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GS1 CONFERENCE 2006 Connecting the Dots...

Sally Herbert, Global Data Synchronisation Network Inc.

Steve Anderson, Foodstuffs South Island Ltd

Peter Jordon, Kraft Foods

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...new technologies.



Level 2 The Woolstore Design Centre 262 Thorndon Quay PO Box 11 110 Wellington New Zealand

T +64 4 494 1050 F +64 4 494 1051 E info@gs1nz.org

CONFIDENTIAL MEMO

To: All Staff From: Production Manager RE: Barcode Scanners

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Throwing a tape over hardware, two years on

It's almost two years since GS1 New Zealand took a strategic decision to engage in the hardware sector. It was a sector we had little involvement in previously but we saw similarities with the grocery sector where we did have long experience. We believed we could add value to hardware retailers and suppliers alike by enabling them to become more efficient in their daily operations through using GS1 standards.

Over the past two years, there have been two scan point-of-sale (POS) performance studies, meetings between the five major retailers (Placemakers, Mitre 10, Bunnings, ITM and Carters) and a move to introduce bar code verification on all pallets. For suppliers, this has been a surprise and, for some, a matter of controversy. However good POS performance and accurate sales data and re-ordering benefit both supplier and retailer alike.

Phil Huddleston, Merchandise Manager at Bunnings, says his company is getting far better support from suppliers on bar code issues and greater focus has brought change. "Our suppliers have been actively working through all bar-coded products to ensure they have captured and supplied to us all correct information," says Phil. "They recognise that products need to be processed quickly, efficiently and accurately through our points of sale to keep customers happy and to allow accurate POS data capture. We, as a business, are looking to work more with the proactive suppliers who focus on satisfying our customers' needs."

From a supplier's viewpoint, Alec Isaacs, General Manager of Saint-Gobain Abrasives, says that since bar code quality was identified as a major issue in the sector by the major hardware groups, suppliers have become far more aware. They know that bar codes should be applied to all products and that quality standards should be complied with. "At this point I do not think many suppliers are using bar codes internally but I'm sure this will become more common in future," says Alec. "At Saint-Gobain, there is now a high level of awareness of bar coding requirements for all new products. We are working with our supplier partners to improve standards on bar codes applied to products sourced from outside the group."

Matt Jones, Key Account Manager at Irwin Industrial Tools, says suppliers will feel costs in the short term when releasing new products and getting manufacturers up to an acceptable standard, but these costs should pay off in the long term. "There are different types of products with varying shapes and sizes, and it will prove challenging to get all bar codes correct. But at Irwin, we believe it's good to have a consistent standard for the industry. Having come from grocery myself, I am sure we can take some learnings from that sector on how companies can keep standards up over the years and reap the benefits of doing so," says Matt.

This country's first scanning store opened in 1982, just three years after the New Zealand Product Number Association (now GS1 New Zealand) was formed. By 1993, New Zealand led the world in the degree of scanning penetration in supermarkets – 85% of all groceries sold were scanned at checkout. Today, our grocery retail industry is recognized as one of the most efficient in the world. Bar coding and scanning have certainly transformed the grocery business over the past 25 years. I am sure the benefits experienced by grocers will be replicated in hardware — and I doubt that it will take 25 years!

Allan

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 Pauline Prince on 04 494 1067 or pauline.prince@gs1nz.org. Advertising rates are on our website at www.gs1nz.org/advertising.

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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.

EPCglobal takes 10 year view

The world according to Mogens Bak

Remember a world without bar coding? It was only 20 years ago. Mogens Bak predicts we will all feel the same about EPC/RFID in the future – it will be a ubiquitous and unremarkable aspect of doing business.

In the meantime, he has pragmatic advice for individual firms: "You should look forward to using the technology but only when you have a good business case for it." In other words, EPC/RFID is the way of the future because businesses and consumers will progressively recognize and seize its advantages in each area of the economy.

The world is 10 years away from mass item-level use of the Electronic Product Code (EPC) and RFID* in supply chains. But we are moving steadily in that direction with the technology benefits increasingly apparent. So says Mogens Bak, Chairman of the EPCglobal Network Working Group responsible for the transport and logistics sector and a man with detailed knowledge of EPC/RFID in practice today.

In New Zealand recently, Mogens Bak – who's "day job" is Global Head of Retail for DHL Solutions based in Basel, Switzerland– delivered a clear and compelling picture of EPC/RFID, present and future. He is in no doubt that RFID will revolutionise the management of supply chains over time, and that commercial sense will pull the world towards one global set of standards for RFID (ie EPC).

As supply chains everywhere become longer and more complex, there is recognition that the visibility required to manage what is happening demands more than today's scanning technologies. The latter give but a blurred, errorprone view of events. EPC/RFID, says Mogens Bak, will give businesses and government agencies the "eyes and ears" to track and trace events and products with the detail, precision and timeliness that is increasingly required for success in supply chain management.

Indeed, he sees demand for information management and "visibility" as the key drivers for uptake of EPC/RFID over the next 10 years. The benefits will be experienced in improved customer service, reduction in inventory costs, more economic use of assets, higher levels of security, less incidence of product counterfeiting and more.

* Radio frequency identification – the use of identification tags with antenna-equipped microchips that are able to transmit, and in some cases to receive, data on products at supply chain locations that include remote reading equipment.

Global standards

RFID is, of course, already in wide use in various countries. It is used in payment and security systems, warehouse operations, libraries, luggage handling, military facilities and in the retailing of some high-value products. But in most cases, these are "closed loop" RFID systems using proprietary identification standards. They compare poorly with EPC/RFID.

Why global standards? Mogens Bak is very clear on the advantages – easier, lower cost implementation of RFID and easier, lower cost collaboration between trading partners. Perhaps the key benefit is trading interoperability – sometimes referred to as "the new black" because it will become so popular and useful in so many situations. It is a matter of enabling organisations to focus on how they use information rather than how they get it!

The organisation

The EPCglobal vision is simple: One set of global, multi-industry, user-driven standards for collaborative commerce. There will be one "Object Naming Service", supported by EPC standards for data exchange, internal systems and object exchange.

EPCglobal is, itself, a virtual organisation of 1500 people whose time and services are contributed by member entities worldwide. Mogens Bak chairs one of EPCglobal's working groups which, like all of its standing committees , has administrative support from GS1 organisations worldwide. EPCglobal has growing membership among users and potential users worldwide – today, over 810 members from 35 countries (including two members New Zealand). Most are obviously also GS1 members.

EPCglobal also has a rigorous standards-setting process that culminates with ratification of standards by the governing board and then certification. EPCglobal also works very closely with ISO (International Standards Organisation) to align its standards with that body's. To date, standards have been ratified in six key areas, although only standards for tags and readers have reached certification at this stage.



Levels of tagging

The EPCglobal view of RFID distinguishes clearly between three levels of tagging: Shipment unit level tagging (eg containers, pallets); case or carton level tagging; and item level tagging (eg individual garments, packaged grocery products). As Mogens Bak points out, most EPC/ RFID adoption to date is at the first of these levels, and concentrated in the transport and logistics sectors of the supply chain. DHL, for one, has done some 40 trials and operational applications of RFID over the past seven years.

As widely reported (see earlier issues of SCAN), large retailing and consumer goods companies in the United States and Europe – most notably Wal*Mat, Tesco, Gillette and Metro – are trialing carton- or item-level tagging. The positive results are being measured in much improved inventory management and stock availability to customers, and in business process efficiencies.

Next steps

Mogens Bak believes wide adoption of container-level tagging by major players in freight transport and logistics is two to three years away as more EPCglobal standards are put in place and other technology is enhanced. Mass itemlevel tagging will come with the following:

- improvements in tag readability;
- lower tag prices (from 5-6 US cents now to around 1 cent);
- "plug and play" functionality in RFID systems;
- higher levels of comfort among consumers on privacy issues; and
- increased interoperability and data sharing within supply chains.

New Zealand trial on **EPC/RFID**



Planning is well underway for a comprehensive trial of Electronic Product Code (EPC)/ RFID technology in a New Zealand supply chain.

The trial will involve manufacturers, retailers, logistics operators, systems integrators and providers of the hardware on which EPC/RFID is based. All these parties will contribute to a working, "sample" supply chain. The industry and products involved have yet to be finalised.

The trial is expected to will run over 12 months starting late in 2006, with continual scrutiny of the business and technical issues that arise during the deployment of EPC/ RFID in an actual New Zealand context.

GS1 New Zealand's Gary Hartley is setting up the trial, with initial funding from GS1 and from companies which participate. The latter will be drawn from the membership of the EPC/RFID Pathfinder Group, formed last year to promote interest and understanding in the technology in this country. Negotiations are continuing with Government sponsors.

The Pathfinder Group includes user companies, systems integrators, researchers, consultants and academic instituitions. Members include large retailers The Warehouse and Progressive Enterprises, meat exporter ANZCO Foods, technology services companies IBM, Walker Datavision and Blackbay, the University of Auckland, Fonterra and Chep. Many of the members are GS1 New Zealand members.

Gary Hartley says the trial will demonstrate the potential of EPC/RFID to New Zealand industries, while allowing those involved to "learn by doing."

"We're approaching the point where companies are going to have get'skin in the game' or risk being left behind," he says. "The trial will enable us to look at how the technology actually works and build awareness of its opportunities and challenges in a real life New Zealand setting."

The trial is being planned such that participants can track pallets and cartons with EPC tags in more or less real time as these are used to move product through the supply chain. Item-level tagging of product may be trialed at a later stage, once the initial trial is conducted.

GS1 New Zealand will report more fully when the trial details have been detailed and as the trial proceeds. The contact for this initiative is Gary Hartley, telephone 04 494 1063 or gary.hartley@gs1nz.org

Global standards mastermind



In short, Peter Jordan is a global standards mastermind. And he will be providing practical insights and an expert's view of the future at the GS1 conference " Connecting the Dots ... Managing the Future of Global Supply Chains" (see over page).

He believes fervently that no country wanting to be part of the global economy can afford to fall behind the relentless movement towards global information standards and networked exchanges of data. Back in 1642, English poet John Donne wrote that "no man is an island": The full meaning of that, says Peter Jordan, becomes increasingly apparent in global business and trade.



* Can a mere radish drive customer loyalty? In a way, yes. IBM worked with a major grocer to develop a scale that can identify and price produce through a plastic bag, so checkout lines move faster. Coupled with business innovations like RFID inventory control, this grocer now has a real competitive edge. How did it happen? IBM put together a team of Supply Chain Management consultants, systems analysts and engineers who melded vendors, variable pricing strategies and a visionary (literally) scale. Want innovation for loyalty? Talk to the innovator's innovator. Call on IBM. To learn more, visit **ibm.com**/nz/innovation

what makes you special?





At the conference, he will explain what global standards actually are, why they are so important and how they can be implemented. He will talk through the specific benefits for businesses and relate all this to New Zealand. From his office in London recently, Peter Jordan emphasized to SCAN his practical approach to global standards setting and implementation: "I don't favour standards for standards sake. They must be something that improves the bottomline while also raising the quality of service to consumers."

That has, in fact, been a strong practical focus for Peter Jordan since the earliest days of e-commerce. In 1979, he began working in the UK with the ANA (a predecessor organisation of GS1) on standards for Electronic Data Interchange (EDI). He was subsequently involved over many years with EAN UK, for a period as that body's chairman (now called GS1 UK). Peter Jordan's experience with EDI, and with product, location and service numbering and bar codes has included the introduction of such technologies into Kraft Foods.

During 2000-04, he was Vice President of EAN International. Peter Jordan was a key player in bringing EAN and UCC (the US standards organisation) together in the formation of GS1 International in 2004-5. In recent times, he has also been co-founder of the Global Commerce Initiative (GCI), under which guidelines are established for global data synchronization and for the use of EPC (Electronic Product Code) radio frequency identification tags.

Peter Jordan is now the co-Chair of the GCI, which is also developing a Global Scorecard for measuring progress in any country on the implementation of global standards. At Kraft Foods, he leads B2B strategies that use e-commerce and global standards. He has presented at many international conferences with a focus on EDI, product numbering, EPC/RFID and supply chain issues in general.

And Peter Jordan's big picture view on the future? "We will see an evolution from bar codes to RFID over the next 10 years. And we'll see bulk transfers of data through EDI give way to a far more networked environment for the real-time exchanging of information."

Peter Jordan's Conference presentation is on Thursday 27 July, from 9.15-10am.

Not to be missed!

Staff Profile



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barry@imagesinspace.co.nz www.imagesinspace.co.nz

Nifo IIi Accounts Administrator

Nifo joined GS1 New Zealand in April 2006 as Accounts Administrator. Much of her previous career has been with ANZ Banking Group, where Nifo held various senior bank

administration roles. The quality of her work and her commitment to customer service in the corporate market was recognised with numerous awards within ANZ. Nifo and her husband, Marc, have two sons, aged 10 and five. Aside from her family and career, Nifo has a keen interest in sports. She has represented the Wairarapa and South Wairarapa in netball, volleyball, basketball, rugby and soccer, and is currently involved with local administration of netball and soccer.

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Connecting the Dots...

By Peter Stevens

New thinking, new technologies

New thinking and new technologies are changing the way supply chains operate in most parts of the world. New Zealand must keep up. We are a small trading nation for whom international competitiveness is vital.

In some areas, we are actually doing more than keep up. The Warehouse and the Foodstuffs Group are two organisations near the front of supply chain developments worldwide, and there are other New Zealand examples as well. The challenge now is for more Kiwi businesses to embrace the new thinking and new technologies – and for our national economy to reap the benefits of more efficient, lower cost supply chains in every sector.

We have thought hard about this challenge and the issues involved in planning this year's GS1 New Zealand Annual Conference. **"Connecting the Dots ... Managing the Future of Global Supply Chains"** is an opportunity — undoubtedly, the best opportunity in 2006 – for this country's business decision makers and opinion formers to join a meaningful discussion on the latest in supply chain thinking and technologies in New Zealand and worldwide.

Topics will encompass:

- the importance of global standards;
- the future of RFID (radio frequency identification);
- early adoptions of RFID in New Zealand;
- the significance of "traceability" for this country;
- implementation of traceability systems overseas;
- the basics of data synchronization;
- the rollout of EANnet in New Zealand; and
- global trends in data synchronization.

By "connecting the dots", we mean acquiring a coherent understanding of these and other major developments in supply chain management, here and around the world. We must always bear in mind the importance to New Zealand's international competitiveness of supply chain efficiencies in the domestic economy as well as in exporting industries.

And GS1 New Zealand has put together the most competitive line-up of international and New Zealand

speakers on the issues ever seen in this country! The term "expert" is often misused but not when applied speakers at this conference.

International speakers include some of the leading thinkers – and leading do-ers – on supply chain development in Europe and the United States. See the full two-day programme in the "**Connecting the Dots** ... **Managing the Future of Global Supply Chains**" brochure (mailed to all members in June) and on www.gs1nz.org.

After the official opening by Prime Minister Helen Clark and a keynote address from Business New Zealand Chief Executive Phil O'Reilly, we will hear from Peter Jordan – one of the world's biggest names in global standards and traceability (see page 6).

Chris Adcock, the President of EPC Global Inc, USA, will speak about the benefits of EPC/RFID. Chris is a world leader in the push for common standards using the Electronic Product Code in all types of organisation, worldwide. Sally Herbert, President for Global Data Synchronization Network Inc, USA, will outline the worldwide system for connecting data networks through GDSN (a global scale EANnet). Our other international speakers will include: Art Smith, Chief Executive Officer, GS1 Canada; Jim Bracken, CEO, GS1 Ireland; and Maria Palazzolo, CEO, GS1 Australia.

The Conference is also the best opportunity in 2006 to hear about the latest supply chain developments in The Warehouse Group, from Managing Director Ian Morrice, and in Foodstuffs, from Foodstuffs South Island Chief Executive Steve Anderson. New Zealand Food Safety Authority Chief Executive Andrew McKenzie will talk about the demands on this country for greater traceability, while Brian Lang of Walker Datavision will update us on technologies for traceability. With EANnet going live, the Managing Director of Healtheries, Sarah Kennedy, will discuss the benefits.

In all, the conference promises to be a highly informative and stimulating two days for general and executive managers, and professionals in IT, marketing and supply chain management.

DON'T MISS THIS – REGISTER NOW!

27-28 JULY 2006, THE LANGHAM HOTEL, 83 SYMONDS STREET, AUCKLAND

PRESENTERS INCLUDE:



Peter Jordan Director International B2B Strategy, Kraft Foods, UK



Chris Adcock President, EPC Global Inc., USA



Sally Herbert President, Global Data Synchronisation Network Inc., USA



Jim Bracken Chief Executive Officer, GS1 Ireland / Project Director, European Healthcare Initiative



lan Morrice Group Chief Executive and Managing Director, The Warehouse Group Limited



Steve Anderson Chief Executive Officer, Foodstuffs South Island Ltd



Phil O'Reilly Chief Executive Officer, Business NZ



Will Duckworth RFID Leader, Asia Pacific, IBM / Wireless Leader, Asia Pacific, IBM Global Business Services, **IBM Australia**



Andrew McKenzie Executive Director, New Zealand Food Safety Authority



Sarah Kennedy Managing Director, Healtheries



Art Smith Chief Executive Officer, GS1 Canada



Maria Palazzolo Chief Executive Officer, GS1 Australia



Brian Lang Managing Director, Walker Datavision (GS1 Premium Alliance Partner)

Conference Details

Proceedings begin 8.30am Thursday 27 July and conclude 4.45pm Friday 28 July.

Information on speakers, presentations, panel discussions and related events set out in the Conference Programme, mailed to all GS1 members in the first week of June – see also www.gs1nz.org

Conference dinner at the Floating Pavilion, Viaduct Harbour, Auckland, on the evening of 27 July.

Accommodation is available at Langham Hotel at a special rate of \$145 plus GST per room/per night (optional breakfast packages available).

Register through www.gs1nz.org, or by using the form in the hard copy conference programme, or by calling GS1 New Zealand 04 494 1067, or from 8am on 27 July at Langham Hotel.

FOR MORE INFORMATION

Go to www.gs1nz.org or by contacting Pauline Prince on 04 494 1067 or pauline.prince@gs1nz.org



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First live data exchanges with Foodstuffs on EANnet

By Jay Carlsen

The three Foodstuffs companies and some of their suppliers are expected to make the first use of EANnet for routine exchanges of business data between them by the end of June.

More suppliers will go "EANnet live" with Foodstuffs over the coming months. As confidence builds, synchronized electronic data exchanges will replace the use of hardcopy Universal Buying Forms (UBFs) – the final step for each supplier in its transition to EANnet.

The progressive "live" use of EANnet between Foodstuffs and its suppliers is the culmination of three years' effort by the grocery retailing companies and by GS1 New Zealand working with suppliers. Our focus has been on encouraging the latter to register, and then helping them transition to "EANnet Ready™" status and ultimately to go live with Foodstuffs.

In recent weeks, we have celebrated the 100th registration: Hansells (NZ) Limited registered immediately after that company's Operations Manager, Dave Owen, attended a GS1 EANnet Foundation course in Wellington. He recognised the benefits of EANnet and the need to avoid any delay in beginning the transition for Hansells. The 100th registration is a major milestone for GS1. Registered suppliers fill in an EANnet catalogue with data on their products. This data is synchronised with data in the "back end" systems of one, two or all three of the Foodstuffs companies. When this is completed, suppliers become EANnet Ready™. They "go live" with Foodstuffs once both parties have assured themselves of a clear match between data in the catalogue and in the grocery retailers' systems. The latter will be automatically updated whenever a supplier makes a data change in its catalogue. EANnet allows the Foodstuffs systems to query particular data changes where necessary to preserve synchronization.

Now is the time for key suppliers who value their relationships with Foodstuffs to register for EANnet and begin work on reaching EANnet Ready[™] status. GS1 provides each registered supplier with a catalogue for their data. The 107 required data fields in a catalogue can be viewed at http://www.gs1nz.org/EANnet/documents/eannet_ug_v1b.pdf (pages 5-11 for supermarket requirements).

Registration is easy. A registration form is available in the members-only section of the website. If you do not have your login details to access this section, call GS1 and we can set you up with access. Any questions about registration for EANnet, or about EANnet in general, can be directed to a member of the EANnet team on 0800 10 23 56.

Certificate Course Graduates

GS1 congratulates these successful students. Tim Doherty's record is particularly notable because he has set a record for completion time, starting from home on a Sunday afternoon and finishing the entire course by morning tea the following Thursday!

Vincent Grace	PSP Ltd
Rick Waiariki	The Cedar Creek Company
Nenad Panech	The Cedar Creek Company
Lyndon Baird	The Cedar Creek Company
Tim Doherty	GS1 New Zealand
Anne Vanstone	Prendo Produce
Jayne Henry	Clorox NZ Ltd

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Red Bull is ready!

Red Bull is a drink to help people with bursts of mental and physical exertion. GS1 New Zealand can do the same for some members when they want to become EANnet Ready[™] in a hurry.

Red Bull New Zealand Limited called on GS1 for a burst of EANnet Ready[™] energy during May. The company used the EANnet Fast Track option, which is available to GS1 members who have fewer than 150 Global Trade Item numbers (GTINs) (50-75 SKUs). In such cases, GS1 is committed to bringing the member up to EANnet Ready status in the quickest possible time - and Red Bull was there after only one day's work by the EANnet Team!

Foodstuffs are a major retailer of Red Bull, which is a leading brand in New Zealand's fast growing functional energy drinks category. The company has only 16 GTINs for its products (Red Bull Original and Red Bull Sugarfree) and LunAqua water, but it valued close support from GS1 to become EANnet Ready[™]. "It was great for us to be able to call the team in and be assured that all data in our catalogue is absolutely correct for the purposes of EANnet," says Shelli McLeish, Logistics and Operations Manager.

The Fast Track project meant populating the Red Bull catalogue with data on the 16 GTINs (eight SKUs). It might have been a relatively small job – some Foodstuffs suppliers have thousands of GTINs - but ensuring that dimensions, weights and other product specifications were the same in the catalogue as in the company's SAP system was crucial.

It was a busy day for GS1 consultants Jay Carlsen and Neyani Dudley who started by outlining the catalogue structure for Red Bull, and set up product groups and product IDs in EANnet. Then, they collected the required data by searching Red Bull's SAP system and price list, and checking the accuracy of this data. Jay and Neyani entered the data online into Red Bull's EANnet catalogue, after making sure they had all that was required and that it was in the correct format. The process included validation that all data entered met EANnet requirements. Finally, access was granted to the three Foodstuffs companies so they could download the data.

For any supplier, the move from EANnet Ready[™] status to becoming EANnet Live[™] can take considerably longer if their catalogue has data errors. Delay and re-work are certainly not the style of Red Bull– a company known in New Zealand (and worldwide) for sponsoring sporting events where energy, speed and excitement are of the essence!

> If you think your company would benefit from the EANnet Fast Track option, call GS1 New Zealand on 0800 10 23 56. For more information on Red Bull visit www.redbull.co.nz



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EDIS in the FMCG sector

e-commerce, EANnet, product catalogues, supply chain management, customer service excellence... and people.

No matter what technology or business methodology has emerged over the past 20 years, noone has ever succeeded in replacing the most important component in an efficient supply chain – excellent staff.

"EDIS is putting far more emphasis on empowering people in the electronic supply chain than ever before," says Chandrakant Patel, Director of EDIS Technologies Limited, the New Zealand e-business specialists. "That's a really healthy trend. Where we once saw a drive to reduce cost alone, we now see clients who are focused on better equipping staff to use e-commerce."

EDIS implements complete e-commerce solutions for clients in the FMCG* and manufacturing sectors. That includes product catalogue management for EANnet using the EDIS Bizcaps[™] solution, as well as full business-to-business electronic document exchange.

These services can translate into huge reductions in the cost of doing business simply by changing the way information is managed.

"e-commerce is now far more focused on moving data into, and out of, ERP systems automatically. That creates huge efficiency gains simply because staff are freed-up to focus directly on helping customers with issues that only humans can solve," says Chandrakant Patel.

The secret is changing information into knowledge. On every project, EDIS integrates not only with the client's ERP system but also with their workflow. As documents are exchanged automatically between suppliers and retailers, exceptions are detected and re-directed to customer service staff. This can be as simple as generating an email for reporting a problem with a purchase order. Where clients have more sophisticated CRM systems, EDIS can report issues directly into its issues database.

With EANnet, EDIS sees a huge opportunity to finally solve a major problem that has existed in the FMCG sector for a long time. "No matter how good your internal processes are, without accurate product catalogue information you cannot achieve the level of supply chain excellence that we are all striving for," says Chandrakant Patel. "That's the whole focus of EANnet."

He says this is the most exciting time in the e-commerce world that EDIS has yet seen. The company has brought more new clients online in the last two years, both in FMCG and other sectors, than ever before.

"That is being driven by EANnet but more importantly, it is being driven by suppliers and their staff who are passionate about excellence."

* FMCG is fast moving consumer goods

Profile: EDIS Technologies Limited

Over 20 years of experience developing its own software and methodologies has made EDIS Technologies one of the leading e-commerce companies in New Zealand. EDIS specialises in the implementation of e-commerce solutions and EANnet catalogue creation, as well as providing the project management required to bring a client on-line successfully.

EDIS services include:

- Bizcaps™, the fully EANnet-compliant solution for catalogue management, data synchronization, new product development, formulations and customer feedback;
- EDIS for Windows, the complete business-to-business communications, translation and integration solution for both small and corporate clients;
- Project management and business re-engineering to connect a client to their major customers;
- Ongoing support, assistance and connectivity via the EDIS-1 network;

See www.edistechnologies.com



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More EANnet Foundation seminars





GS1 New Zealand is running EANnet Foundation seminars through 2006 as and where demand requires.

We held seminars in Auckland and Wellington during May. After feedback received by Foodstuffs and GS1, we are considering similar events in Dunedin and Nelson later in the year, in place of one previously planned for Christchurch.

Venues and dates for Dunedin and Nelson seminars have yet to be confirmed, and GS1 would like to hear from members interested in such events. Pre-registration for future EANnet Foundation seminars will help us finalise arrangements. Please call Hannah Lepper on 04 494 1050 or email hannah.lepper@gs1nz.org.

Meanwhile GS1's Bar Code Foundation seminars continue to be held as demand emerges from members. Seminars were held in Auckland and Wellington during May, although a third planned for Christchurch did not proceed when registrations were too low.

OR MORE INFORMATION

on upcoming seminars, visit the events calendar on our website www.gs1nz.org

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Developing the world of enterprise mobility

Blackbay is an enterprise mobility specialist with technologies that enable companies to keep track of their operations, wherever and whenever they occur. It follows that Blackbay is very adept at tracking developments in its own area of business – and these definitely include radio frequency identification (RFID).

Blackbay – part of Christchurch's electronics and IT industry cluster – has a substantial international business providing mobile solutions for freight operators and other companies with dispersed field operations. Today Blackbay logistics and field service tracking systems are in use by more than 15,000 field personnel worldwide.

Over the past 12 years, the company has responded to the burgeoning demand for enterprise mobility – the integration of handheld devices for mobile data communication with a company's information systems for operating efficiency gains, cost reduction and improved customer service.

Blackbay customers in New Zealand include Fliway and Toll, freight logistics and transport companies, and Express Couriers, a joint venture between New Zealand Post and DHL. Each uses Blackbay technology to track the movement and delivery of items, as do Australia Post and Parcel Force in the United Kingdom. In fact, Blackbay estimates that worldwide over 150 million jobs are tracked annually using its enterprise mobility solutions, in most instances with a delivery signature gathered on a handheld device.

Technical Director Grant Pugh says Blackbay solutions are all about raising "visibility" within business operations – and the move into RFID is an obvious next step for many existing Blackbay is a member of EPCglobal New Zealand and the first company here to be involved in EPCglobal's international working groups. These groups, with over 1600 individual participants, promote the adoption and implementation of Electronic Product Code (EPC). Blackbay's involvement enables this company to become a standards maker in the developing world of EPC/RFID, not just a standards taker. Blackbay is also a foundation member of the RFID Pathfinder Group, a group of companies planning a trial of EPC/RFID in a New Zealand supply chain (see article, page 5).

and potential customers. "Companies see the benefit of improving the management of valuable, renewable components that move around supply chains," says Mr Pugh. "RFID can be used to track these components, thereby reducing inefficiencies and losses, and also to help meet agreed levels of customer services."

Mr Pugh says Blackbay is already offering existing users of its solutions a retrofit approach to using handheld RFID readers for "asset visibility" over a wide area beyond their organisational boundaries. "We're well positioned to take customers into the era of RFID. Some of them are starting to plan for this now, and we're ready to guide and support them so that the transition is much easier."

Indeed, Blackbay is now working on two early adoption projects for handheld RFID scanning in New Zealand, in the agricultural and petrochemical industries. Still under wraps for commercial reasons, these are expected to be among the first applications of its new wireless handheld RFID products in New Zealand. Blackbay's move into RFID draws on capabilities and experiences acquired in the development of enterprise mobility to date, including the design and manufacture of handheld devices. The company has recently begun international distribution of its first RFID reader, the U1000. This short-range reader is designed for easy integration with PDAs (personal digital assistants) that operate on Microsoft Windows for PocketPC[™] or Windows Mobile[™] platforms – both obviously in widespread use.

Mr Pugh says Blackbay has given the U1000 ergonomic and rugged environment features that suit the freight and courier industries, and industrial or agricultural settings. "We are specialists in the tracking of items and of service delivery between locations, which can be more demanding than inside the doors of any particular warehouse," he says.

Blackbay is now working on its second RFID reader, designed using EPC standards and with a wider scanning range. The company is a member of EPCglobal, having recognised the importance of this emerging universal standard for RFID. Its experience in producing such hardware has been a functional response to the requirements of existing customers in New Zealand and internationally.



That ability has seen Blackbay develop two distinct types of enterprise mobility solution. Delivery Connect is for real-time job tracking, mainly in the freight and courier businesses where field staff are equipped with PDAs for logging consignment details. Service Connect is for field service businesses, where staff are providing timely and accurate reporting from diverse locations. Users of this type of Blackbay solution in this country include Chubb New Zealand (security services), Livestock Improvement Corporation (data gathering on dairy herds) and Konica Minolta (photocopy machine servicing).

With its expertise in creating a total solution to the customer's needs, Blackbay provides ongoing systems management for some larger customers: They have a one-stop mobile application service based on Blackbay's own server. In addition, the company provides a continuously-staffed technical help desk for these customers.

From Christchurch to the world

Blackbay Limited is an international company, with a London headquarters but a Christchurch base for technology and business development.

In fact, the company originates from a Christchurch business started in the early 1990s by local IT industry entrepreneur Phil Holliday. It was sold six years ago to the UK mobile data communications company iTouch plc, a new owner well placed to facilitate international expansion of the business as an enterprise mobility specialist.

The company was subsequently sold to private investors based in London and the distinctive Blackbay name was adopted in August 2005. Today, Blackbay has three principal private investors including the company's chairman, Avi Azulai, who was one of the cofounders of iTouch plc.

This year, Blackbay has attracted new investment from Close Venture Management (CVM), one of the UK's longest running venture capital funds specialising in high growth technology businesses. CVM has invested approximately NZ\$10 million in Blackbay, helping fund its further development and marketing of solutions worldwide.

Blackbay has sales and marketing offices in London, Singapore and Sydney as well as Christchurch, with the latter also having the company's development activities. Of a total 57 Blackbay staff worldwide, around 43 are in Christchurch.

The company's Technical Director, Grant Pugh, has helped lead the business forward since the early 1990s. An electronics engineer, Mr Pugh was previously with GEC Marconi in the UK, where he worked on the earliest forms of RFID during the mid 1980s.

Blackbay had total sales growth of 50% in 2005 with strong growth expected to continue in the years ahead.

Getting serious about Food Safety

By Owen Dance, Senior Technical Consultant



Bar codes and food safety might seem a strange combination. After all, bar codes are for shops and warehouses while food safety belongs in laboratories, or so we might think.

The connection is traceability – the capability to identify precisely where food comes from, where it is now, and in which box or other container any particular batch or consignment or harvest is now stored. Traceability is, of course, fundamental to GS1. We have recently issued a global standard for it – a step-by-step guide on how to make traceability in food supply chains effective and efficient anywhere in the world.

So far in 2006, GS1 New Zealand has contributed to two international conferences at which the importance of food safety and of traceability have been highlighted. I attended a conference hosted by French-based Food Safety Forum CIES in Paris from 1 – 3 February and then the 5th Annual New Zealand Food Safety Conference, held in Auckland on 17-18 May. Nearly 500 delegates representing 290 companies and organisations in 41 countries attended the Paris event. The New Zealand conference was understandably smaller, with around 40 delegates from Australia and New Zealand.

Global standard

GS1 used the Paris conference for the worldwide launch of GS1's global Traceability Standard after two years development by a working party of GS1 representatives and interested companies from around the world. I reported the launch when addressing the New Zealand conference a few weeks later. Traceability is increasingly recognised as essential to ensure food safety for consumers and, in turn, to ensure export market access for countries like New Zealand. This is especially so in the European Union and the United States where authorities have wide powers to exclude suspect food and animal feed in response to any safety concerns.

There are many ways of achieving traceability and, as yet, little standardisation between industries or countries. Some might argue this does not matter as long as a food producer or supplier achieves the basic objectives of traceability. Deeper analysis will always support the case for standardisation.

Standardisation

Identification depends on numbers and these must be machine-readable, whether by bar code or radio devices. If alpha-numeric combinations are used to identify items in one company, while another company uses five-digit numbers and yet another uses 14 digits – and then all three use different types of bar code – there are severe limitations on traceability. What happens in a warehouse holding stock from the three companies when they are required to urgently recall similar items from a variety of different batches, all identified in different ways?

There are obvious advantages in everyone speaking the same "language" of identification and ultimately the same "electronic language". Standardisation enables a swift, efficient response to product recalls and it makes far greater economic sense. When the same equipment and software can be used for tracing all products and meeting health safety and other demands, there are inevitably cost savings.

There are global standards for traceability issued by the World Health Organisation (WHO) and the International Standards Organisation (ISO). These specify what has to



be done but not how. There is wide scope for different methods to be used in achieving the same specified ends. The GS1 global Traceability Standard meets all WHO and ISO criteria for functionality but goes further, in providing specific guidance in the use of GS1 numbering and bar coding standards to actually make it happen.

No gimmicks

The Paris conference heard examples of the importance of knowing the origin of food products and being able to quickly identify and recall specific products in the event of a food safety incident. In France, Japan and Ireland, consumers can use the Internet to see photographs of the farms on which meat has originated – even see pictures of the farmers! British supermarkets sell apples in packs of two or four with the grower's name and location on the label.

These are more than sales gimmicks. Being able to identify the origins of particular foods and the route they have taken to market is an increasingly important requirement in international trade. Under American and European laws, authorities can stop trading in products of the same type as any involved in a food safety incident. One bug in one apple could have far reaching ramifications unless the particular source of the problem can be quickly and accurately identified – and isolated within the supply of apples and other foods from that supplier and that country.

At the New Zealand conference Dr Silvia Estrada-Flores of Food Science Australia reported on the advent of "temperature logging" as part of traceability – the recording of temperatures at which goods are stored at various locations, for various durations.

For more information, see www.gs1nz.org/traceability.aspx

Does your industry have a requirement for EAN 128?

"Product Traceability through the entire supply chain is becoming essential for businesses to compete in today's global business environment" says Brian Lang – Managing Director of Walker Datavision



With organisations such as Wal*mart and Metro AG leading the charge with RFID initiatives, the New Zealand market is tightening up and there is a necessity for a traceability system that lives up to international expectations. "Product traceability through the entire supply chain is becoming essential for businesses to compete in today's global business environment," says Brian. "With global initiatives around "chain of custody" and "product traceability" there is a requirement to address these compliance issues". Automatic identification technologies such as bar code, RFID and mobile computing can provide product traceability along with improved business processes and inventory accuracy.

Walker Datavision is a leading supply chain integrator in the New Zealand market, and builds solutions to address specific company requirements. In early 2003, Walker Datavision began doing just that for the distribution of Mainland products within Fonterra. The giant dairy group sought an efficient labelling and tracking solution for packaged consumer products shipped out from nine of its plants around the country.

Walker Datavision assembles and customizes the hardware and software required for GS1 compliant labelling and scanning of cartons. It also provides staff training and ongoing technical support, a full value-added solution for this critical component of product traceability.

Brian will be covering off these issues and giving you the tools to understand how automatic identification technologies can be used in traceability solutions. You can catch Brian at the GS1 Conference 2006 on Friday 28 July.

Brian has spent the last 20 years working locally and internationally in the automatic identification data collection (AIDC) industry. Having worked for manufacturers and systems integrators Brian has a wealth of practical experience in applying AIDC technologies to provide competitive business advantages.



Frequently asked questions

ANSWERED BY OWEN DANCE, GS1 NEW ZEALAND



Question: What are ISBN numbers and what are their origins?

ISBN stands for "International Standard Book Number". All countries' national libraries participate in the issue of ISBNs, which are administered by the International ISBN Agency, operating out of the German National Library. Currently the National Library of New Zealand issues a new 10-digit ISBN for every book published in this country and/or released here for sale. Each ISBN then becomes the basis of a new 13digit number conforming to the GS1 Standard and used to create an EAN-13 bar code. Currently GS1 will do the number conversion free of charge on request.

A revised ISBN number structure has been published this year, to take effect from 1 January 2007. Each ISBN number will be issued already converted to the GS1 Standard, with 13 digits – a three digit international book industry prefix, 978, followed by a nine-digit ISBN number specific to that book and a single check digit which replaces the original ISBN check digit. Book trade users of ISBN numbers will need to ensure that their systems can accommodate the revision.

Question: How are GS1 numbers (otherwise known as GTINs) originated?

The most common Global Trade Item Number (GTIN) is 13 digits long and can be seen, for example, beneath the bar code on most grocery products. While it should be regarded and used as a single identification number, this GTIN does, in fact, have internal components that ensure its uniqueness worldwide. The first part of the number will be a prefix allocated by GS1: it is effectively the GS1 membership number of the member-company whose product is identified by this GTIN. That part never changes in all GTINs originated by the company. The latter part of the number, except for the final digit, can be varied by the company, so that it can create a range of 12-digit numbers.

The final, 13th digit is called the check digit and it performs a technical function in the decoding of the bar code by scanning software. It must be calculated with a special arithmetic algorithm that uses the other 12 digits in the GTIN. This is done using a calculator supplied by GS1 and available on the GS1 website. This structure ensures that each complete 13-digit GTIN will be globally unique when allocated to a particular product in the member-company's product range.

Question: A supplier is declining to put bar codes on their products despite requests to do so. As the supplier's customer, what can I do?

That depends on the supplier's reasons. They could object on grounds of cost, believing that the overhead incurred is not justified by whatever profit they see in their business with you. That is a business issue for the two of you to resolve and it is beyond GS1's influence.

If the difficulty arises from a religious conviction there may be something that can be done, depending once again on the reasons. Some Christians prefer not to join any organisation other than their church, and are unwilling to join GS1, normally a prerequisite for using the GS1 System. In this case we can arrange a proxy membership for them, to enable another company to create GTINs for them. Sometimes, however, the religious objection is to the bar code itself which some people believe is a sinister mark. Unfortunately in these cases GS1 is unable to help.



Bar codes decoded

For new users, the common retail bar code may be surrounded by as much mystery as the Da Vinci Code. They often complain at difficulty in finding out who to ask and where to go to obtain the bar codes they have been told they need. A web search on "bar codes" can throw up thousands of sites – some are purely commercial and aimed at selling printers or scanners, and others are plain dodgy.

GS1 undertakes a surprising range of activities that extend into many areas of electronic business as well as logistics, but bar codes are its core focus. International co-ordination of GS1 Global's Bar Codes Business Unit is overseen by Senior Director Scott Gray, an American who spent part of his childhood in New Zealand. Scott and his team have recently set up some pages on the GS1 Global site aimed specifically at the intending user of GS1 Standards.

These new sources are:

www.gs1.org/productssolutions/barcodes/ and
www.gs1.org/productssolutions/barcodes/implementation/

FOR MORE INFORMATION

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





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PROFESSIONAL SERVICE

- 6 Owen Dance Wellington based Technical Consultant P +64 4 494 1064 owen.dance@gs1nz.org
- 7 Raman Chhima Wellington based Technical Consultant P +64 4 494 1065 raman.chhima@gs1nz.org
- 8 Tim Doherty Wellington based Technical Consultant P +64 4 494 1066 tim.doherty@gs1nz.org
- 9 Jay Carlsen *Wellington based* Technical Consultant P +64 4 494 1061 jay.carlsen@gs1nz.org
- 10 Chris Prangnell Auckland based Technical Consultant P +64 21 661 919 chris.prangnell@gs1nz.org
- 11 Shaun Bosson Auckland based General Manager P +64 21 488 676 shaun.bosson@gs1nz.org

SALES & BUSINESS DEVELOPMENT

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- 13 Vijay Todkar *Auckland based* Area Manager North Island P +64 21 711 169 vijay.todkar@gs1nz.org
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