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GS1 definitely part of the solution

Disclosure regulation setting is a tough job these days. On one side, you have Government Ministers wanting to take an axe to "red tape". On the other side, the Green Party and others are pushing hard for rules that would make manufacturers and producers provide a bewildering array of information to consumers and government agencies.

New Zealand regulators must often walk a fine line between public, industry and government demands. Indeed, here and in most other countries, regulation is a matter of balancing various, often competing, interests.

And look at all the areas where disclosure may or may not be regulated: allergen risks, additives, country-of-origin labelling, carbon footprint measurements, recycling information, verification of authenticity and so on.

These days, the nature and extent of regulation in each area is subject to hot debate worldwide – debate that keeps not only regulators busy but also industry bodies and GS1 organisations. The latter are constantly working out how to respond to reasonable requests for information and disclosure, and pushing back on those that are unreasonable. Of course, what is reasonable to some people is often unreasonable to others.

Being the father of a small child with a dairy allergy, I confess to having been rather unreasonable myself at times in the guest to know whether food products I am purchasing have dairy ingredients or not. Juliet's health may depend on my knowing! In the main, my question is easily answered by the packaging on branded food products but my ageing eyes can sometimes be strained to read the small print. (With some products, forget it!)

It would seem reasonable for consumers to want information on the contents of products they wish to buy but the range of such wants - and the breadth and depth of information concerned can be very wide indeed. Putting all information anyone might want on packaging is often simply not possible. It is one of those seemingly intractable problems of a complex commercial world.

As a global network of organisations, GS1 has the capabilities to help solve various such problems. We have the GS1 System for unique identification and information exchange, and we have global reach like few others. These together offer the potential for previously-unforeseen information sharing and consumer disclosure. Some experts think 2009 will become a particularly

significant year in this regard – the year in which "visibility" comes to supply and demand chains, and the contents of products really do start being "exposed" to consumers and regulators.

I hope you enjoy this issue of SCAN which reports on some of the biggest developments in the GS1 world, including those highlighted at our *Connecting the Dots* conference in Auckland, in February. The following pages look back at keynote presentations on the future of supply chain management, on the first year of EPC/RFID at EastPack, and on new systems for more efficient and safer healthcare in the United Kingdom. We think it is also timely to reflect on the full importance of GS1 standards in a complex, inter-connected world, and to become familiar with a new manifestation of that world mobile commerce. In so many areas of life, GS1 is definitely part of the solution!

I take the opportunity to thank all GS1 members who attended Connecting the Dots. You helped make it a truly worthwhile event.

Dr Peter Stevens CHIEF EXECUTIVE

stop Press GS1 New Zealand has won a GS1 Global Business Case Award for 2009 for

its role in the design and implementation of the EPC/RFID system at kiwifruit The Award gives international recognition to the EastPack rollout, and to the knowledge and commitment of GS1 New Zealand personnel, most notably

Dr Erik Sundermann. Other Award winners in 2009 are GS1 Peru for leading a global initiative on traceability and GS1 Germany for electronic catalogue developments for small and medium-sized enterprises.

GS1 New Zealand won the Award also in 2007 for work with this country's Hardware sector. EPC/RFID at EastPack will feature in the next GS1 Global Annual Report and in a "GS1 Member Organisations in Action" publication. There been asked to present the case study at next month's GS1 General

- Assembly in Chile.

For copies of SCAN:

Why are standards so important?

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GS1 at work for everyone in a complex world

Article based on a presentation by Michel van der Heijden, President for GS1 Healthcare, to Connecting the Dots 2009.

In this complex world, standards have a critical role in making businesses more efficient, in protecting the environment, and in promoting human health and safety. Indeed, GS1 standards are increasingly important in our drive to overcome seemingly intractable economic and social problems.

It helps to first understand exactly what is meant by "standards", and how they support market economics and supply chains.

Standards are, essentially, agreements for structuring any activity or any industry – they may be rules or guidelines that are applied by everyone involved, or they may be consistent ways of measuring, describing, or classifying products or services. Standards help make a complex world less complex.

Of course that world is comprised of profit-maximising and not-for-profit organisations with their different, and sometimes opposite, characteristics. What's more, the world operates on the use of systems that are either open or closed and proprietary; and on the application of knowledge that is either "tacit" and difficult to articulate and share, or "codified" precisely for those purposes. Given all these variables, how do we get the best economic and social outcomes for the most people?

Market Forces

To a large extent, we rely on market forces. But the world has also evolved standards as a means of harnessing those forces for the benefit of all market participants. Experience has shown that standards work best when they do not promote the interests of some participants over others – in other words, they are neutral, open and independent of any particular technology – and when they are made as simple as possible and are backed by wide agreement, preferably global.

"We rely on market forces. But the world has also evolved standards as a means of harnessing those forces for the benefit of all market participants."

Today, the world has standards-setting bodies for dozens of areas of industry and government. Typically, these are neutral

and independent forums for non-competitive knowledge sharing and for storing knowledge, both codified and tacit. And they have become articulators and promoters of best practice activity, product classification and so on in the particular area of standards setting.

This brings us to GS1 – one of the biggest such bodies, established and constantly developed to design and implement a global system of supply chain standards. Simply put, GS1 standards are a framework that allows products, services, and information about them to move efficiently and securely for the benefit of businesses and the improvement of people's lives, everyday, everywhere. In doing this, GS1 brings together all organisations in specific supply chains – and it applies the concept of "supply chain" broadly to the supply of social goods like healthcare, as well as to traded products and services to the for-profit economy.

Intractable Problems

Evidence of the GS1 System in operation is all around us, most visibly in the bar coding of every grocery item in the local supermarket. But it also plays a critical role in most manufacturing, transport and distribution systems worldwide – and so helps industries to be more efficient, trade to flow more freely, and consumers to enjoy more choice, convenience and product safety.

Building on what has already been achieved, the GS1 System is being progressively applied to the seemingly intractable problems raised by globalisation, rising consumer expectations and the sheer complexity of modern institutions and systems. In one example, the World Customs Union is now trialling the use of GS1 identifiers to promote tighter border security and transparency in international trade.

Standards have been developed to support the specific requirements for traceability in supply chains and to meet consumer demands for information about the origins, ingredients and attributes of products. See Extended Packaging in the mobile commerce article on pages 14-15. Counterfeiting is a particularly difficult issue in the global production and supply of food and drug products. GS1 has developed serialisation standards and RFID technologies explicitly to help combat the huge threat to human health of counterfeiting in common medicines.

Healthcare

GS1 is, of course, very active in promoting patient safety and efficiency in healthcare systems worldwide. The GS1 Healthcare User Group is an excellent demonstration of how a neutral, independent standards body can work globally to address complex issues. GS1 Healthcare is a global user community with representation from pharmaceutical manufacturers, wholesalers and distributors, from hospitals and pharmacies, from regulatory bodies, trade associations and GS1 organisations (including New Zealand).

GS1 Healthcare has a mission "to lead the healthcare sector to the successful development and implementation of global standards by bringing together experts in healthcare to enhance patient safety and supply chain efficiencies". In this context, the standards are concerned with the identification of patients, medicines, treatments, equipment, locations and medical staff, and with how huge quantities of healthcare data are gathered, stored and accessed.

"The GS1 System is being progressively applied to the seemingly intractable problems raised by globalisation, rising consumer expectations and the sheer complexity of modern institutions and systems."

At the global level, GS1 Healthcare is working with relevant international bodies like the World Health Organisation, while GS1 country bodies carry the standards building and implementation mission further in collaboration at the national level. Accordingly, GS1 New Zealand is working with the governmental Quality Improvement Committee (QIC) – and in particular, with the QIC's Safe Medication Management Project. In this way, New Zealand can access world-best practices in patient and data management – world-best because they have been developed through a rigorous process of knowledge gathering and agreement, and because they are the global standard.

See also Gary Hartley's report on the latest GS1 Healthcare Conference in Vienna, page 11.



Auckland February 16 2009 – SATO a pioneer in the Automatic Identification and Data Collection (AIDC) industry and a leader in barcode printing labelling, and RFID solutions announced that it has successfully achieved CarboNZero certification for its New Zealand operations. SATO New Zealand is the first label manufacturing company in New Zealand to achieve the highly credible greenhouse gas (GHG) certification.

Managing Director of SATO New Zealand, Paul Ryan, says "While SATO has proved its commitment to the environment globally, it was also important for SATO New Zealand to deliver its corporate social responsibility at a local level."

"Our CarboNZero certification is an important step in our sustainability journey. We are committed to measuring our GHG emissions and reducing our own waste as well as working with customers to reduce, reuse and recycle our products and by-products. SATO New Zealand is constantly innovating and developing new products and programmes to achieve that end and we believe it's very important that we pay more than lip service to sustainability programmes and our corporate social responsibility."

SATO has developed recyclable and pulpable labels to meet specific customer needs for many years. CarboNZero certification is recognition of the initiatives to reduce emissions through waste reduction, improved energy efficiency and a reflection of a decision to act both locally and globally. Given SATO's strength in retail, transport and logistics, healthcare, manufacturing, beverages and many more industries, their customers will directly benefit from this CarboNZero certification and they can be secure in the knowledge that SATO New Zealand is an organisation that is truly carbon neutral.

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(SUPPLY CHAIN INTEGRATION



CONNECTING THE DOTS 2009



GS1 NEW ZEALAND CONFERENCE REPORT

"Supply chain visibility" is increasingly the by-word of commerce worldwide. And GS1 standards for identification and information sharing are the great enabler of supply chain visibility. At "Connecting the Dots", two international keynote speakers built on that theme – and highlighted the opportunities and challenges ahead for GS1 and its members.



Supply chains and the "web of goods"

Sanjay Sarma traced the evolution of visibility in commerce. First, businesses acquired a clearer view on their own inventories and second, they began sharing data with trading partners – visibility became a more dynamic quality within supply chains. The third phase is more dynamic again, with businesses and now customers acquiring far more insight into each others' activities and intentions.

Prof. Sarma is an Associate Professor of Mechanical Engineering at Massachusetts Institute of Technology, a board member of EPCglobal and one of the world's leading thinkers on the future of supply chains. He spoke via videoconference from Boston.

In his view, the Internet and mobile communications technologies will rapidly extend the third phase of visibility with huge opportunities and challenges for businesses, and for the GS1 System. For instance, he sees consumers having web access to detailed information about products, their origins and attributes – and accessing this on cellphones that have broadband connectivity and perhaps the ability to scan the bar codes on product packaging. "We'll see businesses letting consumers scan food products for their ingredients such as peanuts. That sort of thing would obviously be very valuable to anyone with a peanut allergy."

Prof. Sarma has coined the term "web of goods" to describe the coming explosion in Internet-based visibility around goods and services – visibility to supply chains partners and to everyone else in the marketplace.

Developments with RFID (radio frequency identification) and Electronic Product Code (EPC) tagging have helped propel the second phase of visibility (between trading partners) – and Prof. Sarma says they are obviously also key enablers in his "web of goods". He sees EPC IS – the GS1-originated standard for exchanging EPC-encoded data – as particularly important in giving businesses a more dynamic view of supply chains and extending the prospects for visibility in every direction. "With EPC IS we can start to watch goods moving on the radar screen," he says. Prof. Sarma goes on to identify a critical requirement in the greater visibility to businesses and consumers – authenticity in the identification of goods, businesses and all the other information. And he says GS1 has a critical role to play, based on its established global system of identifiers for countries, locations, companies, products, shipments and so on – all "valuable real estate" when an explosive growth of information fuels equal need for mechanisms that confirm the veracity of that information.

"The world is moving to our sweet spot," says Prof. Sarma in reference to the GS1 System. "We have shown that if anyone can trust anyone, then we are the ones to trust!" The challenge for GS1 globally, he says, is to fully understand the authentication requirements, then design and implement standards and systems that will help drive the growth in visibility and the "web of goods".

Prof. Sarma sees parallel challenges for consumer businesses everywhere as trading and selling moves increasingly onto the Internet and cellphone as part of what is being widely called the "web 2.0" paradigm. Web 2.0 refers to the more extensive use of the Internet for business-to-consumer and consumerto-consumer communications – and with this, the decline in some traditional forms of retailing, entertainment services and media. Prof. Sarma says the evidence is clear, for example, in the shifting of readers away from newspapers and magazines to online news sources, and the explosive growth of email at the expense of hard-copy postal volumes. Broad-based growth in Internet usage will promote the role of the "web of goods".

Reducing cost in hard times

GS1 has the tools that businesses need for greater visibility and efficiency in supply chains – and the financial benefits are increasingly apparent. That is the message from GS1 Global President & CEO Miguel Lopera, who sees the organisation taking on a bigger role to support members through the current recession and beyond.

Mr Lopera highlighted the five tools: Bar codes for automatic identification, particularly of products, pallets and places; e-commerce standards for making and exchanging electronic versions of basic business documents; data synchronisation for ensuring that trading partners automatically have the same product data; Electronic Product Code (EPC) for use with RFID; and information standards for mobile commerce offers to consumers.

These tools are used by GS1's 1.2 million member companies, operating in more than 150 countries and more than 20 sectors.

Mr Lopera says GS1 has seven key challenges on which it will be working for members over the next 10 years. These are to:

- create greater visibility across the supply chain;
- synchronise from farm-to-fork data flows in food industries;
- integrate "the last kilometre" in logistical systems;
- make the consumer an actor of the supply chain;
- benefit from the trend to mobility in trading and retail;
- adapt to the increase of regulation in such areas of carbon emission;

Thank you!

Connecting the Dots 2009 brought together business and industry leaders, supply chain and IT professionals, and academics for two stimulating days in Auckland, in late February. The event also marked the 30th anniversary of the first moves towards GS1 bar coding in New Zealand, with over 100 people enjoying a celebratory dinner on 25 February.

GS1 thanks everyone who participated in Connecting the Dots, and in particular acknowledges the following for their support and commitment to making this such a successful conference.

Various exhibitors held prize draws for conference participants. These included ECN Group, a GS1 New Zealand Trade Member, which donated a wine case but did not have an opportunity at the event to announce the winner. We are pleased to name Jagdip Parag, eCommerce Manager of Foodstuffs Wellington, was the winner. Congratulations Jagdip!



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CONNECTING THE DOTS 2009

- keep the small and medium-sized enterprise "in the game".
- He sees the greatest challenge in 2009 as helping GS1 members reduce costs, particularly through greater use of e-commerce



- standards for EDI (electronic document interchange), data synchronisation and simplification of logistics.
- Mr Lopera says independent analysts have estimated that firms now adopting systems with these tools, and/or EPC/RFID at retail, are achieving cost savings of 4-5%, which is much higher than earlier expectations. Indeed analysis of results achieved with the older bar code and EDI tools between 1995-2000 shows actual savings of 5-6% which compares very favourably with the historical expectation of 0.5%. Mr Lopera also highlights a survey of seven major retailers in France during 2008, which shows 58% of their business documents were exchanged and processed in electronic form for a total saving of Euro 402 million in the year.



CONNECTING THE DOTS 2009



Kiwifruit company EastPack says its EPC/RFID investment delivered a positive return in the first year from avoided penalty payments, reduced fruit losses and lower operating costs. Company Administrator Donna Smit shared with the conference her hands-on experience of New Zealand's first large deployment of the technology in the high-pressure world of kiwifruit storage and export shipment.

EastPack put EPC/RFID into its 42 cool stores – including the industry's largest single facility, at Te Puke – for the identification and tracking of pallets of kiwifruit from the

start of the 2008 season. The company, which handles around 16% of the national crop, delivers kiwifruit for shipment to the specifications and time requirements of international marketer Zespri. EPC tags are applied to all pallets that go into EastPack stores, as part of a system that also involves RFID reader-equipped forklifts, ceiling-mounted bar codes and wireless connections to a database for the automatic identification and tracking of product wherever it is located.

Mrs Smit said the system – designed and implemented by Peacock Bros. with support from GS1 New Zealand – vastly improved inventory management throughout EastPack. This enabled staff to cut time and cost from the storage and movement of fruit, and to quickly locate and retrieve pallets when required. "We have taken the chaos out of the coolstore!"

Mrs Smit outlined four major benefits of the EPC/RFID system in its first year.

• Avoided penalty payments to Zespri. EastPack, like the other kiwifruit cool store operators, pays "DIFOTIS" (delivery in full, on time, in specification) penalties whenever it cannot deliver required product to ships berthed at Tauranga. DIFOTIS penalties last year were only half the level of 2007, and the company was able to load all fruit under other industry obligations by Zespri's deadline, thereby making further significant savings.

 Reduced fruit losses. Improved inventory management saw fruit losses falling substantially in 2008, with gold variety losses down by 37.5% compared with the previous year. EastPack was far more able to ship out older

fruit first.

Lower working capital requirement. More efficient operations meant a reduced need for leased forklifts. At Te Puke, the number was cut from 24 in 2007 to 16 last year – a 33% saving in this area of working capital, even as Te Puke handled higher kiwifruit volumes (8 million trays during 2008).

• More efficiency and less stress in the workforce. Cool store

managers and staff used to spend much time hunting for pallets and resolving storage bottlenecks: Reduced stress in the workforce saw a reduction in "burn out" among cool store managers. Now, the database provides visibility on all inventories in real time, enabling managers to focus on core job of filling shipments, reducing fruit loss and containing cost.

Mrs Smit said the less stressful, more efficient operating environment meant EastPack's workforce (including 1300 seasonal workers) felt like they were "part of a winning team" during the 2008 season. Key performance indicators and capital expenditure requirements established for the EPC/ RFID application were achieved in the first year.

She said EastPack analysis of information in its database – the identity of each pallet, its location and movement history, the activities of forklifts and forklift drivers, and time records - was leading EastPack towards many more operational refinements. "For example, we know how many movements a forklift driver does in an hour, and how pallets are being moved and stacked in any given period ... we can track the history of pallets which have had fruit loss and so on. The sky is the limit in terms of analysing and improving our operations."



Bar codes on consumer products in supermarkets and other stores enable retailers to cut costs and operate more efficiently and that leads to savings of over \$20 a week for a New Zealand family of four. Economist Brian Easton makes this estimate in a paper entitled "Products Talking to One Another", prepared for conference participants and media distribution.

The paper looks at the growth of standardised bar codes internationally, and in New Zealand since 1979, as an "object language" that is now so ubiguitous in retailing and logistical supply chains that its importance is often overlooked.

Dr Easton estimates that the use of GS1 bar codes in this country's retailing has led to total cost savings of more than \$1 billion annually. These savings arise from net reductions in labour costs at supermarket and store checkouts, and in the costs associated with in-store price marking of products. The savings also arise from the benefits of bar coding to stock ordering and delivery, to the reduction of stock losses (or shrinkage), and to the analysis of sales. The report draws on a detailed analysis of these "hard" and "soft" savings by retailers in the United States during the 1990s.

In New Zealand, Dr Easton contends that the more than \$1 billion in savings annually are passed through to shoppers due to fierce competition in retail markets - and that leads to savings per capita of around \$280, or over \$20 a week for a family of four. "Because these savings are the result of

SUPPLY CHAIN COMPLEXITY

big headaches!

New Zealand's biggest business also manages our biggest global supply chain. And Fonterra Brands Managing Director Peter McClure readily admits that it's a job involving plenty of

The scale and complexity of the dairy giant's supply chain are plainly evident in Mr McClure's numbers to the conference:

- 20 billion litres of milk received annually (14 billion in NZ).
- 70 million km of travel by milk tankers equivalent to 100 trips to the Moon and back each year.
- 34 processing plants (NZ and Australia) producing bulk commodities, processed food ingredients, consumer brands and food service products.
- 30 million litres of excess plant capacity for much of the year capacity that is required at times of peak milk flow in spring and summer
- 96% of production exported to more than 100 destinations and 5,000 customers (and many millions of consumers).

a reduction in the resources to provide products, the gains represent a productivity improvement to the whole economy of over 0.5%."

Dr Easton says, as with any language, standardised bar codes become more effective the more universally they are used. They are a form of "economic network" in which the value to each user increases with the total number of users among retailers, wholesalers, distributors and manufacturers.

The report says bar codes are likely to give way in future to RFID – the next generation technology for transmitting object languages through use of electronic tags that are read wirelessly from a distance. GS1 has developed and implemented Electronic Product Code (EPC) as a universal standard for identification and tracking of products with RFID.

The paper says that while GS1 bar codes have become ubiquitous, there are further significant productivity gains to be achieved through their use – and the progress will continue with the wider take-up of EPC/RFIDs.

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- 15 day–12 month variation in the shelf life of products (from a carton of fresh milk to a block of cheese).
- 365-day security of supply required by many customers.

Fonterra is a production-driven business – it must accept every litre of milk from the farms of supplier-shareholders that constantly strives to meet market demand with the right mix of commodities, ingredients and branded or food service products. Milk flow is uncertain, distances to market are great and food is, of course, perishable.

Managing the supply chain is fundamental to staying in business, said Mr McClure. And at Fonterra Brands – the consumer foods subsidiary with brands that include Anchor, Mainland and Fresh n' Fruity – gaps in supply to customers can quickly translate into market share loss, while over-supply can require costly disposal of products. For these reasons, Fonterra will continue to invest in world class supply chain management systems – something, Mr McClure said, that pays for itself over and over in customer satisfaction, market share and cost savings.

CONNECTING THE DOTS 2009







Many of the United Kingdom's public hospitals are embracing new technologies for automatic identification and data capture (AIDC), with definite gains in patient safety. Programme leader Neil Lawrence gave the conference a full and frank overview of developments in what is being called the "AIDC revolution" across the National Health Service (NHS) since 2007.

Mr Lawrence is AIDC programme leader with Connecting for Health (yet another acronym "CFH"). CFH is the lead agency for the design and roll-out of these technologies – all incorporating the use of GS1 standards – across the public health system in England. (In this jurisdiction, the NHS includes 404 individually-governed hospitals and clinics, each established as a "trust".)

The UK's bold push into health system AIDC stems from the public release of frightening data on errors of patient care and the associated huge costs. For example, of 8 million admissions to hospitals in England each year, more than 850,000 are estimated to result in patient safety incidents costing the NHS over £2 billion annually in extra hospital days. An average of 10,000 people suffer "serious harm events" each year, some of which are caused by mis-identification of them or of their drugs or treatments, through mis-prescription of medications, or through wrong site surgery. In discussing the numbers and the broad-based programme of CFH, Mr Lawrence put it bluntly: "What matters most is that we stop killing people".

Rising concern over patient safety led to "Coding for Success" – a land-mark government report in early 2007 which looked at all the issues and advocated the adoption of AIDC technologies for verification within medical product supply chains, for ensuring "right patient–right treatment" in hospitals and clinics, for updating patient records and medical stocks, and for auditing throughout the system.

Centralised Management

Mr Lawrence said given the dispersed structure of the NHS, it was decided to create a central agency for management and funding of AIDC initiatives – and to focus on seven areas across all parts of the system:

• the decontamination of sterile surgical instruments;

- pharmaceutical manufacturing and medicines tracking;
- patient identification;
- vaccine and blood derivatives tracking;
- the use of GS1 Global Location Numbers in the NHS supply chain;
- a national programme for e-procurement, lead by the Purchasing and Supplies Agency; and
- real time tracking of patients, medical equipment and clinicians.

The next step was to form an NHS-wide project team including representatives from the UK Department of Health, other national health sector agencies, the pharmaceuticals industry and the medical professions.

GS1 UK

Mr Lawrence said it was also recognised at the outset that GS1 standards were critical for any roll-out of AIDC. The GS1 organisation in the UK was quickly engaged with a comprehensive contract to provide globally unique identifiers for NHS use in the seven areas of focus, technical expertise and project management resources.

Specific initiatives include assigning a GS1 standard identifier to each patient being admitted to hospital, with a bar coded wrist band then being worn for AIDC whenever treatment or medication is given.

EPC/RFID – the GS1-standard Electronic Product Code for use in radio frequency identification systems – is starting to be used for the tracking of all surgical instruments which are held and sterilised in national decontamination super centres, and dispatched to hospitals when required. In another application of EPC/RFID, two London hospitals are operating a pilot scheme for the tracking of patients, medical staff and equipment within their busy accident & emergency departments.

Progress

With trusts in the NHS structure having a high level of autonomy, the AIDC roll-out depends largely on achieving "buy-in" from each – a process which Mr Lawrence likened to "herding cats". CFH has put huge effort into mobilising support for AIDC among the trusts, and building awareness of its potential for patient safety gains, for increased management efficiency and for cost savings.

Mr Lawrence said the challenges have ranged from lack of resource within the trusts, to entrenched commitment to other technologies, to fundamental lack of understanding about "global standards". In most trusts there are multiple numbering systems in use – as many as 32 in some instances – for the identification of a single patient!

CFH is measuring its progress, in part, through the progressive sign-on of trusts to the AIDC roll-out programme: 200 of the 404 had done so over the 18-month period to the end of February. Mr Lawrence sees that as a major achievement, with the pace of take-up likely to accelerate from now on.

He said the benefits of AIDC are definitely showing up for early adopters, including gains in patient safety through far greater certainty in the identity of patients. At London's Charing Cross hospital, studies indicate that patient ID checks were only being done 17% of the time until bar-coded wrist bands were introduced when the incidence of checking jumped to 81%.

Mr Lawrence listed the benefits as:

- huge gains in patient safety;
- greater track and trace ability from manufacturer to patient;
- greater stock and waste management;
- removal of paper processes;
- greater record keeping and data usage;
- less time spent on menial tasks means healthcare staff can be more patient focused;
- great cost saving potential;
- opportunity to bring healthcare industry more in line with the NHS;
- greater protection against counterfeit medicines;
- greater links into other healthcare initiatives being run by various national healthcare sector agencies; and
- increased efficiencies from the existence of a common data set across the NHS.

Connecting for Health still has much to achieve in driving the take-up of AIDC across the NHS, with a target of 250 trusts signed up by the end of 2009. Other major projects now underway include: a track and trace system for blood derivatives; the embedding of GS1 Global Identification Numbers further in the NHS supply chain; the collation of results from trusts in order to continue building the business case for AIDC; and the roll-out of systems for use in the primary healthcare sector.

FOR MORE INFORMATION	?
For more information see www.connectingforhealth.nhs.uk	

GS1 standards in healthcare worldwide

Worldwide, there is an accelerating trend for GS1 standards to be adopted by healthcare regulators, hospital administrators, and pharmaceutical and device manufacturers and distributors. The momentum was clear at a GS1 Healthcare conference in Vienna last month, attended by some 270 delegates from 35 countries. GS1 New Zealand's General Manager of Sector Development, Gary Hartley, was there and lists some of the key initiatives reported to the conference:

- Counterfeit drugs are a growing global problem, with GS1 unique identifiers recognized as critical to combat this through product authentication and traceability. Counterfeiting is said to be a US\$32 billion problem. The World Health Organisation estimates that over 10% of drugs in global supply chains are counterfeit (close to 50% in some African countries).
- The European Commission and the US Food and Drug Administration are each in the process of regulating for the unique identification of medical devices. The drivers include patient safety, market surveillance and inventory management in medical facilities. In both jurisdictions, GS1 codes are seen as a viable path to achieving international harmonisation in device identification.
- Australia's National Electronic Health Transition Authority is reporting solid adoption of global identifiers by pharmaceutical suppliers as they move to data synchronisation through GS1net[™] for the National Product Catalogue in healthcare. Among other things, this will help cut an estimated error rate of 1% in prescriptions issued by outpatient and community health providers (with 1-2 million adverse events annually as a result).
- In western European and US hospitals, bedside verification for the correct matching of patients and drugs is starting to occur more and more, as is the packaging of drugs to unit dose level. (The UK's Connecting for Health programme is the leading example). The GS1 Data Matrix bar code is quickly becoming the globally-standard symbology for medical device marking, patient wristbands and pharmaceuticals. (This symbology is small enough to accommodate batch and serial numbers, expiry dates and other detailed information).
- In Europe, more and more hospitals are engaging in syndicated purchasing of supplies. Group purchasing strategies using standardised product identifiers, inter-operable computer networks and electronic catalogues are stripping cost out of supply chains and giving traceability. The French High Authority, for example, has made GS1 codes the only standard to be used for drug traceability from supplier to patient.

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GS1 DataBar 'sunrise' now 2014

DATABAR

Interest is building

GS1 DataBar is coming but not as soon as previously planned. The global "sunrise" date has been put back from 1 January 2010 to 1 January 2014 – that is the date from which all retailers should be able to scan a GS1 DataBar and process the Global Trade Item Number (GTIN) it contains.

GS1 DataBar is the new reduced space form of bar code for use on small, hard-to-mark items like fruit, or for coding additional information like weight, price or use-by-date. It is expected to greatly enhance retailers' management of some categories like fresh produce and cosmetics, and to support advances in traceability.

GS1 DataBar – previously known as the Reduced Space Symbology (RSS) bar code – has been widely used in the United States and Canada since 2001 and businesses in many other GS1-member countries, New Zealand included, have become increasingly familiar with it over recent years.

Where GS1 DataBar contains only a GTIN, it requires only 40% of the space of a traditional EAN-13 bar code and this makes it very valuable to small, high-value products with labels that have very limited space. A GS1 DataBar containing the additional information will vary in size according to how much information is encoded but will often be no bigger than an EAN-13.

GS1 New Zealand senior consultant Owen Dance says GS1 DataBar is now being applied to some apples exported by ENZA and by The Heartland Group, and there is considerable interest in the New Zealand grocery sector.

The global GS1 Management Board had set 1 January 2010 as the date from which the GS1 DataBar will be useable in open trade, which means it can be applied to any items in expectation of it being scanned at point-of-sale by any GS1member retailer. The Board recently decided to push that sunrise date out four years after receiving reports from GS1 member organisations that retailers generally will not be ready by 2010.

Mr Dance says this comes as no great surprise given the need still for many retailers worldwide to assess the capability of their current scanners, and where necessary to update hardware and/or software. He says that US manufacturers have been making all scanners GS1 DataBar-capable or easily

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upgradeable since 2000. Asian equipment manufactured since about 2006 should be the same. Regardless of scanner capability, decoding software that is not already decoding GS1-128 format data will need modification. New Zealand members can call on GS1 for a free scanning test card.

While the start date to open trade is delayed, retailers who have started using GS1 DataBar can continue with no interruption. Those who have established agreements in place or wish to set up new bilateral agreements with trading partners using GS1 DataBar can proceed as planned. In fact, GS1 encourages early adoption to make the benefits available to users as soon as possible.

Mr Dance expects interest in the new bar code to continue growing, with manufacturers, distributors and retailers increasingly aware of the advantages to them. For one thing, he says, the grocery sector can see big potential in being able to analyse sales of variable-measure and fresh products more closely using data from GS1 DataBar scanning.

KEY FACTS

- GS1 DataBar will be used in open trade from 1 January 2014.
- The date has been moved back four years to allow more readiness among retailers worldwide.
- Scanners manufactured in the US since 2000 should be GS1 DataBar capable. Other makes will need to be newer. Many existing scanners will work well with only the addition of new software.
- There is rising interest in GS1 DataBar among New Zealand retailers and producers. The apple export sector is leading the way, closely followed by the grocery trade.
- GS1 New Zealand has GS1 DataBar test cards for any retailer wanting to assess the capabilities of their existing equipment.
- Retailers must enable their scanning systems for at least the basic GS1 DataBar application by January 2014 as the symbols may be used on any type of product thereafter.

FOR MORE INFORMATION

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For more information on GS1 DataBar, contact Owen Dance on 0800 10 23 56 or owen.dance@gs1nz.org



By Shaun Bosson, General Manager, Professional Services

In tough economic times, businesses have to reduce costs and be more productive in order to survive and come out on top. More than ever, the GS1 System can make a critical contribution by helping to improve operational efficiency and to reduce supply chain costs. GS1 New Zealand is now hearing from more and more organisations who seek our support with changes that have become "mission critical" for survival and for future growth.

We are also becoming more involved with business sectors which have previously had only an arms-length relationship with us. Rural servicing is a prime example. GS1 is very pleased to be now working with this sector as a whole and to be helping it understand how current challenges can be addressed by making better use of the GS1 System. Through the remainder of 2009, we hope to have the sector fully on board and implementing the system more fully.

For this, we are looking to partner with one rural retailer/ wholesaler who will become lead adopter: They will have our close support for fuller implementation in their business of proven elements of the GS1 System and to blaze a trail for others in the sector. We hope to be able to announce more on this in the next issue of SCAN.



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On GS1net[™] (the data synchronisation platform for continuous sharing of standardised product master data), GS1 continues to make good progress especially in the hardware sector. We intend to have most of the sector's retailers and merchants using GS1net by the end of 2009. This will add value sectorwide with the biggest benefits going to those organisations that have the vision to really pursue the operational gains that flow from having better data quality.

We see further significant growth in the use of GS1net over the months ahead, with good momentum now apparent in the grocery sector, progress in the office supplies sector and the initiative already mentioned in rural servicing. We also hope that great work done by our Australian colleagues on helping to bring the National Product Catalogue in the healthcare sector onto GS1net will, in time, benefit initiatives in New Zealand healthcare. In any area, there is no point in re-inventing the wheel when it comes to making better use of the GS1 System.

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

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Rise of the bar code-reading PHONE ---



GS1 dials up mobile commerce

Most of us carry a mobile phone everywhere for work, family life and social contact. Why not use it also for shopping, for finding out more about particular products or even for trying them out before purchase?

We will ... in the new era of mobile commerce, or m-commerce. Future thinkers around the world see huge potential for the next-generation mobile phone to expand interaction between consumers and businesses, to the benefit of both. They also see the mobile as a device that connects information with objects in ways never before possible.

GS1 has recently published "GS1 Mobile Commerce: Opportunities and challenges", a research paper that outlines worldwide changes with the massive growth in mobile phone usage, business applications in the supply and demand chain, and the role of GS1 standards. Written by the GS1 Mobile Com Group, the paper is an incisive look at m-commerce with input from all relevant stakeholders.

Building on e-commerce

The paper says m-commerce is building on the advances made since the 1990s by e-commerce – the automation of business processes from ordering to customer service – by greatly expanding business-consumer interaction and doing so in more personalised ways.

The paper says it also builds on e-commerce by turning the mobile phone into a device that connects the physical world and the virtual (computer-based) world. "Many more people have access to a mobile phone than to a computer and this means that m-commerce has the opportunity to connect not just big businesses but also small businesses and consumers on a massive scale. In this sense, mobile phones have the potential to bridge the digital divide and allow organisations and individuals to reach out to each other more easily than ever before."

The paper has staggering figures on the growth in mobile phones. There are now almost 4 billion mobiles in use –

more than 40% of the world's population carries one, with penetration rates above 90% in many developed nations. Of the total, over 1 billion mobiles have cameras (a feature only introduced in 2001). Research in recent years indicates 72% of all mobile users are active with text messaging and 750 million of all mobiles are used to also access the Internet.

"These days it's more likely you will forget your keys than your mobile phone when you leave home in the morning

... A mobile phone makes us available to others, be they businesses or individuals, 24 hours a day, seven days a week. This is an enormous break with the past when we needed to know where a person was in order to contact them. It gives enormous opportunities for businesses to really connect with and understand consumers, and for consumers to have more meaningful relationships with businesses," says the GS1 Mobile Com Group.

Multi-purpose devices

That becomes all the more so, the paper says, with the rapid development of mobile phones into a next generation of multi-purpose devices for data connectivity, for payments and transactions, and for other functions like location finding, as well as voice, text and email communication.

The developments are seen today in handset manufacturers adding new features to phones, including portable bar code scanners and RFID chips, and in the expansion of wireless broadband networks worldwide. So-called 3G networks deliver as much fast data to mobiles as do fixed line networks to static computers. "Mobile devices are fast becoming the place where numerous technologies meet and create applications that are useful to consumers and businesses across the globe."

Business applications

The GS1 Mobile Com Group has identified six business applications of particular relevance to supply and demand chain management.

• Extended packaging where consumers use their mobile phone, or mobile device, to access additional information about a product. This can involve a mobile with an inbuilt bar code scanner, and capacity to both transmit the encoded data and receive back the information required (but not available on the product packaging due to space constraints).



 Content purchase and delivery of digital products

- **Mobile coupons** where consumers use their mobile phones to store and redeem coupons and discounts.
- **Authentication** where mobile phones are used to check whether or not a product is genuine.
- **Re-ordering** where mobile phones are used to re-order products that have been previously purchased.
- **Mobile self-scanning** where supermarket shoppers use their phones (rather than a device supplied by the retailer) to scan product bar codes and store the data.

The paper says the evolution of m-commerce will depend on the creation of an open and neutral infrastructure that is trusted by both businesses and consumers. In this case, technology adoption will be easier and faster, with lower initial investment costs.

GS1 standards

With that observation in the fore, the GS1 Mobile Com Group recommends that GS1 numbering be used to identify objects, entities and locations in all m-commerce applications, along with GS1 bar coding and EPC/RFID. It also recommends that mobile phones be manufactured to read GS1 standard 1D and 2D bar codes*, and/or EPC/RFID tags. It also wants to see existing infrastructure used as much as possible where links are built to product information and added value services as part of m-commerce solutions.

To support the first of the business applications, the GS1 Mobile Com Group has also recently published *"The Extended Packaging Pilot Handbook"* for use by GS1 organisations worldwide and all other interested parties. *Extended Packaging* has particular potential in the FMCG (fast moving consumer goods) sector as a means of immediately giving people more information, for example, on allergens and other ingredients in foods, or for language translations. The handbook is designed to support pilot projects that use existing GS1 standards and identify areas in this first area of m-commerce where new standards might be necessary.

* 1D bar codes are linear (eg EAN-13) whereas GS1 Data Matrix bar codes are 2D.

FOR MORE INFORMATION

For the white paper and handbook see www.gs1.org/productssolutions/mobile

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Believe it or not that's our version of water-cooler talk.

OK, so we get pretty excited about software audit solutions. But in business the little things matter. Like being able to keep track of a license agreement... and avoid buying 50 new copies of your operating system... or business applications... or both. That's where we come in. Our software audit solutions can help capitalise on your compliance obligations - working with you to manage risk, service levels, project investment and could even reduce your costs. So, instead of just meeting compliance objectives, let us help you turn them into opportunities. To find out more, visit us at gen-i.co.nz/solutions today.

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Pride In Print

Bar codes are appearing on more and more printed items in the commercial world, and the standard of bar code printing is improving as well. That is the evidence from this year's Pride In Print – the annual awards programme for recognition and promotion of

while the total of entries is down).

Pride In Print is open to any person or company associated with the production or purchase of print in the preceding year, and entries include an array of commercial printing work, from product labels, to posters, to books.

Owen says there is a very pleasing quality increase in the standard of bar code printing this year. Of the bar code-carrying entries he has recently assessed, 59% passed the GS1 verification test. That is up from a pass rate of only 6%

The Pride In Print winners will be announced at a presentation dinner on 8 May. Entries this year include the three top place-getters in the GS1 New Zealand-sponsored competition among design students at NatColl (as reported in the December 2008 issue of SCAN).



excellence in the New Zealand Printing Industry.

GS1 New Zealand's Owen Dance is on the Pride In Print judging panel and he reports a 21% increase in the number of items submitted that carry a bar code compared with 2008. Of 719 entries this year, 251 have a bar code as an integral part of their design and production. (The number with bar codes is up

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in 2008.



that have no additives, preservatives or fats, and no added salt, sugar or gluten. In fact, the "pouch" of Green Monkey Carrot and Parsnip (right) contains just 58% pureed carrot, pureed 22% parsnip

and 20% water.

The double-layered plastic pouch is a key part of the product, sealing all that homegrown goodness into one handy meal for a baby or toddler. Replacing the traditional tin or jar, the pouch is a New Zealand innovation that enables the food to stay fresh for up to 12 months, without refrigeration or chilling. It is lightweight and highly portable – and the contents can be eaten from the pouch, at room temperature or after heating in a microwave or standing in a bowl of warm water.

With such pure contents and clever packaging, Green Monkey claims its products to be: "The most natural and convenient baby food on earth".

Company managing director

Charlotte Rebbeck says she and family members started six years ago after finding that local supermarkets could offer nothing as natural in the pre-prepared food range. "New babies are so pure, we wanted food that was grown and produced naturally in New Zealand's pristine environment, just like our parents made for us," says Charlotte. "For us it seemed so simple.



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Naturalness and convenience

Its name is the only part of Green Monkey[™] baby food that isn't New Zealandmade and 100% natural. This organic product is most definitely home grown, and the processing, packaging and marketing are all down to Kiwi ingenuity.

> Gather the best natural goodness, make it convenient and offer something to parents that they can always trust."

> > Christchurch-based Green Monkey has three products today: Pumpkin, Silverbeet and Sweet Potato; Apple and Blueberry; and the Carrot and Parsnip. The company supplies New Zealand supermarkets and exports to Australia and Hong Kong, and is currently establishing sales in the United States. Charlotte says the range will expand over time.

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So serious is Green Monkey about the quality of raw ingredients, it buys only from organic growers with whom it has a direct relationship. The carrots, parsnips, blueberries and so on are sent to Kaweka Foods Limited, a Hawkes Bay firm that specialises in making prepared meals with fresh ingredients and in fresh-seal pouch technology.

As you might expect, "paddock to pouch" traceability is core to the Green Monkey business. So is attractive package design:

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Each pouch is distinctively coloured and carries all the information a parent might want (plus an EAN 13 bar code). But what about that unusual – and unnatural sounding – name? It originates from a playful name Charlotte gave her three-year-old nephew a few years ago (he liked it). Of course, "green" also refers to vegetables while what parent hasn't called their youngster "a little monkey" at some time or other.



Ruth McChesney, Managing Director, Intrepid Marketing.

Intrepid marketing for SMEs

Intrepid Marketing has been operating for nearly eight years to help small and medium-sized businesses throughout New Zealand achieve their business and marketing goals.

The company has built a solid client base particularly in the main cities, providing consultancy and implementation services in the areas of marketing strategy, research, branding, website development, graphic design, writing and display systems.

"Our company philosophy is that every business should feel able to access good quality marketing expertise, irrespective of their size or budget," says Managing Director Ruth McChesney.

In 2006, Intrepid began offering a range of banners, flags and wall display units to meet the signage and exhibition needs of clients. A separate division, Intrepid Design & Display, was formed last year. The company has joined GS1 in order to apply bar coding of these items.



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ECNgroup[•]

Ms Chesney holds a Master of Arts in Marketing from Kingston University in Surrey, England. Her career has included senior sales and marketing roles both within the United Kingdom and New Zealand. And with Intrepid well established, Ms Chesney now also directs a UK-based marketing company with a similar mission to assist small and medium-sized businesses in that country. Pure Image marketing is based in Richmond, Surrey.

She now lives part of the year in the UK but is still very much hands-on at Intrepid, being in daily contact with the Wellington head office to ensure that quality service delivery is maintained. The business has a number of consultants around New Zealand together

with graphic designers, web developers and trusted suppliers.

"2009 is a very positive year for us," says Ms McChesney. "We are seeing many businesses taking a pro-active approach to marketing, clearly determined not to let the recession affect their businesses adversely. This approach is paying off for our clients, and we would urge smaller businesses generally to take action and make the most of their talents. This is not a year for complacency."



For further information on Intrepid Marketing's range of products and services, visit www.intrepidmaketing.co.nz



Workwear for Kiwis

New Zealanders who work outside need the right clothing and boots. Invercargill-based Southern Workwear Limited supplies just that – durable, warm and safe gear for farmers, earthmovers, builders and anyone else who faces the natural elements on a daily basis.

The company sells a wide range of workwear – from overalls and jackets, to socks and boots – in its own two stores in Invercargill and Gore, and through specialist clothing retailers in other centres throughout New Zealand. The range includes items, mainly oilskin vests and jackets, manufactured by Southern Workwear under its own Far South brand.

Manager Morris Stewart has seen no dent in sales from the current recession. "We supply basic items that people need if they're working outdoors and they're not making big expenditure decisions, like buying a new tractor," he says.

Mr Stewart says Southern Workwear has noticed something of a swing to "buying kiwi". That suits the company just fine, given its Far South brand and its practice of buying other stock from

GS1 Seminar Update

We will hold further training seminars for the hardware sector in June – a great opportunity for people in hardware to get a thorough grounding in the GS1 System and its application to their common business processes.

Each seminar has two sessions. The morning focuses on the concepts and methods of the GS1 System, mainly for account managers, and people in sales & marketing, IT or operational roles. The afternoon session goes deeper into the technical aspects for those in roles that involve identifying and labelling products, and/or defining and collecting product data. (Attendance in the morning session is a prerequisite for attendance in the afternoon).

FOR MORE INFORMATION

For more information on any GS1 seminars, please contact Pauline Prince on tel 04 494 1067 or email pauline.prince@gs1nz.org

... for Work Clothing and Footwear

other New Zealand clothing manufacturers. "There's a lot of workwear that you just couldn't buy from China because it is so specialised and the production runs wouldn't be big enough."

Southern Workwear has recently joined GS1 New Zealand to begin adding bar codes to product labels in response to requests from retailer-customers, and as part of an upgrade in its stock management and accounting systems. "It's been part of a modernisation in that area of our business," says Mr Stewart.

He founded Southern Workwear 16 years ago after seeing a gap in the clothing market. There was something of a natural cross-over from Mr Stewart's previous career in motor vehicle upholstery. Today the company employs 10 people, including machinists who have particular skills in working with oilskin for the Far South garments and also offer a monogramming service on-site to fulfill customers' specific requirements.

Southern Workwear can be contacted at <u>sales@farsouth.co.nz</u> or on tel. 03 214 3182

Hardware Seminars

Wellington	Tuesday 23 June
Christchurch	Wednesday 24 June
Auckland	Thursday 25 June

We continue other seminar series in May on the following dates.

Bar Code Foundation Seminars

Wellington	Tuesday 12 May
Christchurch	Wednesday 13 May
Auckland	Thursday 14 May

GS1net[™] Foundation Seminars

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Wellington	Tuesday 19 May
Christchurch	Wednesday 20 May
Auckland	Thursday 21 May



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.



GS1 New Zealand Territory Manager -Taupo North

Questions? Please contact the GS1 New Zealand team

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.

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New Zealand New Essential Health International	
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Rajon Music Group NZ Ltd
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Ohapi Fresh
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