughter/death. The concept of "paddock to plate" traceability is definitely becoming a reality.

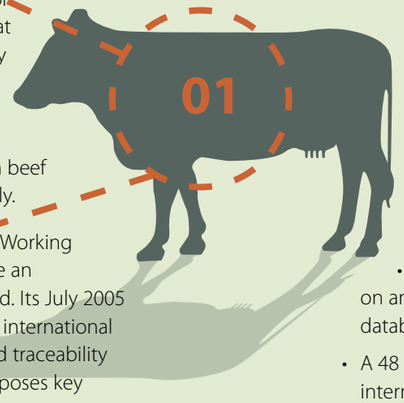
New rules and systems for this are being put into place in the European Union, United States, Japan, Australia and elsewhere (recall Peter Stevens' articles in SCAN issues 11, 12). In these and other markets, there is a rising demand for equivalent traceability in those countries from which products are imported. Where an actual biosecurity or food safety incident demonstrates that this is, in fact, not the case then market access may swiftly be denied to whole categories of product or producers.

Our livestock industry is now well aware of the risks. Traceability is "an insurance policy we cannot afford to do without," is the blunt view of Neil Taylor, former Meat New Zealand head. He and other industry leaders recognise significant market access risks in not having equivalent traceability to our export markets and to competing nations.

Of course, the meat industry has long recognized the most fundamental of biosecurity threats to New Zealand farming posed by Foot & Mouth, BSE and other animal diseases. The Foot & Mouth hoax on Waiheke Island last May was another reminder of how devastating this virus, if not rapidly identified and contained, could be to livestock farming and production nationwide. It was also a test of existing traceability systems, which seem to have stood up well in this particular circumstance.

Review

In context of all biosecurity and market access issues, livestock traceability has been under close review by the industry and Public Sector agencies over the past two years. Early in that period, analysis done for New Zealand Trade & Enterprise found that our existing systems compared reasonably well with six other countries, but lagged behind Australia and Uruguay. The work also reinforced the fact that no-one is standing still, particularly on traceability in beef production for domestic and export supply.



The Animal Identification and Traceability Working Group was set up in early 2004 to propose an improved national system for New Zealand. Its July 2005 consultation report is a detailed review of international developments, and existing databases and traceability capabilities in this country. The report proposes key elements for a new national system.

The Group defines livestock traceability as: "The ability to quickly identify and track a specified individual animal or group of animals from the property of birth through to slaughter/death." This includes the ability to identify any animal at the centre of a biosecurity or food safety case; to trace back to all other animals with whom it has had contact; and to track forward to any relevant product further along the supply chain.

The report notes that New Zealand has good traceability in meat processing and distribution to market. When it comes to live animals, many producers and handlers have developed their own traceability systems to meet specific commercial needs or industry good requirements. However, there is limited data exchange between them or "inter-operability" – something widely recognised as fundamental in good traceability systems.

New Zealand's existing livestock databases with traceability attributes include Agribase, held by AgriQuality, and the associated National Livestock Database. Together these have comprehensive data on dairy, beef and deer herds including individual animal identification for bovine Tb testing purposes. The seperate Livestock Improvement Corporation's "MINDA" database on dairy herds, has very limited individual animal identification.

Proposals

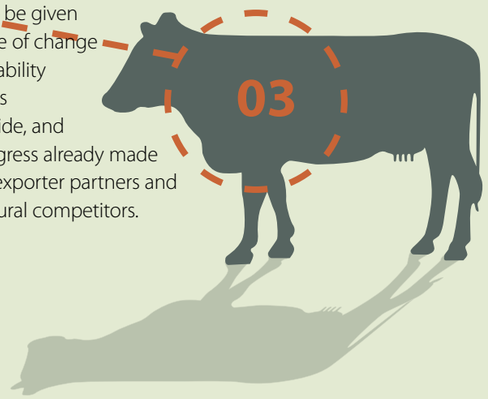
The Working Group proposes building on these to create a new national system for all New Zealand's beef and dairy cattle and farmed deer. The initial focus on cattle and deer reflects the international trend for tighter traceability first in relation to beef production. In future, it is proposed that the system be extended to sheep and pigs.

The Working Group proposals were finalised in December after submissions by many stakeholders, including GS1 New Zealand. Key elements are:

- Identification of each animal (cattle and deer) and each property with unique numbers. The animal number to be issued before first movement from the farm of birth.
- Standardised devices for identifying each animal, probably a tag read manually and/or electronically (in the latter case, using RFID or radio frequency identification technology).
- Mandatory data on each animal's location, movements and slaughter/death to be held in a central database, which is operated by a designated provider on behalf of all system users.
- Scope for non-mandatory, "transactional" data on animal health, for example, to be collected in the database.
- A 48 hour traceability requirement, in line with international best practice. Individual animals can be located within this timeframe.

In regard to each element, the Working Group has avoided any recommendations on the technology and systems that could or should be used. Those are critical decisions to be made by a governance body now formed to take the proposals forward. Likewise, decisions are pending on all aspects of structure and funding for the system.

The Working Group proposes that the system be in place for voluntary use from 1 October 2006 and for mandatory use from 1 October 2007. Timeframes are tight, as they need to be given the pace of change in traceability on farms worldwide, and the progress already made by our exporter partners and agricultural competitors.



The GS1 View

GS1 identification standards are the ideal basis for livestock traceability in New Zealand.

Our open, global standards can be used to uniquely identify animals, herds, farms, and livestock owners, managers and intermediaries – and thereafter, to maximize the opportunity for data exchange and inter-operability between everyone in the supply chain.

GS1 is ideally placed to support world-class livestock traceability with a system proven to be open and global, and to enable robust separation of identification from the other two core elements of any livestock traceability system:

- Identification tags that are read manually and/or electronically; and
- A central database holding all relevant data on animals, farms etc so that it can be updated and accessed by users.

We believe the best system for New Zealand will avoid proprietary numbering and tagging systems, which reduce flexibility and are fundamentally at odds with the requirement for traceability that meets global requirements in all respects. The best system will also ensure that the central database is under administration independent from the other elements, and this includes the issue of unique identifiers.

This is the basis of GS1 New Zealand submissions on a national traceability system. We have indicated support for key elements proposed by the Working Group (December 2005). We note that critical decisions on identification and tagging systems, and the central database are yet to be made.

GS1 New Zealand can issue, on request from producers, a unique 13-digit GTIN (Global Trade Item Number) for each animal and a 14-digit GTIN for each herd, property or owner.

We also propose that the GS1 bar code standards be adopted for use in conjunction with GS1 identification standards – and also that EPC (electronic product code) be adopted for use with RFID. Tags, readers and other items that support use of these standards can then be sourced in open markets, at lowest competitive cost to the livestock industry.

It is important to build understanding throughout the industry that traceability is not just about tagging and the associated hardware, but a conceptual framework that can be applied to production and supply chains for any form of goods (be they meat or cheese, vegetables or canned fruit, auto parts or garments).

GS1 is contributing to development of national traceability in the livestock farming industries of Australia, Europe and Brazil.

Dioxin and traceability

By Owen Dance, from the CIES Food Safety Conference*

Five months to resolve Belgium's animal feed dioxin contamination incident in 1999 but just five days to deal with a repetition in 2006. That's the difference effective traceability systems can make!

The CIES (European Food Business Forum) Food Safety Conference held recently in France heard a fascinating report from Dr Marc Cornelis, of the Belgian Federal Food Safety Authority, who highlighted the importance of the European Union's traceability requirements in human food chains for rapid and effective response to the latest incident (in January of this year).

The dioxin was found in pork bone fat imported from Belgium to Holland. Belgian authorities found the supplier was the same company responsible for releasing contaminated animal feed in 1999, but now a trace back on the ingredients in the pork bone fat showed the dioxin had been present in the hydrochloric acid that was used to extract the fat from pork bones. The base cause of contamination in flawed manufacturing of the acid was identified. In addition, it was quickly possible to trace all other destinations of the contaminated fat and all affected products were fully recalled.

"We knew where the contamination was from and where every piece of contaminated feed had gone five days after learning of the situation," Dr Cornelis said. "We lifted the operating restrictions of the farms and companies involved on the sixth day."

The reorganisation of Belgian government departments responsible for managing food safety incidents was another important factor.

The incident served to highlight the value of traceability as a business practice – and also the value of standardised traceability for ensuring speed and efficiency when issues arise.

The CIES conference was the venue for launching the new GS1 Traceability Standard, after 19 months development by an international working group. The latter included organisations as diverse as GS1 (New Zealand represented by Raman Chhima), the Japanese National Fishing Industry Federation, international French retailer Carrefour and the Canadian Fresh Produce Marketing Association. The GS1 Traceability Standard underpins specific traceability guidelines for any sector.

The conference also heard from various world authorities on traceability. Yasuhide Chikawaza, of Japanese retail giant Aeon, spoke of his company's reliance on traceability to satisfy the 85% of Japanese customers who demand to know the origin of food products. Hans Johr, Corporate Head of Agriculture for Nestle, spoke of the importance of traceability in maintaining the integrity of the supply chain and the trust of consumers. The theme was echoed by many speakers.

** Owen represented GS1 New Zealand at the conference, held in Paris, 1-3 February 2006. There were 485 delegates from 41 countries. Owen will report more fully on issues raised at the conference in the June issue of SCAN. He can be contacted on 04 494 1064 or owen.dance@gs1nz.org*

EANnet "**go live**" approaches: Are suppliers ready?

Foodstuffs New Zealand is set to "go live" with EANnet from mid May – and Foodstuffs suppliers are being urged to make all preparations needed on their part before then.

Steve Anderson, Chief Executive of Foodstuffs South Island and chair of the Foodstuffs EANnet steering committee, says many suppliers appear to have been waiting until the "go live" date before they start work, which is definitely the wrong approach.

The need for suppliers to prepare well in advance of 17 May has been reinforced recently with a "call-to-action" from the Grocery Industry Council which wants suppliers to upload data on all their active SKUs into the packaging fields on EANnet. This will ready EANnet to help met annual reporting requirements under the New Zealand Packaging Accord 2004.

The Council has written to companies who are signatories to the Accord, reminding them of their responsibilities under the Accord and the decision to use EANnet for gathering information on the consumption of primary packaging materials.

The Council points out that suppliers' proper use of EANnet will, in effect, generate the data required for industry measurement and reporting under the Accord, within the latter's deadlines.

The three Foodstuffs companies have been working behind the scenes on EANnet for 2 $^{1}/_{2}$ years. Mr Anderson says the synchronising of master product data with all Foodstuffs' suppliers using an industry-standard tool will create a solid platform for electronic commerce.

EANnet represents significant investment by the membership of GS1 New Zealand. It will allow suppliers to exchange their electronic product catalogues with trading partners in a standardised and secure manner. GS1 New Zealand welcomes the push now being made to get suppliers on board.

Over 700 suppliers currently use EANnet in Australia and so far, there are 58 users registered in New Zealand. EANnet-enabled suppliers publish master product data once and data (for example on....new products, changes to existing products, product obsolescence notices) flows to trading partners automatically. Paper Universal Buying Forms (UBFs) can be eliminated and retailers have accurate data with which to exchange error-free electronic orders and invoices.

Staff **Profile**

Shaun Bosson

General Manager - Professional Services

Shaun Bosson has recently joined GS1 New Zealand as General Manager, Professional Services. Shaun's expertise is in best practice supply chain management and leading enabling technologies. He recently returned from Europe, where he has lived since 1999 where he held the position of Director of Professional Services for Elemica Inc, a global supply chain services company within the chemicals industry. Within this role Shaun had responsibility for Professional Services throughout Europe working with a number of high profile global organisations.

Prior to this, Shaun worked as a senior supply chain project manager for UK grocery firm Londis, delivering a number of high profile projects.

Before going to Europe, Shaun commenced his career in various supply chain positions within packaging company Paper Coaters Limited. Shaun has a wide knowledge of the business and technical aspects of supply chain management. He enjoys the challenge of defining and implementing strategies for delivering business benefit & sustainable organisational change. Shaun attended the University of Auckland, graduating in 1996 with a Bachelor of Commerce (Management Science) having previously completed a Bachelor of Engineering (Mechanical).

Hannah Lepper

Membership Services

Hannah Lepper joined GS1 last November as Membership Services Officer. She has previously held reception and administrative roles in companies within the hardware sector. Hannah originates from Brisbane, and also lived in Auckland before moving to Wellington. She is studying for a Legal Executive Certificate and will sit final exams for this at the end of 2006. Outside work, Hannah has sporting interests that include touch rugby and indoor netball.

Neyani Dudley

EANnet - Onboarding Specialist

Neyani Dudley has joined GS1 New Zealand as EANnet Onboarding Specialist, with a focus on helping members prepare for EANnet. Neyani has a background in eCommerce and eProcurement solutions in Victoria, Australia. She has just relocated to Auckland with her husband after spending six years with GXS, a Melbourne-based solutions provider to the retail sector.

Neyani began her career in the telecommunications industry, working for a network outsourcing subsidiary of Telstra. She intends to complete a part-time MBA for which she has been studying at RMIT, a Melbourne university. She is enjoying a New Zealand lifestyle that includes sailing, bush walking and, come winter, skiing.

GS1 NEW ZEALAND ANNUAL CONFERENCE – 27 AND 28 JULY 2006

"Connecting the Dots…
Managing the Future of Global Supply Chains"

Programme contents:

- Global standards and industry case studies
- Supply chain trends and future implications
- The role of technologies such as EPC/RFID
- Traceability developments

… and other key issues in 2006

Keynote speakers:

- Sabine Ritter
  General Manager
  Global Commerce Initiative
  Germany
- Jim Bracken
  Chairman
  European Healthcare Initiative
  Ireland
- Chris Adcock
  President
  EPC Global Inc.
  United States
- Sally Herbert
  President
  Global Data Synchronisation Network
  United States
- Maria Palazzolo
  Chief Executive Officer
  GS1 Australia
- Art Smith
  Chief Executive Officer
  GS1 Canada
- Richard Umbers
  Managing Director
  Progressive Enterprises
- Steve Anderson
  Executive Officer
  Foodstuffs South Island
- Phil O'Reilly
  Chief Executive
  Business NZ
- Andrew McKenzie
  Executive Director
  NZ Food Safety Authority

Where:

Langham Hotel, Symonds Street, Auckland

Accommodation:

Langham Hotel special rate of $145 + GST per room (optional breakfast packages available).

Note:

We expect more than 200 attendees at this conference. Within GS1 New Zealand member organisations, this is an excellent opportunity for:

- General Managers
- IT professionals
- Marketing personnel
- Supply chain managers

The programme will also include the tour of a prominent Auckland manufacturing plant and a social event on Thursday evening 27 July.

Put in your diary

REGISTRATION FORM

GS1 New Zealand
connecting.the.dots.2006

Managing the Future of Global Supply Chains

Company name: _____

Your name: _____

Company position e.g. Supply Chain Manager:

_____

Postal address: _____

_____

Contact phone number: _____

Email address: _____

Please contact me regarding (indicate below)

- ☐ Attending the conference
- ☐ Sponsorship opportunities
- ☐ Exhibition opportunities
- ☐ Other _____

FOR MORE INFORMATION ?

Please complete the mini registration form included here and fax back to Pauline Prince on 04 494 1051 or phone on 04 494 1067 or pauline.prince@gs1nz.org

See www.gs1nz.org for regular updates on conference planning

GS1 New Zealand

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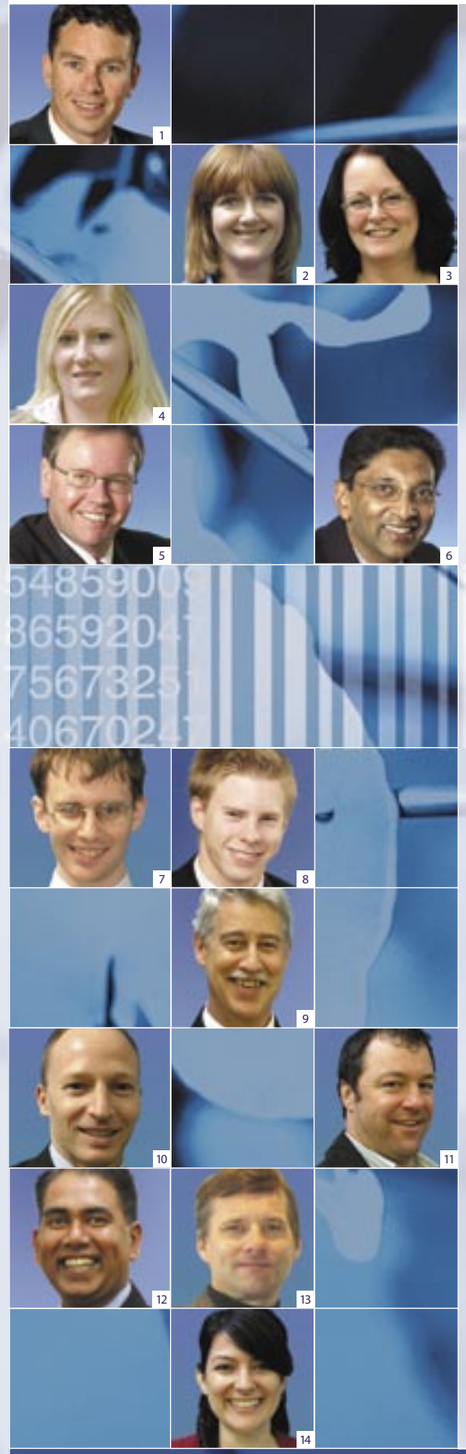
GS1 New Zealand



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