

SCAN

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www.gs1nz.org

The new era of GS1 DataBar

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MyGS1 1.1 – more benefits for members

Last December we launched the Web-based MyGS1 service for all members of GS1 New Zealand. Since then, you have engaged in 10's of thousands of interactions with this organisation via what are, effectively, individual online portals.

Enthusiasm for MyGS1 is another demonstration of how most people appreciate self-service – the opportunity to take charge of your own affairs, and receive what you want, at a pace and in a time that suits. (Do we all have at least some "control freak" genes?).

As most members probably know, MyGS1 offers:

- online membership, whereby organisations can join GS1 New Zealand at anytime;
- online allocations of additional ranges of GTINs for your products and Global Location Numbers (GLNs);
- online ordering of, and access to bar code verification reports;
- online generation of bar code graphics when the relevant numbers are entered (full members receive 10 free bar code graphics per year and can purchase any number more); and
- online payments for membership and services via a credit card transactions gateway.

Ten months down the track from the MyGS1 launch, we have made significant enhancements including a very important new service known as ProductVault™ – something that promises to make life much easier for many members, especially new ones, when it comes to GTIN allocation and bar code graphics generation.

ProductVault helps you create identification numbers from your allocated prefix range (and these numbers will also include that messy check digit!). It also captures basic information on each product (for example, its weight and dimensions) and on product hierarchies (for example, whether they are retail consumer units, inner packs or cases). ProductVault enables you to take a product number straight to the BarcodeGenerator for creation of the appropriate bar code.

You can also print Product Identification Detail Sheets and pass them on to vendors, if they will be printing bar code labels, or to a graphic designer if bar codes are to be incorporated into your packaging artwork. ProductVault supports all your current Membership Prefixes (EANs, UPCs and Single Numbers), and it will also support a quick export function to take your data out into a format convenient for uploading into GS1net™ (for data synchronisation).

Members will find that one of the most beneficial aspects of ProductVault is the fact that all key data is hosted by GS1 New Zealand – you do not risk losing key information for the identification of products (the kind of thing that, research has indicated, can often sit in a spreadsheet on Bob's or Maryann's computer and never get backed up!).

So, we have made some major enhancements to MyGS1 – and the rest is over to you! Please try out the new member service and if you have mislaid your sign in access codes, we have made that easy too ... just call 0800 10 23 56 or use the new "I've forgotten my password" feature on the members' login screen.

Dr Peter Stevens
CHIEF EXECUTIVE



SCAN magazine is produced quarterly for the benefit of GS1 New Zealand members. It has a circulation of approximately 5,700 readers throughout the country as well as 101 GS1 member organisations worldwide.

SCAN reaches decision-makers in a wide range of industry sectors including grocery, FMCG, healthcare, logistics, manufacturing, retailing, wholesaling and transport. Our readership includes chief executives, sales and marketing managers, account managers, brand and product managers, IT personnel, operations managers, production managers, logistics and supply chain personnel, bar coding staff and packaging coordinators.

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 or pauline.prince@gs1nz.org. Advertising rates are on our website at www.gs1nz.org/Advertising.aspx

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

SUPPLY CHAIN FORUM

GS1 New Zealand members and others can hear two of the world's leading thinkers on the future of supply chains, Jim Flannery and Sabine Ritter, at a forum in Auckland on 27 October.

Jim Flannery is Director for Worldwide Customer Development at Procter & Gamble, and Sabine Ritter is the Integration Director for the Consumer Goods Forum, a new organisation representing the world's largest consumer goods companies. Their visit (extending on a major conference they will attend in Australia) will be hosted by GS1 New Zealand. The pair will address the seminar on: "Collaboration – new ways of working together".

Date & time:

Tuesday 27 October, 7.30 am – 10.30 am

Venue:

University of Auckland Business School – Level 3,
Owen G Glenn Building, 12 Grafton Road

Book seats:

Contact Pauline Prince – Tel 0800 10 23 56 or
events@gs1nz.org

Cost:

\$49 plus GST per seat for GS1 members
(\$59 plus GST for non-members)

Trade Events

GS1 New Zealand has been very active at business and trade events this year, raising awareness of the GS1 System and giving on-the-spot advice to business people from all sectors. Highlights have included:

- Agricultural Fieldays, Mystery Creek near Hamilton, June.
- Materials Handling & Logistics Trade Show, in Auckland, July.
- Bragato, a wine industry expo in Napier, August. (A Bar Code Foundation Seminar was held in Napier to coincide with this event).
- Bizzzone, an event for small businesses and start-ups held in Christchurch, August.



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SEMINAR PROGRAMME

GS1 members are invited to more foundation seminars in October.

Bar Code Foundation Seminars

Wellington Tuesday 20 October

Christchurch Wednesday 21 October

Auckland Thursday 22 October

GS1net™ Foundation Seminars

Wellington Tuesday 27 October

Christchurch Wednesday 28 October

Auckland Thursday 29 October

Find out more and/or register for any of these seminars by contacting Pauline Prince on pauline.prince@gs1nz.org or tel 04 494 1067.

Over recent months, GS1 New Zealand has run sector-specific seminars for Hardware/DIY and for Rural Retailing, with good participation in general.

The Hardware/DIY seminars in Auckland, Wellington and Christchurch during June had a total of 33 attendees. The first round of such seminars for the Rural Retailing sector, held in Auckland, Wellington, Christchurch and Dunedin during July, pulled in a total of 52 people.

GS1 New Zealand's area of service includes Fiji and two staff members had a busy week there in late July, calling on GS1 members and holding a Bar Code Foundation Seminar in Suva in association with the Fiji Employers Federation. In fact, the seminar was so popular that attendance had to be closed off at the 35-seat capacity of the venue.

Healthcare Sector Seminar

GS1 New Zealand and the Medical Technology Association of New Zealand will host two international experts on the use of identification standards in the Healthcare Sector, at a seminar in Auckland on 23 November 2009.

Jay Crowley, Senior Advisor for Patient Safety at the United States' Food and Drug Administration (FDA), is leading that agency's programme for unique identification of medical devices.

Ken Nobbs, Product Manager for Australia's National E-Health Transition Authority (NEHTA), is driving the implementation a National Product Catalogue including medical devices.

Seminar details

Date and time: 2 - 6pm, Monday 23 November

Location: Novotel, Ellerslie, Auckland

Fee: \$25.00 + GST Member MTANZ or GS1 NZ,
\$50.00 + GST Non Member MTANZ or GS1 NZ
(incl. light refreshments)

Register: Call 0800 10 23 56
or email events@gs1nz.org

New Board Member



Katherine Rich

Katherine Rich has joined the Board of GS1 New Zealand after her appointment as Chief Executive of the New Zealand Food and Grocery Council (FGC). Ms Rich has assumed the role previously held by Brenda Cutress, who served on the GS1 Board for many years.

From 1999 to 2008, Ms Rich was a Dunedin-based Member of Parliament, during which time she held various high-level positions in the opposition National Party. She was at various times Chair of the Commerce

Select Committee, Spokesperson for Education, Economic Development, State-Owned Enterprises, Welfare and Employment, ACC, Broadcasting, Tourism and Arts Culture and Heritage.

Ms Rich is a graduate of the University of Otago, and has held management and analytical roles at the Ministry of Agriculture and the Foundation for Research, Science and Technology. Her previous commercial experience includes being Marketing Manager for Alliance Textiles.

Members rate GS1 services

The latest survey of GS1 New Zealand members indicates that they are more satisfied with the quality of the organisation's services today than they were in 2007.

Members who use the services indicate most satisfaction with the bar code verification service, which scored 7.68 on a scale of 1-9 (1 = very poor, 9 = excellent). Satisfaction with the GS1 New Zealand help desk is 7.22, followed by implementation of the organisation's consulting services (6.94), seminars and conferences (6.87), territory managers (6.84), membership administration (6.64) and accounts (6.31). For each service, the rating is higher than in 2007.

GS1 New Zealand commissions the survey by an independent research company every two years. In 2009, 556 members completed the survey form which was sent to a total of 3181.

Most respondents (88%) report having the right level of contact with GS1 staff, with 10% indicating they would like more. The most frequent form of contact is with the verification service or administration staff for membership

inquiries. Those who have had contact in their region rate the usefulness of this at 6.46 on the 1-9 scale, which is an increase from 2007.

Members were asked if GS1 standards and solutions were important for their business: Of those who answered, 85% say "yes", largely because of retailer or other buyer requirements and/or the supply chain efficiencies.

More broadly, members who use GS1 services indicate a higher level of satisfaction in 2009 with the GS1 website and with SCAN magazine (ratings of 6.93 and 6.60 respectively).

The survey looked specifically at the usefulness of the new MyGS1 services available through the GS1 New Zealand website. While around half of respondents are not yet aware of these services, those who are definitely see them as useful. Self service for the allocation of GTINs is rated of most use (6.97 satisfaction), followed by membership transaction history (6.77), bar code graphic generation (6.54) and online membership registration (6.49).

Note: members can log in to MyGS1 at any time from the home page of www.gs1nz.org

Bar code verification: What you need to know

Verification is an important part of using GS1 bar codes. Sometimes members ask why it is so important when their bar codes seem to be working just fine.

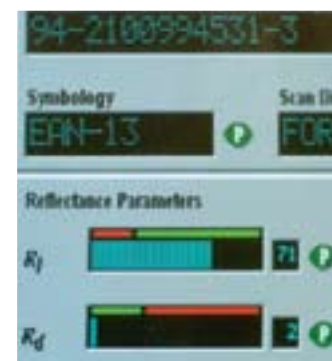
Verification is a way of determining whether a bar code will do exactly what is intended, ie scan first time, every time (within 1 second) and accurately convey its encoded data. Without verification, no-one can be sure that a particular bar code will perform to that standard on every scan, anywhere in the supply chain.

Verification involves putting a bar code through a precision measuring instrument – a verifier – that takes consistent and repeatable measurements of the symbol and analyses these for scanning performance. The critical variables include: physical dimensions of the bar code and location on the package or label; the symbology used; clarity in printing (especially the degree of contrast between bars or dots and background); and decodability (or how the bar code compares to a perfect version of the same thing).

A bar code may not pass a verification test even though it can be successfully read by some scanners. There are many

different types of scanners and they work in different ways. The most common type used at point-of-sale in supermarkets is a fixed, omni-directional scanner that is designed to read bar codes as they are rapidly passed by (although some wiggling may also be needed to obtain the read).

Verification is relevant to all levels of packaging including retail units, packaging inners and display cartons, shippers, and pallets. Anyone with an interest in a bar code's performance has a potential need for verification, including producers and packagers of goods, and distributors and retailers. Typically, it is the responsibility of the originator of the bar code (usually the brand owner of the product being bar coded) to ensure that it meets the quality requirements of the entire supply chain.



GS1 New Zealand's verification service is available to all members by calling 0800 10 23 56 or emailing verify@gs1nz.org. Full members have a right to 10 free verifications in each 12 month membership period.



The Taste of Taranaki

Wine making in dairy country

Milk isn't the only drink made in Taranaki. The province is acquiring a reputation for its wine as well – fruit wine produced in the shadow of the mountain from New Zealand's finest boysenberries, kiwifruit and feijoas.

Sentry Hill Winery, between New Plymouth and Inglewood, produces for a fast growing market and has earned particular acclaim for its boysenberry wines. Sentry Hill Garrison Red Dry and Red Medium have been gold medal winners in the New Zealand Fruit Wine Awards both this year and in 2008.

Managing Director Steve Parkes expects to increase production 150% next year as more and more people come to appreciate the "refreshing difference" of fruit wines. "There has been a perception that fruit wine is not real wine," he says. "But that is a barrier we have been breaking down ... once wine drinkers actually try it and the taste the fruit, they really start enjoying it."

Sentry Hill buys boysenberries from Nelson and kiwifruit from the Bay of Plenty, while growing its own feijoas on-site in the ideal Taranaki climate. The plan is to become entirely self-sufficient in feijoa supply over the next four years. The winery, in the Lepperton area, is named after the British army post established there in the 1860s. The Sentry Hill brand has been built over 25 years' operation. Mr Parkes acquired the business in 2006, and has since taken on a trainee winemaker, added winery staff and expanded production substantially.

Convinced that fruit wines can be a great substitute for traditional grape wines,

he will this month launch a wine-and-food guidebook in collaboration with Progressive Enterprises – there is a fruit wine to complement every red meat, chicken or fish meal! Mr Parkes says most are sweeter than grape wines, although Garrison Red Dry is similar in taste to a dry riesling.

In fact, the production process differs little from grape wine making (and the alcohol content is just the same). "We ferment in American oak for four months and bottle cellar for at least another four," says Mr Parkes. The main differences lie in the cycle of fruit harvesting and wine making: Boysenberries are picked in December-January, with kiwifruit and feijoas coming in as the year progresses.

Fermenting and bottling are almost year-round activities at this winery. It means a pace of life for Mr Parkes and his eight-member team that is little different from the demands of working the average Taranaki dairy farm!

Mr Parkes is no stranger to the latter having previously been a New Plymouth-based logistics manager for Fonterra. These days, his focus is on red and golden yellow liquids, not white, and on increasing their market presence mainly through Progressive's supermarket chains. And of course, high quality labelling and accurate GS1 bar codes are critical elements in building and maintaining that presence.

Next year's production plan of 100,000 bottles is a huge step-up from 8,000 in 2006. The growth is coming, Mr Parkes says, from New Zealand wine drinkers, and also from Chinese and Japanese buyers with none of the traditional hesitation about fruit wine versus European-style grape wines. Sentry Hill was Taranaki's first exporter of wine with sales made to Japan in 2007.



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

Dawn of the GS1 DataBar era

GS1 DataBar is destined to increase efficiency and productivity in retailing worldwide. It is only a matter of time – and GS1 New Zealand advises this country's producers, marketers, printers and retailers to start thinking now about the costs and benefits to them. In fact, the ongoing benefits are almost certain to far exceed initial costs.

The global implementation target for mass use of GS1 DataBar at point-of-sale ("sunrise date") has moved out to 1 January 2014 but this form of bar code will increasingly appear on consumer items from now on. In New Zealand, apple exporters ENZA and The Heartland Group are the first to apply it, so meeting the requirements of their North American customers (see page 9). There is strong interest in the grocery sector as well, where huge potential benefits in fresh food retailing have been identified.

SCAN reports on the dawning of the GS1 DataBar era.

The basics

GS1 DataBar performs all the functions of older forms of bar code when scanned at point-of-sale (principally the EAN 13) but have two other major attributes as well:

- It enables GTIN (Global Trade Item Number) identification of small, hard-to-mark consumer goods like fresh foods, jewellery and pharmaceuticals containers; and
- It enables much more data than a GTIN to be encoded and attached to goods, such as weight, batch number and use-by date.

With these attributes, GS1 DataBar vastly expands the number of goods that can be automatically identified at point-of-sale and it helps resolve many problems in relation to product authenticity, quantity and traceability, or other marketplace and business process requirements. The business case for GS1 DataBar will always rest on either:

- Less space: Bar codes are made small enough to go on previously hard-to-mark goods or they free up more space on packaging for brand messages and consumer information (GS1 DataBar requires only 40% of the space of an EAN 13 bar code)

Coming to a fruit bowl near you ...

Fresh fruit imports from the United States are increasingly labelled with GS1 DataBar bar codes. Have you noticed them yet?

This Californian nectarine above was purchased in a New World supermarket in central Wellington in mid September, after importation by MG Marketing, New Zealand's largest importer of fresh produce. The fruit was grown by a member of the California Tree Fruit Agreement (CTFA), a grower-owned cooperative for distribution and marketing.

MG Marketing says the small label with a GS1 DataBar encoded with the GTIN for Californian nectarines was applied in a CTFA

pack house where the fruit was held for export in controlled-temperature conditions. Time from the tree to your New Zealand fruit bowl is usually less than one month during the import season from June–October.

The label shows a GS1 DataBar Stacked Omni-directional – one of millions that would have been applied to fresh produce in the US that day.

In the New World supermarket, there is no point-of-sale scanning of individual pieces of fruit as yet. The operator weighed this nectarine in a bag with others and keyed in the relevant Price Look-up number to generate a price for the purchase.

or

- More data: A GS1 DataBar is not necessarily smaller than an EAN 13 but carries far more data which, when scanned at point-of-sale, will serve a diverse range of purposes including shrink control, category management and traceability.

At a minimum, GS1 DataBar encodes 14 digits and this is ideal for 14-digit GTINs. Where 12- or 13-digit GTINs are being used, an additional one or two zeros need to be added at the start of the sequence when the bar code is being created. Retailers' scanners may require adjustment to become capable of reading GS1 DataBar.

GS1 DataBar family

Worldwide, most applications to date have been on loose fresh produce using the GS1 DataBar Stacked Omni-directional type of bar code which is best for fixed scanners at supermarket point-of-sale. This is one of four types in the GS1 DataBar family.



**GS1 DataBar Stacked
Omni-directional**

Mainly for fresh produce and small consumer product goods (GTIN only)



**GS1 DataBar
Omni-directional**

Mainly for small consumer goods (GTIN only)



**GS1 DataBar
Expanded**

For variable measure products (GTIN + more data)



**GS1 DataBar
Expanded Stacked**

For variable measure products (GTIN + more data)

Getting started

GS1 DataBar becomes an open standard in January 2014 but you can start using it by agreement with your trading partners – as ENZA and Heartland Fruit have – at any time.

Retailers

- Check that scanners are GS1 DataBar capable by contacting your equipment supplier or going to www.gs1.org/productsolutions/barcodes/databar/implement.html for a list of GS1 DataBar Ready scanners by brand and model.

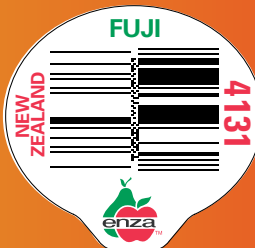
- When purchasing new equipment, ensure that it is specified as compliant for GS1 DataBar as well as other bar codes. Most American-branded equipment manufactured in the last 10 years will be compliant but some software modification will be required in your point-of-sale system to enable decoding of additional data (more than the GTIN).
- GS1 New Zealand will provide Scanner Test Cards for members to test the GS1 DataBar functionality of their scanners.
- Some retailers will have point-of-sale systems that operate only with 12- or 13-digit GTINs. Some software

Continues over page.

ENZA ready to lead

ENZA will be applying GS1 DataBar labels to every apple of the mainstream varieties it exports to North America in the coming season, from February 2010.

Customers are requiring this and ENZA is getting ready to roll with New Zealand-designed and -printed labels (and with the bar codes verified, of course, by GS1 New Zealand).



ENZA expects to apply GS1 DataBar to almost half a billion individual apples, supplied to around 40 food retailing customers in Canada and the United States. The fruit will be sold mainly in supermarkets that have point-of-sale scanners capable of reading GS1 DataBar and of securing all the extra data available at the far end of supply chains that start in the orchards of Hawkes Bay, Nelson and Otago.

ENZA Technical & Quality Manager Duncan Park says the GS1 DataBar on each apple will show its country of origin, exporter, variety, PLU (Price Look-up) numbers and whether there is organic certification attached or not. Mr Park says most of the labels will be the so-called "airship" type that is big enough to carry the ENZA logo.

North America takes around 25 per cent of ENZA's \$279 million global apple export sales, with Jazz™, Braeburn, Fuji and Royal Gala the biggest selling varieties. Mr Park says ENZA sent its first shipments with GS1 DataBar to North America on a trial basis in 2006-07 and took the next step last season with substantial volume going to Loblaw Companies, Canada's biggest food distributor and supermarket chain.

With GS1 DataBar capable scanners now widely deployed in the US and Canada, the requirement for such labelling has taken off in 2009. Mr Park says ENZA has been gearing up for the next export season with the establishment of reliable label supply from New Zealand-based printers who understand the importance of GS1 bar codes.

ENZA has been labelling each exported apple since the mid 1990s with stickers that show the ENZA logo, the apple variety, country of origin and a PLU number.

adjustments may be required to drop zeros that have been encoded simply to complete the 14-digit sequence that is a minimum requirement for a GS1 DataBar.

- Establish a GS1 DataBar project that will identify and communicate all the benefits of expanded scanning and/or additional data collection at point-of-sale.
- Spread the word! GS1 DataBar will simply appear on goods after January 2014 when it becomes an open standard. Retailers who have not enabled their systems will be caught out.

Producers/ Manufacturers

- Establish a project that will identify and communicate the benefits of introducing GS1 DataBar into labelling. These benefits can include having the space to put more branding messages and consumer information onto labels.

- Continue with current bar code practices until the right time to make the transition to GS1 DataBar.
- Printing presses that print EAN 13 and other bar codes can produce GS1 DataBar as well: There need be no disruption, or significant additional cost, in transitioning at the print supply stage.

Designers/Printers

- Learn about GS1 DataBar before January 2014: start by visiting www.gs1.org/productssolutions/barcodes/databar/implement.html and keep in touch with GS1.
- Check your systems and equipment for compliance. Note that GS1 DataBar was originally called Reduced Space Symbology or RSS, and it may be listed as such on programme menus etc.
- Tell your customers: They will be delighted to hear of a smaller more powerful bar code that does more and looks better.




20yrs

we've been going strong

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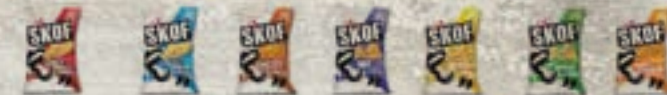


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Bar codes to SKOF at!



Griffin's Foods have launched bar code graphics into the youth market!

Their new SKOF range of snack foods give EAN 13 bar codes a special place in funky package design that is targeted especially at "generation C" – today's 13- to 22-year-olds who have never known a world without abundant digital communications in the form of laptops, cellphones, iPods and more.

With SKOF, the familiar black and white bar code lines and numbers have been integrated into a series of images that help entice youth onto www.skof.co.nz. Griffin's have created the website, and a user-generated campaign entitled "Borderline Talent", as a fun place for generation C and as a promotion for the new snack food range.

"We saw an opportunity to create a new brand that resonates with young people and to also relaunch into this market some old favourite products like Munchos and Cheese Balls," says Nicola Booth, Brand Manager – Premium Foods. (Most of the 14 SKOF products are new, most notably "Tripod" corn-based snacks.)

Generation C are particularly attuned to package design and they know what bar codes are, Nicola

says. The Griffin's team was determined to look afresh

at every element of packaging for SKOF (which is part of the wider ETA family of snack foods).

"Obviously we needed to have bar codes but we asked ourselves, 'can they be made a bit cooler and more fun?'"

The answer would seem to be "yes".

SKOF bar codes are definitely involved in identifying and presenting the food inside.

And market research suggests that "involvement" is something with particular appeal to members of generation C (as evident from the willingness of many to post their displays of talent that is definitely "borderline" on www.skof.co.nz)

Funky and generation C-friendly they may be, but make no mistake – SKOF bar codes are still standards-compliant and scannable.



Pride In Print

It's official – clever design with bar codes goes hand-in-hand with excellence in printing.



At this year's Pride in Print Awards, three design students tutored and supported by GS1 New Zealand earned "Highly Commended" citations for their work. The three had earlier been top place-getters in the annual GS1-sponsored competition among NatColl students for innovative packaging design that incorporates bar codes. GS1 entered the top three in Pride in Print.

Congratulations to Elio Freeman, Damian Foster and Amy Stewart. Pride in Print is the annual awards programme that recognises and promotes excellence in the New Zealand printing industry.

1. Headphones package - Elio Freeman, Auckland
2. CD Cover - Damian Foster, Wellington
3. Book Cover - Amy Stewart, Wellington



SATO recognised in top sustainability awards



Auckland, September 4, 2009 - SATO, a pioneer in the Automatic Identification and Data Collection (AIDC) industry and a leader in barcode printing, labelling, and EPC/RFID solutions has received a Judges Commendation in the 2009 Northern Sustainable Business Network Awards.

The awards, held at Auckland's Okahu Bay, saw the regions sustainability leaders in business gathered to celebrate outstanding achievement. The theme of the event was "Reinvent to Thrive", and it acknowledged businesses that truly inspired with their ability to sustain, innovate, re-engineer, and rethink during the recession.

The Judges were impressed by SATO New Zealand's overall commitment to sustainability. Their achievement of CarboNZero certification, as well as the development of their recyclable label backing "ecolabel", made SATO strong contenders in the category.

Adding to the strength of SATO's portfolio was their recently developed traceability solution, Label&Track. Developed in New Zealand, and currently being rolled out across SATO's international network, the judges noted that traceability was a key requirement for the successful export of New Zealand products. The potentially positive impact that a locally developed traceability solution would have on New Zealand's ability to trade in the future was seen as a key component of sustainable development.

"We are very proud to be recognised by like minded businesses for our work in this area" says Managing Director Paul Ryan, "Our journey continues, but it is great to know we are on the right track".

PHONE 0800 LABELS

Email: sales@satonewzealand.com



SUPPLY CHAIN INTEGRATION



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Rural retailers to reap GS1 benefits

Rural retailers are seeking a much richer harvest from use of the GS1 System in their stores from Kataia to Invercargill. Four major retailers have joined in calling for suppliers to improve bar code quality on product packaging and labels. They have also begun tidying up their own processes and systems.

The four – PGG Wrightson, Combined Rural Traders (CRT), Farmlands and Elders – have recognised the big downside of having multiple or faulty bar codes on product (or no bar codes at all), and of having inaccurate master data in their systems. Since early 2009, the four have formally committed themselves to proper use of the GS1 System for product identification and bar coding, and they have asked suppliers for the same commitment.

This follows a GS1 New Zealand study of bar code and data quality, and automatic capture practices, in rural retailing late last year (see box at right). The results confirmed significant quality issues that disadvantage customers, and cause inefficiency for retailers and suppliers.

"To be effective, we encourage our suppliers to bar code all new products, promotional packages and newly packaged products for both retail and trade unit items with the appropriate GS1 bar code printed on them, in accordance with the GS1 standards," PGG Wrightson, CRT, Farmlands and Elders said in an open letter to suppliers. Each of the companies has had follow-up communication with suppliers, and made particular requests of them.

GS1 New Zealand held workshops for suppliers on the GS1 System and bar coding in Auckland, Hamilton, Christchurch and Dunedin during July. Turnout was modest and the rural retailers say they are looking for further recognition of the issues by much of the supplier community.

The advantages of making proper use of GS1 bar codes, and having accurate master data, apply to rural retailing just as much as any other sector.

- Customer convenience and satisfaction at point-of-sale. When bar codes are correct and easily scanned, service to customers is more efficient. There is much less likely to be confusion over prices or other product information, and no time is lost while numbers are manually keyed.
- Correct pricing. Errors in manual keying can result in incorrect pricing, as can misalignment between prices displayed on products and those recorded in the master data system.
- Accurate inventory management. Correct, scannable bar codes are the basis of more accurate and timely inventory control. Automatic capture of data on sales makes it easier to track the movement of products, to re-order when needed and to strengthen other management systems.
- Well-stocked shelves and fewer lost sales. Efficient re-ordering obviously helps to keep shelves stocked, leading to customer satisfaction and improved sales.



For rural retailers, ensuring bar code quality and making consistent use of accurate product identifiers will create a platform for the later adoption of other elements of the GS1 System including global standards for e-commerce and data synchronisation.

CRT, for example, has flagged to its suppliers an intention to adopt Electronic Data Interchange (EDI) for order placing and processing, and for invoicing and payments in the near term. CRT says it will use GS1 standards for EDI, with suppliers being asked to begin providing all relevant product data in a new template over the coming months.

No scanning on 7% of GS1 bar codes

GS1 New Zealand looked at bar code and data quality using a random selection of 295 products in several rural retail stores. Only 77% had a GS1 bar code and of these, 7% would not scan and a further 6% were hard to scan.

The percentages are significantly less favourable than comparable figures for the grocery and hardware/DIY sectors. Similar GS1 New Zealand studies have previously shown non-scanning rates of just 0.02% in grocery and 4.1% in hardware/DIY.

In rural retailing, there is a wide assortment of bar codes in use, with various sizes, colours and symbologies. In the sample, only 30% of products had just a GS1 bar code which is the optimum (a further 47% had another form of bar code as well as GS1). Store bar codes (non-GS1) were more likely to scan although 6% were hard to scan or would not scan at all.

Some suppliers embrace bar codes

Some suppliers, at least, need no convincing on the advantages of using high quality GS1 bar codes in the rural supply chain.

They are companies like Hydroflow Distributors, which supplies irrigation equipment, tanks, valves and other plumbing items, and has this year adopted a practise of applying bar code labels to every item of product. "Bar coding is everywhere in society and we can all see how it makes life easier," says Andrew Linehan, Hydroflow's South Island Manager. "It speeds up sales and re-ordering, and that means we can do more business."

Hydroflow has gone to the extent of sourcing special sticky labels that can be printed with a bar code and applied to oil-coated galvanised fittings. Mr Linehan says the company is pleased to support the rural retailers' initiative. Indeed, Hydroflow plans to introduce scanning of GS1 bar codes in its own

Big and competitive

Rural retailing is a substantial industry with annual turnover estimated at near \$2 billion, distributed among five major companies and various smaller players. They supply farmers and growers throughout New Zealand with a large proportion of their production inputs, through stores in provincial towns and rural centres.

PGG Wrightson has a nationwide store network that services all forms of livestock farming, horticulture and lifestyle block maintenance. The company has over 130 stores, and includes the businesses of FruitFed Supplies and Williams & Kettle (lower North Island only). CRT (30 stores) and Farmlands (39 stores) are farmer-owned cooperatives, operating in the South Island and North Island respectively. Elders, part of a large Australian public company, has 15 stores in selected locations around New Zealand. The fifth major company is RD1, the rural retailing arm of Fonterra, with around 55 stores focussed mainly on supply to dairy producers.

Rural retailing has as many as 400 regular suppliers across a broad range of categories from agricultural chemicals and animal health products, to fencing and irrigation, to tools and clothing, to seed, fertiliser and fuel. Many suppliers have relationships with all retailers.

The industry is very competitive with two or more retailers competing for the custom of farmer and grower clients in many districts. Official statistics show New Zealand had 63,300 farming units in 2007: Of these, 11,400 were dairy farms, 1,580 deer farms, and 28,500 either sheep & beef units or specialists in sheep or beef. The total included 2,240 kiwifruit orchards and 1,650 grape producing properties.

distribution centres, in Christchurch and on Auckland's North Shore, for more efficient stock control.

Euro Corporation, a supplier of fencing materials, nails and other fasteners, has also stepped up its application of bar codes this year. "The world is definitely going to bar codes on all products that can be scanned at point-of-sale, and it is only a matter of deciding to do it now or later," says Dave Hunt, Distribution Manager. "It is good for them (retailers) and for us."

Many of Euro Corp's bulky products are sold out of the yard and Mr Hunt says bar codes cannot be attached easily to these and scanned at point-of-sale. He says the company has integrated GS1 bar codes into the labelling of products wherever appropriate.

Software Audit

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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"NEW MEMBER">
PROFILE
NRM
Feed to Succeed



Nutrition down on the farm

NRM helps feed the world, starting with its four-legged members.

As New Zealand's biggest stock food company, NRM specialises in farm animal nutrition with an awareness of its role in supporting the human food chain. "With 'feed the world' now an important theme everywhere, the performance of our industry is absolutely critical for continuity of food supply, and for things like food safety and traceability," says Brett Thompson, National Sales & Marketing Manager.

NRM supplies grain based products as feed supplements to beef rearing and dairy units, as well as being a major supplier of feed in the equine, pig and poultry industries. The company is also a big producer of dry dog biscuits for working dogs.

"It mightn't be a particularly sexy business but it's exceedingly important and will become more so as developing countries become wealthier and demand for animal based proteins in foods such as dairy products, beef, chicken, pork and lamb increases along with a greater focus on sustained supply and quality," says Mr Thompson.

NRM has recently become a GS1 New Zealand member in its own right after a recent change in ownership. Previously part of Tegel Foods, the company is now a subsidiary of ABB Grain, an Australian agribusiness. NRM applies GS1 identification and bar coding to packaged and branded products that range from Moozlee calf feed, to Peck'n'Lay poultry pellets, to Champ Max Biscuits for dogs, to Sweetfeed for horses.

In fact the NRM brand has been trading since 1899 as the Auckland-based Northern Roller Milling Company, principally as a flour miller in the early years with bran and pollard sold as stockfeed as a sideline business through the early part of the twentieth century. NRM split from the flour milling business in the early 1990s with the rebranded company concentrating instead on animal nutrition. Today it is one of the largest purchasers of New Zealand-grown feed grain, has a new state of the art feed mill under construction in Wiri (South Auckland), and mills located in New Plymouth, Levin and Rolleston.

Mr Thompson says while there has been little change over the decades in the processes of grinding grains and mixing to produce mash, or using a press to make pellets, the understanding of animal nutrition has certainly grown. "The science behind feeding continues to develop in terms of balancing different grains, vegetable proteins and vitamin and mineral supplements, to the nutritional requirements of different animal species and genetic types," he says. NRM employs a team of animal nutritionists who provide technical advice on most aspects of animal production including feed management, disease control and husbandry.

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

"NEW MEMBER">
PROFILE
EXTREME GEAR



Gear for extremely active (and thirsty) people

New Zealand troops face extreme conditions in Afghanistan's Bamian province – rugged terrain, freezing winters and sweltering summers, not to mention a battle-hardened enemy. Just as well Kiwis in the latest deployment have kit from Extreme Gear, a Palmerston North-based outfit that supplies some of the world's toughest packs and protective eyewear.

Extreme Gear is the local distributor of CamelBak hydration packs – back packs with built-in water storage and a hands-free drinking tube – and Revision eyewear, both big names in the worlds of military equipment and outdoor adventure sports.

Earlier in 2009, Extreme Gear won a contract to help equip the New Zealand Army with the best gear available for soldiers going into the field. The latest 140-person rotation in the New Zealand Defence Force's Provincial Reconstruction Team have just arrived in Bamian with new CamelBak packs and Revision Ballistic goggles – part of a major re-fit by the Army that includes new body armour, helmets and camouflage clothing.

CamelBak military packs are well and truly "solider proof", says Extreme Gear General Manager Jack Tapp. "They're designed and made to handle anything ... being thrown in and out of trucks, dropped from heights, worn on long marches and anything else that can be thrown at them."

The company was delighted to win the contract after rigorous tender and equipment testing processes. Mr Tapp says the Army particularly liked the ability of CamelBak to be carried by soldiers with or without their body armour on. The brand itself packs quite a punch – CamelBak, with its hydration system, carrying capacity and reliability, is the pack of choice in the United States Military and in other armies worldwide.

Much the same can be said for Revision with its goggles and sunglasses certified as being able to withstand bomb blasts and shrapnel. The Canadian-owned company set up a manufacturing plant south of the border to meet requirements for the supply of ballistic eyewear to the US Military. "As each batch is made, samples are plucked out at random and retested," says Mr Tapp.

Military packs and eyewear are at the extreme end of an Extreme Gear range that is all about equipping people for arduous and risky activities, be it patrolling in hostile territory, hiking in the New Zealand bush or riding a dirt bike in noisy and exhilarating competition.

Extreme Gear has been in business since late 2005 when New Zealand distribution rights for CamelBak were acquired. Mr Tapp says hydration packs have been on the local market for 20 years with interest among active Kiwis growing steadily in response to developments in design and durability, and the general growth of hiking, mountain biking and other outdoor adventure activities. Extreme Gear now offers an extensive range of CamelBak packs to suit virtually any pursuit.

In all, the company distributes six product lines that also include NexTorch Flashlights, and three nutritional products for sportspeople (under the Zym, Motor Tabs and Carboshotz brands). Mr Tapp says Extreme Gear supplies more than 350 sports and outdoor goods retailers, and cycle and motorcycle stores throughout New Zealand.

Most of the products are imported with GS1 bar coding already on their packaging or labels. Mr Tapp says Extreme Gear has become a GS1 member to ensure it puts the right bar codes on a new range of CamelBak water bottles soon to be offered through supermarkets within both the Foodstuffs and Progressive Enterprises groups.



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



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

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Adept Medical Ltd

Aeon Giftware Ltd

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All Natural (NZ) Ltd

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Seaweed NZ 2009 Ltd

Silica Drinks Ltd

Skin Alive Ltd

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Tasman Brewing Company

Tasman Distributors Ltd

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