

SCAN

Issue No. 26 • December 2008

www.gs1nz.org

GS1 2009 CONFERENCE *Celebrating 30 years*

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New Zealand

Level 2
The Woolstore Design Centre
262 Thorndon Quay
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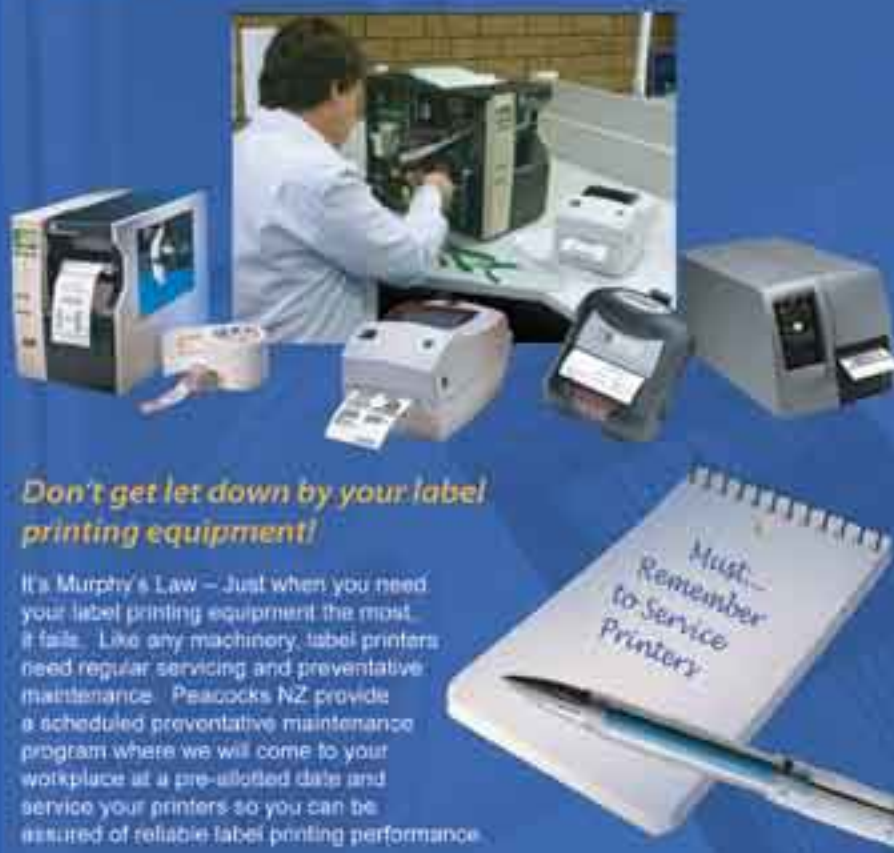
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Introducing MyGS1

A year ago, I signalled in this column that GS1 New Zealand had undertaken a milestone project: The rebuilding of all our internal financial management and business systems.

It had become obvious that our existing systems were not at all suited, in terms of their architecture and functions, to the organisation that GS1 New Zealand had become. We were not able to service your needs in a scalable manner or deliver new services easily off our existing technology platform. We were also – like many of our members – trapped by the “planned obsolescence” of Microsoft Corporation with core applications programmed in Visual Basic being unsupported! Change was required.

After a rigorous selection process, we chose Greentree®, a financial management system based on the JADE® industrial-grade development environment for the job. Both Greentree® and JADE® are proudly New Zealand-based and have large numbers of clients throughout the world.

Through the 2008 financial year, a core team of GS1 staff, along with project managers from Maven Ltd and systems integrators from Verde New Zealand, worked to replace GS1 New Zealand’s “engine” without stopping the vehicle altogether. Critical to the success of the project were the successful transition into Greentree® of our core Number Management Registries, and of our financial and member management systems. Once this platform was in place, the focus went onto building new functions that GS1 New Zealand could perform for you, our members. This included new verification testing and engagement management solutions for the Professional Services team.

The web-enablement of Greentree® has led to particularly exciting developments. We have long recognised the challenge of being able to give 24-by-7 access to membership services and self-service to our value-added services. The new online environment provided by Greentree® is taking us well into that territory with functions such as

real-time joining for new members, payment for services by credit card, automated number allocation and bar code graphic generation.

Probably of most utility for members will be ProductVault™, a hosted environment that assists you to allocate individual GTINs from your membership prefix to individual products, and to store key master data about those products in a format compliant with Global Data Synchronisation Network (GDSN) standards and ready for export to GS1net™. ProductVault is on track for launch to members early in 2009.

Under separate cover, we will be sending you a letter of introduction to the new online member functions and services on the MyGS1 site. Each member will receive their own username and password. MyGS1 is another very important milestone for GS1 New Zealand and for you, our members. This issue of SCAN provides a first glimpse (see page 14 onwards).

Enjoy, and please give us feedback!

Dr Peter Stevens
Chief Executive



Peter Stevens and family meet Buzz Lightyear
on a holiday trip to Disneyland
(Photo: Michelle Stevens).

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.

Unless otherwise indicated, articles appearing in SCAN may be reprinted provided that GS1 New Zealand is acknowledged

For editorial or advertising enquiries:

Please contact Pauline Prince on 04 494 1067
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For copies of SCAN:

If you are a member and would like more copies of SCAN, or if you are not a member and would like to subscribe, please contact Rena Kinney on 04 494 1050 or rena.kinney@gs1nz.org

SATO enables MARS to cost-effectively meet their METRO GROUP RFID compliance requirements

Singapore, December 1, 2008

SATO, a pioneer in the Automatic Identification and Data Collection (AIDC) industry and a leader in barcode printing, labelling, and EPC/RFID solutions announced that it has successfully led the implementation of an integrated RFID system solution that enables MARS, a major supplier to the METRO Group in Germany, meet its RFID compliance requirements.

MARS, a worldwide manufacturer of confectionery and other food products, previously employed a “slap-and-ship” solution, i.e., printing on demand and applying an RFID tag on pallets just before shipping out. SATO’s RFID printing solution integrates with MARS WMS and ERP systems. This allows them to print RFID-encoded shipping labels at the end of the production lines and onsite in warehouses for goods destined for the METRO Group’s stores. SATO was chosen by MARS because its solution offering meets performance requirements and will offer justifiable returns.

SATO provides all solution components from hardware, to software, to integration, as well as the capability to bring together turnkey RFID solutions. SATO’s value propositions are attractive to suppliers worldwide looking for complete solutions to meet their RFID mandate requirements.

As a Gold Partner of METRO Group since 2004, SATO has been actively working with IT and consulting companies on the development of RFID technology for METRO Group’s major suppliers. “We are pleased to have this opportunity to work together with MARS, enhancing an already successful working relationship,” said Kaz Matsuyama, Managing Director of SATO International.

“In order to decide on the most suitable solution provider, we evaluated all candidates rigorously on their technical know-how, experience, turnaround time and price. SATO came out tops and met all our requirements. We, at MARS, are committed to enhancing the business relationship with SATO and we are confident relying on them to help us continue deliver at unprecedented levels of service,” added Katrin Weip, Trade Logistics Development Officer of MARS Deutschland.

As major retailers continue to press forward with their RFID mandates, suppliers are beginning to recognize the broader benefits of RFID through supply-chain visibility and accuracy. End benefits for retailers and consumers, are clear: improved shelf replenishment, which leads to less out-of-stock occurrences, less shrinkage and other operational efficiencies.

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SUPPLY CHAIN INTEGRATION



SATO
DCS & Labelling Worldwide



Maree Glading (left) and Jessie Stanley.

Passion for pies

The world needs better pies! So say Maree Glading and Jessie Stanley – and they have turned their conviction into a business that bakes and distributes gourmet pies of the highest standard in taste and quality.

They brand their products **I Love Pies** – and that says it all really!

“We’re foodies. We love cooking for friends and trying out new recipes, and we’ve both always worked for food companies,” says Maree, a marketer by profession with FMCG experience. She and Jessie, a food technologist also formerly with a large FMCG company, were convinced New Zealand had unmet demand for pies that are made with tender meats, other wholesome ingredients and fresh, flaky pastry ... and a little flair.

“Pies are something of an icon in our national diet. They’re warm and comforting, and perfect on-the-go food,” says Maree. She and Jessie formed **I Love Pies** Limited earlier in 2008. At this stage, it has a range of four traditional pies, each given an imaginative new twist: AngusPure beef steak and caramelised red onion; AngusPure mince and mozzarella cheese; smoked fish and creamy béchamel sauce; and manuka-smoked bacon and egg with tomato relish.

I Love Pies definitely have an edge on some of their more mass-produced competition – pies that, in the words of Maree and Jessie, tend to be full of “gristle and gloop”. They have found plenty of the same discernment among Kiwis hungry for a wholesome, home-baked pie even if the price is a little higher. (The **I Love** company has a recommended retail price of \$6.50 for its standard pie and \$19.99 on the family-sized variation).

“People are definitely passionate about pies. We get that in emails all the time,” says Maree. “In fact, I haven’t seen such passion about a type of food except maybe for chocolate ... and chocolate would come second. People crave pies but when they eat them, they are often a bit disappointed.”

It seems the world does want better pies! At this stage, **I Love Pies** are supplied to 24 delicatessens and gourmet food outs in the Auckland region, and the company is also offering a “Pie in the Post” delivery service in response to online orders. The preparation and baking is done in a professional kitchen leased for one or more days a week. The products are chilled and individually packaged – and of course, labelled with GS1 bar coding – ready for distribution in the weekly cycle.

It is early days for **I Love Pies** and Maree says more innovation and development will follow on the range of pies and their marketing.

For more information see www.ilovepies.com



WOMAMA thriving in maternity wear

WOMAMA is a business born from the very personal experiences of two Wellington women. Juliette George and Heidi Holbrook met at anti-natal classes and over the following months, discovered huge potential for maternity wear that was comfortable, functional and stylish. Nearly four years later, WOMAMA is a healthy, thriving business with a range of lingerie and outer wear for expectant and nursing mothers.

“Our garments are very comfortable and practical, with a focus on versatility and function,” says Juliette, co-director of Womama Limited. The business produces underwear, nighties, pants, dresses, skirts and wraps using colourful, organically-grown cottons, merino fibre and other silky fine fabrics, with close attention to the quality of design and manufacture.

Juliette says WOMAMA’s fast growth since 2005 has proven the potential she and co-director Heidi saw when looking for maternity wear that were not uncomfortable and frumpy. “There was a gap in the market. It was so obvious to us and we thought ‘let’s offer women another choice.’”



The partners started with a basic range of a carefully-designed maternity singlets and bras, made in bright fabrics. No dated pastels here! Manufacturing was initially contracted from a Wellington-based firm and WOMAMA quickly established a brand presence in its target market, selling mainly in exclusive department stores throughout New Zealand.

“It was always our goal to also create a range of lingerie that was attractive and feminine,” says Juliette. “It had to be made with soft, high quality fabrics while retaining a strong emphasis on comfort and practicality.”

Much of WOMAMA’s manufacturing was shifted to China in 2007, to produce the volumes of lingerie being demanded by Kiwi woman. The company has joined GS1 New Zealand this year, and bar codes are applied to its expanded range of maternity wear, lingerie and other garments, these now being sold through about 80 department stores, baby boutiques and independent lingerie shops on both sides of the Tasman. WOMAMA has marketing plans for other Europe and America as well.

The company has had more success in recent months with the release of a birthing wrap – an item designed specifically to be worn during labour and birth, and versatile enough to be a wrap dress or nightie. Says Juliette: “Women often spend thousands of dollars on the wedding dress they will wear on one very important day ... giving birth is another very important day and yet we have traditionally been told to wear the worst clothes we have!”

The WOMAMA birthing wrap changes all that by providing women with a lightweight and comfortable item for that day. It allows good skin-to-skin contact between the new born and mother, and can have multiple other uses. “We produced the first in June and we’re up to our fourth production run already... that’s how fast the birth wraps have been selling,” says Juliette.

Juliette says as WOMAMA expands on both sides of the Tasman, it will retain its distinctive combination of comfort, practicality and fashion – elements that separate the brand from other “sexy” maternity lingerie ranges. And the WOMAMA name? It is an exclamation often heard from new mothers when they feel their milk is coming in!

GS1 Certificates awarded

Three more people have earned the GS1 Certificate in Automatic Data Capture after they successfully completed the GS1 course.

Congratulations to:

Chanel Prime, Trail Com Ltd, Auckland

Phil Crumpe, Jenkins Group Ltd, Auckland

Kfir Koral, GS1 New Zealand, Wellington

FOR MORE INFORMATION

See www.gs1nz.org/CertificateCourse or call Owen Dance at GS1 New Zealand on 04 494 1064.



Lifting the design bar in 2008

Students at Natcoll Design Technology have lifted the standard of label and package design incorporating GS1 bar codes again this year.

The second annual "Lifting the bar" competition sponsored by GS1 New Zealand elicited 40 eligible designs from Natcoll students. Competition judge Fraser Gardyne, of Auckland-based design consultancy Gardyne HOLT, says the winning entries demonstrated creativity and practicality in the use of GS1-compliant bar codes in commercial design work.

The three prize winners are:

- **First – Elio Freeman**, Auckland – headphones package design
- **Second - Damian Foster**, Wellington – CD cover design
- **Third - Amy Stewart**, Wellington – book cover design

As a tertiary institution that specialises in creative digital technologies, Natcoll shares GS1's commitment to seeing bar codes become an integral part of excellent graphic design. With "lifting the bar," students create a label or item of packaging that combines a fully compliant bar code with other design features which meet basic communication and aesthetic criteria.

Fraser says each of the winning designs has the bar code sympathetically included in the whole approach to packaging and not added "simply as an after thought". GS1 will make awards of \$2000, \$1000 and \$500 to the first, second and third place winners respectively.

Students on the Natcoll campuses in Auckland, Wellington and Christchurch were introduced to bar codes and their standard specifications through tutorials given by GS1's Owen Dance, Bruce Pollock and Chris Prangnell early in this year's course work. Students' growing design skill in the use of bar codes will be assisted in future by the donation to Natcoll of three Hand Held Products verifiers. These can be used during the design process to check that bar code ideas are still be compliant with GS1 standards (a basic requirement of eligibility for prizes).

Congratulations to Elio, Damian and Amy!



First – Elio Freeman



Second – Damian Foster



Third – Amy Stewart



Healthcare sector moving forward on standards

Update from the Safe Medication Management Programme Team

The Quality Improvement Programme (QIP) is a comprehensive programme for improving patient safety in New Zealand – and GS1 standards may have a key role in systems and processes that emerge from it over the next four years.

As part of the QIP, The Safe Medication Management (SMM) Programme was launched in July, with objectives to reduce the numbers of adverse drug events and of patients killed or disabled by such events.

The SMM Programme encompasses various earlier proposals for standards-based improvements to safety in public hospitals, including proposals for point-of-patient-care bar code scanning to verify correct medicine administration. There are four work streams:

- Standardisation of medication charts for consistency in prescribing and administering, and for the introduction of e-prescribing;
- Standardisation of hospital medicine information systems for consistency in e-prescribing, bedside verification and medicines reconciliation, and for linkage to occur with the systems of primary care providers;
- Unit dose packaging of medicines and the introduction of bedside electronic tools for medicine identification to help ensure that patients receive only prescribed medications at prescribed doses; and
- Medicines reconciliation to provide clinicians with an up-to-date list of a patient's medications that supports their ongoing treatment.

The SMM Programme involves collaboration between the 21 District Health

Boards, and they are expected to gradually introduce standardised systems and processes by mid 2011.

A bar code scanning system for point-of-care verification of drug administration could make a significant difference to patient safety, although other hospital medication systems and processes need to be first designed and implemented.

A critical first step being initiated by the programme is the establishment a universal medicines list that can be used by all healthcare providers, including general practitioners and pharmacists as well as hospital clinicians. The list may include extending the use of GS1 identifiers which are currently applied by drug manufacturers to their products in international supply chains. In time, New Zealand may move to an electronic medicines catalogue that could use the GS1net™ data synchronisation platform.

The programme is discussing making better use of GS1 standards in various areas where this can assist the objectives of the programme.

The SMM Programme is being led by clinicians with a strong focus on exactly what is needed for improving patient safety in the New Zealand context, not by parties who are further back in the supply chain where efficiency and cost management are the major considerations. That focus reflects the programme objectives.

GS1 New Zealand is assisting the SMM Steering Group and project team, based at Hutt Valley District Health Board, with information and contacts on the international development of standards for healthcare and patient safety.



In the beginning...

Thirty years ago, New Zealand began steering a course into the strange new world of bar codes and point-of-sale scanning – the world of beep!

At the helm were some far-sighted grocery traders who had read about scanning, seen it in America and grasped the potential benefits to this country. In August 1979, they gathered a diverse crew of business heads in Wellington and formed the New Zealand Product Numbering Council for a journey to the "land of EAN" and beyond.

EAN, or European Article Numbering, was a numbering system and bar coding standard developed earlier in the 1970s and beginning to attract business visionaries from countries far and wide. Japan and Australia had already planted their flags in "EAN land".

"We could see what was starting to happen overseas and thought it was important to control our own destiny," recalls Mick Dawson, then of the Wholesale Grocery Distributors Association. He and other New Zealand visionaries realised that this country needed its own two-digit EAN code, not one shared with the trans-Tasman neighbour, and in late 1980 the newly-formed New Zealand Product Number Association Ltd (NZPNA) made such application to the masters of EAN in Brussels.

EAN Landfall

All was not plain sailing. Looking from afar, the EAN Council could see little difference between New Zealand and Australia, and it was anxious to preserve two-digit codes – and their related additional numbering capacity in comparison with three-digit codes – for other countries that were expected to cross the Brussels horizon before too long.

NZPNA pushed forward, supporting its application with explanatory letters to the 24 individual members of the EAN Council (each translated into the recipient's home language). Mr Dawson recalls his relief when 24 return letters signaled a unanimous vote in favour of New Zealand taking the country code 94. This country became the 15th member of the EAN system in March 1981.

Troubled waters

But there were troubled waters at home too. This was a time when computers were large and mysterious (and known to only a few), and when people could

be more easily disturbed by "the new". What unseen information would be conveyed in a beep at the check-out? What competitive advantages won or lost in the use of standardised numbers and symbols? Should international matters of business not be left to government? How could small black bars be printed so precisely on packets?

Mr Dawson and his fellow travelers had foreseen such concerns, inviting a wide set of industry bodies, trade union and consumer representatives, and officials of the Department of Trade and Industry to participate in the formation of NZPNA. "Everyone seemed to have an axe to grind in the early days ... and there were a lot of misconceptions about what it would all mean," he says. "It was very much a strange, new world!"

But as people ventured further into the meaning of bar codes – and the NZPNA led with education for business heads, MPs and officials – they saw benefits to them or, at worst, no affect at all. A Code of Practice was formed in 1981, stilling consumer concerns particularly on the prospect that bar codes might be used to manipulate prices.

Another of the visionaries recalls the unease felt in the packaging and printing sectors as their customers began demanding strange new symbols on packets, bags and tins. This was a time before computer-aided precision in design and print. "It was new and complex for people to get their heads around," recalls Bruce Dunlop, then Executive Director of the Plastics Institute. "Once they understood, people really got into it."

All Aboard

The journey continued and from August 1981, many more businesses stepped on board when the NZPNA opened up membership. The first 30 firms to subscribe (and receive the first New Zealand numbers) include names iconic on the Kiwi business landscape – Foodstuffs, Unilever, T J Edmonds, Griffin & Son, Cadbury Schweppes Hudson, Whitcoulls and others.

By August 1983, membership had climbed to 407 firms, the big majority grocery manufacturers, packagers and distributors. Over two more years, the total had reached 790.

Beep!

It happened first in Taradale. The first beeps of commercial point-of-sale bar code scanning occurred one morning in 1982, at an independently-owned New World supermarket in suburban Napier. And the McDonald family of grocers became local pioneers of the bar coding world.

They were followed by other supermarkets, with the momentum gradually building. NZPNA records show New Zealand had 59 "scanning sites" by August 1985 – a total of 367 supermarket lanes that might together account for \$295 million in sales per annum or up to 15% of the nation's spending in supermarkets. Travel forward 10 years and the percentage was estimated at 93%, with New Zealand ranking among the highest in the world.

CONNECTING THE DOTS 2009

MANAGING THE FUTURE OF GLOBAL SUPPLY CHAINS

25 & 26 February 2009

Greater visibility in supply chains is a priority for both global and domestic enterprises. Driven by the need to improve their competitive position and customer satisfaction, organisations are looking for solutions that improve supply chains and operating efficiency.

"Connecting the Dots 2009" is a highly relevant and timely conference with a two-day programme focused on:

- supply chain trends
- traceability
- developments in the Retail, Grocery, Hardware and Healthcare sectors
- the GS1 System of global standards
- RFID and the Electronic Product Code (EPC)
- supply chain management case studies

International speakers will include supply chain experts from retailing groups Tesco and Lowe's, and from the UK's National Health Service, GS1 Global and the Auto ID Center at the Massachusetts Institute of Technology. New Zealand speakers will include executives from Fonterra, Progressive Enterprises, Foodstuffs, EastPack, Coca Cola Amatil, Mitre 10, ITM, Gen-i, SATO New Zealand and the Retailers Association.

The programme will have broad appeal to organisational leaders, supply chain managers, and to IT and marketing professionals in all sectors, and also to academics.

FOR MORE INFORMATION ?

For the full programme and registration details, see www.gs1nz.org or contact Pauline Prince on tel 04 494 1067 or pauline.prince@gs1nz.org.

Somewhere in the last years of the 20th Century, we arrived fully in the world of beep. Today, we live in a time and place of scanning in every supermarket and 10s of thousands of other stores from Kaitia to Bluff – a time and place where staff and customers barely notice the sound and take for granted the huge convenience of bar coding.

Along the way the NZPNA changed its name, first to EAN New Zealand and then GS1 New Zealand, and this country has become very active with others across the bar code world – all the legacy of those farsighted grocery traders 30 years ago, before the beep.

30TH ANNIVERSARY GALA Celebrations

"Connecting the Dots 2009" will celebrate the first initiatives for bar coding in New Zealand. It is 30 years since the formation of the New Zealand Product Number Association – the forerunner of GS1 New Zealand – in 1979!

EastPack RFID Field Trip – Friday 27 February

New Zealand's first whole-of-operation rollout of EPC/RFID is at EastPack, a major kiwifruit pack house operator in the Bay of Plenty – see over page

EastPack is extending the opportunity for conference participants to see this innovation first-hand during a one-day field trip out of Auckland, organised by GS1 New Zealand. Visit the EastPack cool store at Te Puke – the industry's largest such facility – and see EPC/RFID in operation with plenty of time for discussion and Q&A.

- Bus leaves Heritage Hotel at 8am for Auckland International Airport
- Charter flights to and from Tauranga Airport
- Bus returns to Heritage Hotel at 4pm
- Cost of \$499 (plus GST) per head, includes all travel and lunch

Seats are limited. Don't miss this great opportunity!



EastPack sees EPC/RFID benefits

Kiwifruit company EastPack has seen substantial benefits this year from the deployment of RFID technology on the Electronic Product Code (EPC) standard throughout its Bay of Plenty coolstore operations. *(See the feature in SCAN 24, May 2008)*

EastPack reports a big reduction in costs arising from fruit losses and non-delivery on shipping orders during the 2008 export season (March-December), along with operational cost savings and higher staff morale.

The pack house operator has an EPC/RFID system to track and trace every pallet of fruit that will move through the Port of Tauranga in response to shipping orders from ZESPRI. GS1 New Zealand designed the EastPack system and helped with its implementation in time for this year's export season. It has since attracted widespread interest as the first whole-of-operation deployment of EPC/RFID in New Zealand (perhaps in the Asia-Pacific region).

Company Administrator Donna Smit says the system has "taken the chaos out of the coolstore". Individual pallets of kiwifruit can be located and moved more easily when required, with faster turnaround on orders and less strain on staff and plant.

Mrs Smit says the increased efficiency was reflected in a reduced need for forklifts and drivers at EastPack's Te Puke coolstore (the biggest in the kiwifruit industry) during the 2008 season. Whereas 24 forklifts had to be leased in that facility during 2007, only 16 were required this year.

She says fruit receipt, storage and retrieval processes have become easier for staff, with "burn-out" among coolstore managers hopefully now a thing of the past. Previous manual track and trace processes have been replaced by EPC tags on pallets, readers on forklifts, ceiling-mounted markers, and an automatically updated database.

EastPack has another measure of benefit during 2008 in the form of reduced penalty charges for non-delivery of specified fruit to the wharf exactly when it is required. Such charges are applied to all kiwifruit pack house operators under their arrangements with ZESPRI. EastPack saw its penalties decline 64% this season compared with last.

Mrs Smit says analysis of operations and cost savings during the season shows the system meet its key performance indicators and delivered its required first-year return on investment.

She says EPC/RFID has also provided a wealth of new data on coolstore operations that is now being "mined" to assist with process improvements in future. The company is planning to trial the tagging of the bins used in kiwifruit orchards to begin tracking and tracing at the point of harvest.

All Nuts

Ceres Organics imports nuts from around the world, and does as little as possible to them before Kiwis spread them on bread or use them in cooking.

In fact, every jar of Ceres nut butter contains only the nut (peanuts, cashews or almonds) and a little bit of sea salt. New Zealand's biggest distributor of organic products, Ceres shuns the additives and complex processes that go into making more commercial forms of peanut butter.

Ceres nut butters are simply ground nuts, with the salt added as a natural flavour enhancer and preservative. "We just take what nature has given and serve it up," says Monette Tiu, the company's Marketing Manager.

The nut butters are made only from nuts produced by organically certified growers, and the nuts are ground and bottled in strict accordance with organic practices. Ms Tiu says more and more consumers are finding the end product to be more nutritious and tastier than conventional peanut butters.

She says Ceres sources its nuts from the United States, China, Vietnam, Africa and many other countries which have certified organic growers. The grinding and bottling is done in an especially equipped, certified organic West Auckland factory.

Ceres nut butters are sold through health shops, organic stores and supermarkets throughout the country – and of course, each jar or bottle has a GS1-compliant bar code.

Ms Tiu says Ceres nut butters are increasingly popular with New Zealanders as they recognise the merits of eating wholesome foods, and avoiding additives and preservatives. "Who doesn't love peanut butter ... and not just for spreading on bread or toast, but for cooking, baking or eating on its own," she says.

Ceres nut butters are core to the Ceres range – and have been for over 10 years – which now includes thousands of lines of packaged and whole foods, cleaning agents, and skin and hair care products.

For more information, see www.ceres.co.nz



GS1 Seminar Update

Bar Code Foundation Seminars

Bar Code Foundation Seminars provide essential knowledge on the creation and use of bar codes. The seminars are for people who are new to the GS1 System or who need to refresh their understanding.

Learn how to:

- create, allocate and manage GS1 standard identifiers and bar codes;
- apply the technical standards of bar coding correctly in each particular use (size, packaging location etc);
- make bar codes an effective element of attractive product packaging; and
- use bar codes to improve inventory control and supply chain processes.

Bar Code Foundation Seminars can help your business save time and money, and avoid possible retailer rejection of products. You are welcome to bring your own bar code samples for discussion and expert advice.

2009 seminar dates and locations:

Auckland

12 February, 14 May, 13 August, 22 October
GS1 New Zealand Auckland Office
Unit 2, 485A Rosebank Road, Avondale

Wellington

10 February, 12 May, 11 August, 20 October
GS1 New Zealand Head Office
Level 2, 262 Thorndon Quay, Thorndon

Christchurch

11 February, 13 May, 12 August, 21 October
Te Waipounamu House
Level 2, 158 Hereford Street, Central Christchurch

Remember: New GS1 members receive a complimentary voucher to attend a Bar Code Foundation Seminar without charge.

GS1net™ Foundation Seminars

GS1net™ Foundation Seminars are particularly important for suppliers to the Foodstuffs group, Mitre 10, ITM, Super Cheap Auto and Warehouse Stationery – all organisations moving on to the GS1net platform for synchronisation of product master data. Suppliers need to be assembling and loading their data (product specifications, pricing, trading terms etc).

Learn about:

- the principles of data synchronisation
- the technical basics of GS1net
- its costs and benefits
- specific retailer requirements and timeframes
- steps to full implementation

2009 seminar dates and locations:

Auckland

12 March, 21 May, 20 August, 29 October
GS1 New Zealand Auckland Office
Unit 2, 485A Rosebank Road, Avondale

Wellington

10 March, 19 May, 18 August, 27 October
GS1 New Zealand Head Office
Level 2, 262 Thorndon Quay, Thorndon

Christchurch

11 March, 20 May, 19 August, 28 October
Te Waipounamu House
Level 2, 158 Hereford Street, Central Christchurch

Any member is welcome to have staff attend these seminars.

FOR MORE INFORMATION



For more information and to register for attendance at any Bar Code Foundation Seminar or GS1net™ Foundation Seminar, please visit www.gs1nz.org or contact Pauline Prince at GS1 New Zealand on tel 04 494 1067 or pauline.prince@gs1nz.org

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Staff Profiles



Graeme Bull

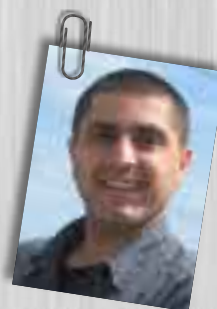
Graeme Bull brings over 30 years' supply chain experience to the role of Professional Services Consultant which he took up in October. Graeme's career has spanned a diverse range of industries including automotive, electricity supply, whitegoods, telecommunications, hospitality, healthcare, pharmaceuticals and building supplies. His most recent job was supply and logistics manager for a granite and marble supply company, based in Auckland. Graeme believes the basics of good supply chain management are the same in all industries. He is passionate about helping achieve continuous improvement in this area. Since 1977, Graeme has seen the vast change from manual, paper-based systems to the latest ERP systems. His ERP experience has included working with SAP, Microsoft Navision, Microsoft Great Plains [Dynamics GP], AS400, Exonet, and several other proprietary systems.

Graeme divides his personal time between his young family, classic cars - he and his wife, Jody each have a Jaguar XJS - and his other passion, parachuting. He is a 28-year parachuting veteran, having represented New Zealand in this sport and won two World Championship medals.

Rena Kinney

Rena Kinney has looked after all membership applications and the membership database since joining GS1 New Zealand as Membership Administrator earlier in 2008. Rena also handles requests for new GTIN and GLN allocation, and has general administration and receptionist duties in the Wellington office. Before joining GS1, she was a conference coordinator for the Ministry of Economic Development. Her past roles have included Office Manager at Clemenger BBDO Advertising and experience in a landscaping business.

Rena is mother to three-year-old Zach. She and partner Ant also share a passion for snorkeling and diving, usually on Wellington's south coast, and for gardening.



Kfir Koral

Kfir Koral joined the Technical Support and Verification Service in October, bringing to GS1 New Zealand eight years of experience in logistics and marketing. Kfir was previously employed by Warehouse Stationery Limited as a floating Regional Manager, and his career has included similar roles here and overseas.

Kfir and wife Natalie moved to New Zealand five years ago after visiting as tourists and deciding this was the country where they wanted to settle and raise a family. They have a 15-month-old son, Nicholas. Kfir has a Bachelor's degree in Business Management from Derby University, England, and he is now studying to complete a diploma / certificate in CCNA. His career has included working as a qualified electronics technician. Kfir spends much of his outside-work time looking after Nicolas, and he also loves playing chess and basketball.

Progress in 2008

By Shaun Bosson, General Manager, Professional Services

Businesses are making increasing use of the GS1 System. This has been underscored in 2008 by the Professional Services team's work helping members implement various components of the system through help desk support, training and/or consultancy on projects.

GS1net™ continues to have particularly strong focus – and it will have even more so in 2009*. We now have four substantial GS1 members in New Zealand who are rolling out GS1net with their suppliers: Foodstuffs, Mitre 10, ITM and Warehouse Stationery. Australian-based retailer Supercheap Auto also has a roll-out that includes suppliers on this side of the Tasman.

We started 2008 with 170 companies registered on GS1net for their supply of products traded in New Zealand markets (represented by approx. 13,000 Global Trade Item Numbers or GTINs). By 30 November, the numbers were up to almost 300 companies and 48,000-plus GTINs. Not bad growth in just 11 months! Growth in the Grocery and Office Supplies sectors has been picking up, but Hardware sector has set the pace: GS1net now includes data relating to over 30,000 GTINs in this sector.

From the Professional Services team, a big "thank you" to all members involved with GS1net this year, particularly to Mitre 10 and Hardware suppliers for all their hard work. ITM officially came onboard last month,

giving further recognition to all efforts so far and to the opportunities that lie ahead for value gain through the use of GS1net. We look forward in 2009 to more Hardware merchants giving recognition to this platform as an industry-wide source of truth on product data.

Good progress has also been made in 2008 on various programmes to enhance organisations' operational and supply chain efficiency using the GS1 System. Our input has ranged from helping members make better use of bar codes to designing, and guiding implementation on, substantial RFID systems.

The Professional Services' business enhancement process is now well established: We help an organisation analyse its issues and opportunities, then define solutions and deploy them in its operations and/or in its trading relationships. The effective implementation of new technologies or processes becomes even more relevant in tough economic times. We look forward to helping members make further progress in 2009.

FOR MORE INFORMATION



For answers to any questions in relation to GS1 Professional Services, please call 0800 10 23 56 (option 1).

*GS1net is the data synchronisation platform that enables continuous sharing of standardised product master data between trading partners.

GS1 Board Members

Recent GS1 New Zealand Board changes have seen Annabel Young and Mark Rance join, and Alan Mayo retire after two years service to the organisation.



Annabel Young is the Chief Executive of the Pharmacy Guild of New Zealand, and her previous roles have included being a National Member of Parliament (two terms) and Chief Executive of Federated Farmers of New Zealand. Based in Wellington, Annabel is a non-practising solicitor and a Chartered Accountant.



Mark Rance is the IT Manager for ANZCO Foods, a leading New Zealand meat processing and marketing company with particular expertise in the Japanese market. Mark has recently been elected Chairman of the New Zealand RFID Pathfinder Group, having been a foundation member of that group since 2005. This year, Mark has had a leading role in the Pathfinder Group's ground breaking on-farm trials on the use of

RFID technology at Ultra High Frequency (UHF) for the ear tagging of cattle, deer and sheep.

Alan Mayo, a self-employed business development consultant who has lead the RFID Pathfinder group since its inception, leaves to concentrate on his other interests. At the GS1 New Zealand annual meeting in early December, Chairman Colin Robertson thanked Alan for his valuable contribution, and welcomed Annabel and Mark to the Board.

Introducing MyGS1

GS1 members can access MyGS1 from www.gs1nz.org. Click on the Members Login button and then enter your membership number and password. It is recommended that each member organisation restricts access to MyGS1 to a few authorised employees.



Your Dashboard

A summary of your relationship with GS1, including key information held by GS1 about your business and your GS1 activity.

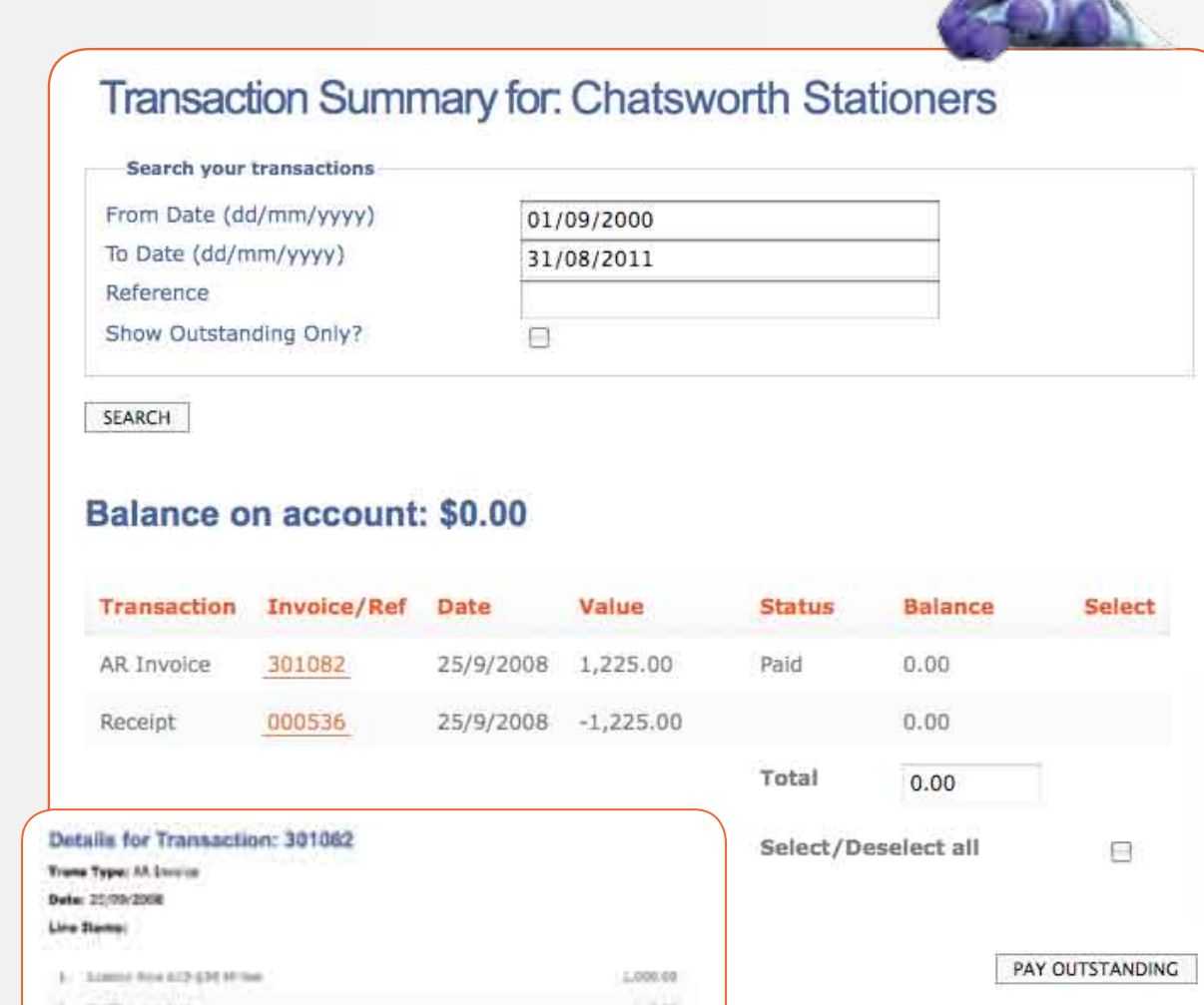
Here are parts of the Dashboard for a fictional business, Chatsworth Stationers, where Buzz Lightyear is the administrator and one of three employees who are authorised contacts of GS1. They can update their own contact details on this site whenever necessary.

The Dashboard includes all Global Location Numbers (GLNs) in use by the member, a record of its bar code verification activity and lots of other summary information.

Your transactions and payments

A complete record of your transactions with GS1 and a secure online payment facility for any outstanding amounts.

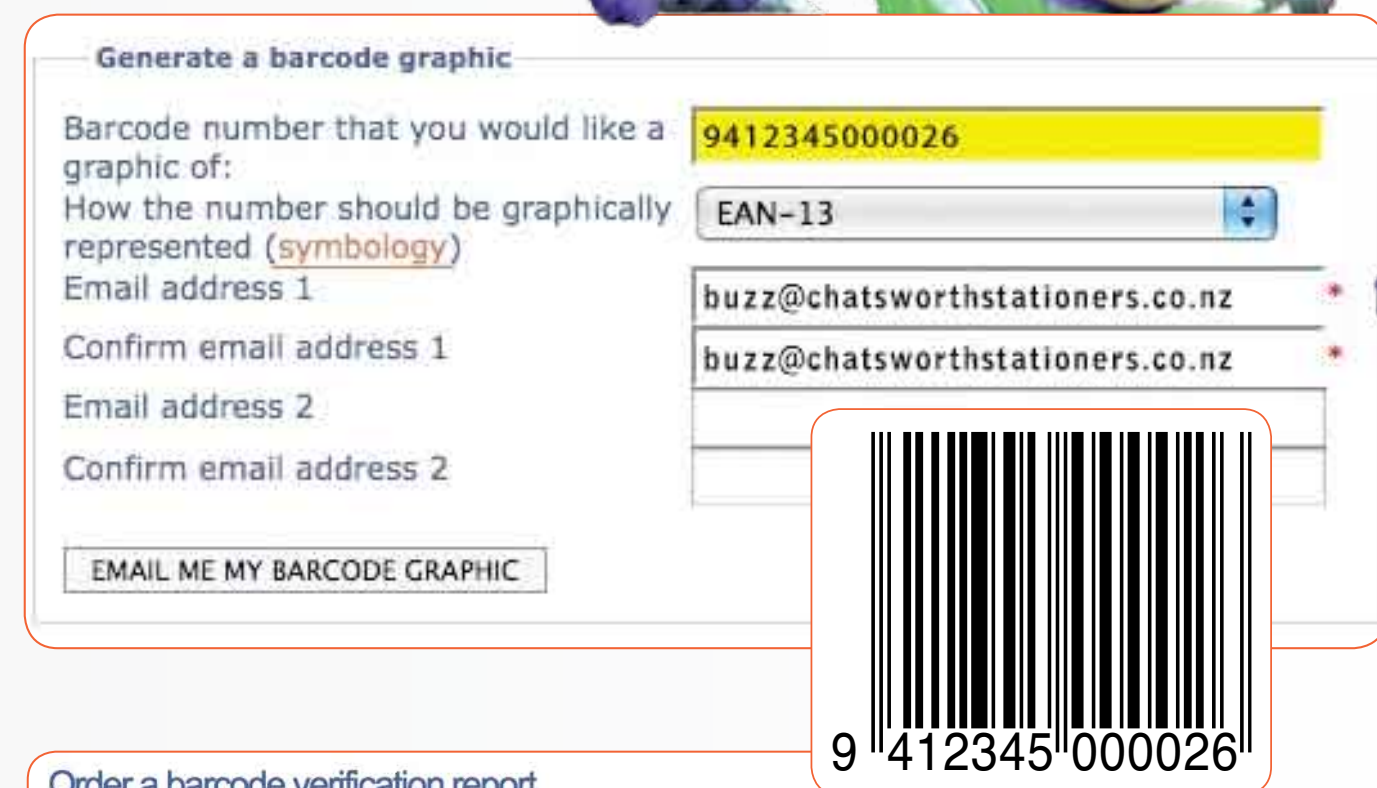
Here, Chatsworth Stationers is shown to have paid \$1,225.00 in September for its joining licence fee and the allocation of 100 bar code numbers (GTINs). The page shows that, as part of its fee, the member was allocated free verification tests, free bar code graphics and free Global Location Numbers (GLNs).



Any outstanding amount can be settled easily using Visa, Mastercard or American Express, with assurance of certified, industry-standard security on the transaction.

Bar code generator

EAN-13, UPC-A, UPC-E and ITF-4 bar code graphics can be generated automatically based on numbers entered by the member – graphics that are definitely GS1 compliant and ready for printing on labels or packaging. Each graphic is emailed to you as an encapsulated postscript file ready for use by your graphic designer.



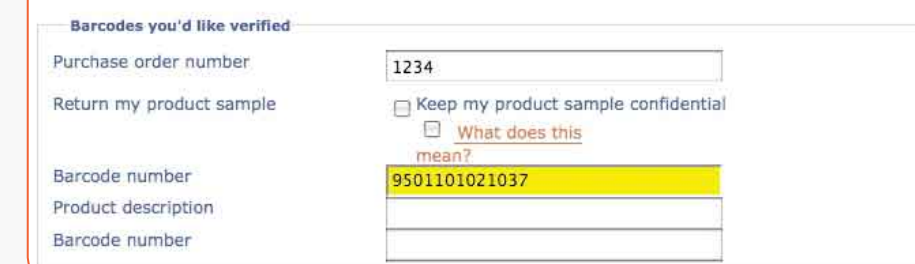
Order a barcode verification report

GS1 is set up to automatically send your report to buzz@chatsworthstationers.co.nz - if you'd like the report sent to a different address, please enter the details here:



Please look over our [Options, Pricing and Conditions of Purchase](#), then enter the barcode numbers and a description of the products you would like us to verify.

Remember to send a sample of your products to the [Verification Service at GS1 NZ](#) once you've completed this form.



Bar code verification

Online requests for verification of bar codes whatever their origins. And online reporting back on the results of verification testing.

Make myGS1 yours



MyGS1 – Valuable tools for your business

GS1 New Zealand members now have online access to just about everything they need from us. New blocks of GS1 numbers, print-ready bar code graphics, verification reports ... these and more are available on the “My GS1” pages of www.gs1nz.org.

Each member has their own myGS1 for easy and secure access to the information and services available from GS1 New Zealand, and to their own membership account details.

- MyGS1 helps you manage key aspects of your business by providing valuable tools to:
- Join GS1 and set yourself up to use the GS1 System.
- Pay membership fees and charges for specific GS1 services.
- Secure new blocks of Global Trade Item Numbers (GTINs) and Global Location Numbers (GLNs) for allocation within your business.
- Generate GS1-compliant bar code graphics to the size you require and to a standard of resolution which makes them print ready.
- Submit product labels or packaging to GS1’s bar code verification service – and receive reports on the outcome of verification testing.
- Track all your dealings with GS1 with an automatically updated statement of requests made, services received and payments transacted.

More tools will be added to “My GS1” in the near future, including a detailed record of all your GTINs and GLNs with what you allocated each number to, when, where and why. We are designing and testing this “Product Vault”™ to become a valuable extension of each member’s business management system – watch this space!

The benefits of MyGS1

Makes it faster, more convenient and more transparent to use the GS1 System. Information and services at your fingertips all the time.

- Reduces the cost of obtaining print-ready bar code graphics – 10 free bar codes per member each year, only \$5 +GST per bar code thereafter.
- Saves time and money in dealing with GS1 (eg, no need for phone calling in business hours).

Note: Buzz Lightyear images courtesy of Michelle Stevens.



Questions? Please contact the GS1 New Zealand team



Bruce Pollock

GS1 New Zealand Territory Manager – South Island

T 03 374 4325

M 021 711 070

E bruce.pollock@gs1nz.org

Bruce is based in Christchurch with responsibility for GS1 relations with members throughout the South Island.



Vijay Todkar

GS1 New Zealand Territory Manager - Taupo North

T 09 525 8442

M 021 711 169

E vijay.todkar@gs1nz.org

Vijay is based in Auckland with responsibility for GS1 relations with members from Taupo northwards.



Tim Doherty

GS1 New Zealand Verification Services Manager

T 04 494 1066

E tim.doherty@gs1nz.org

Tim is based in Wellington with responsibility for managing the verification service. Tim also manages the helpdesk for verification or bar code queries on 0800 10 23 56.



Rena Kinney

GS1 New Zealand Membership Services Administrator (aka “Director of First Impressions”)

T 04 494 1050

E rena.kinney@gs1nz.org

Rena is the “meet and greet” point of contact for members either calling, emailing or visiting our Wellington office.

NEW MEMBERS JOINED > SEPTEMBER - DECEMBER. WELCOME!

Istari Systems Ltd

C.A Wake Growers First Group

Te Mata Exports Ltd

Golden Bay Fruit 2008 Ltd

Toasted Espresso

25 Steps Vineyard Ltd

Bay Guitars

Fulton Hogan Ltd

MAYO Group Ltd

Aquados Oceania Ltd

QEP Co NZ Ltd

Paua Bay Wines Ltd

D Gallagher's Fine Art Ltd

Ernslaw Bioenergy Ltd

Fujitsu General NZ Ltd

Kerrick Industries Ltd

The Healthy Choices Company of NZ Ltd

Strike Technology

Century Yuasa Batteries NZ Ltd

Southern Lakes Promotions Ltd

Isotec Ltd

Waipara Valley Olive Grove & Vineyard

Fresha Foods Group Ltd

Safety Step NZ Ltd

Healthy Salt Company Ltd

Jeremy Friend Ltd

Lotus Oils Ltd

HWI NZ

Maria's Kitchen

Goodbrands Co NZ Ltd

Beverage Concepts

Eternal NZ Limited

Takatu Vineyard Ltd

Red Bow Media

Et Cetera Recordings

Fluid Concepts Ltd

Spice n Easy NZ Ltd

Mayo Hardware NZ Ltd

Hamden Estate Ltd

Juken New Zealand Ltd

French Mode Ltd

Lami Kava Limited

Fiasco Wines

Clean Safe Ltd

European Master Butcher Ltd

Eas, A Division of Abbott Laboratories

Salmon New Zealand Ltd

Autoplas Industries Ltd

Northwood Hop Co Ltd

Hook Technologies Ltd

Ricpac

Brownze Holdings Ltd

Heavenly Bodies Ltd

Marble Point Winery Ltd

Southern Distributors 2006

Neil Cooke

H & L Marketing

Southern Ice

Pharmacy Wholesalers (Central) Ltd

Southern Hawkes Bay Ewe Products Ltd

Flight Originals Ltd

B L Naidu & Sons Ltd

Karen Muller Enterprizes

Carnation NZ Ltd

Wine Export Vartners

For Sandhills Wines Ltd

Ming Chang Ltd

Skybright NZ Ltd

Furniture Components Ltd

Poverty Bay Wine

eBeauty

Golden Goose Foods Ltd

Lauregan Properties Ltd

Ewe Zealand Made

Gibson Bridge

Comfypet Products

Avon Picture Mouldings

Spade Oak Vineyard Ltd

Gold Medal Wines Ltd

Savour the Taste Ltd

Henrys Beer Wines & Spirits

Rob Innes Music

AHL Roofing Ltd

Kapiti Candies 2008 Ltd

Baby B Safe

O'Connell Music Ltd

Hawks Nest Orchard

Natcol Organic Biochemistry Ltd

Bliss Chocolates 2007 Ltd

Retail Distribution Ltd

Immu New Zealand Ltd

Langdale

Firstlight Foods Ltd

Needarub Ltd

Alltrade Tools NZ Ltd

Quality Cleaning Products

Brand Value Ltd

Lakeside Ice

3 Swans Ltd

DTV Solutions Ltd

Marlan Trading

Rowan West Wines

Supreme Meats and Smallgoods

Curry Time

NZ Lavender Ltd

Just Kids Ltd

Techignite Ltd

B & B Pacific Dev Trust

Biopaints Ltd

Tania Dewhirst Photography

C.A Wake Growers First Group

Zepelin

Wimpex Limited

Velux New Zealand Ltd

The Lettuce Man

Safety City Ltd

Bivowacky Enterprises Ltd

Global Velocity Group Ltd

Molive of Martinborough Ltd

Queenstown Ice

Clutha Ridge Group Ltd

C A Dames Ltd

The Salvation Army

K Miri Flegg

Sagetogo Ltd

Samoanuis Weekly Ltd

Contact Energy

Bake Shack

The Hempstore

Pasta La Vista

Trumps NZ Ltd

Koratex New Zealand Ltd

HMR Exports

New Zealand ShangMac International Ltd

Rethink Ltd

QEP

Esk Grove Olives

Summit Pictures

Argene Montgomery - Honger

Synergy Group Ltd

Top Trader Northland Ltd

Vinultra Ltd

Whare Flat Apiaries

Fonterra Brands (Singapore) Pte Ltd

Sutherland Produce Ltd

Waipak Ltd

Ford Bakery 2008 Ltd

Topline International Ltd

Pond Paddock

Esource Products Ltd

Emmerdale Farm Wine Co Ltd

Julz Nathan

Shot Energy Pty Ltd

Golden Gourmet Mushrooms

Rio Amazonas Ltd

Clap Clap Riot

Kauri Kitchens

AJ'S Firewood

Salads Wholesale

Tollesbury Enterprises (1993) Ltd

New Zealand New Essential Health International

Welten HoldingsLtd

Ecolife Firewood Ltd