

# SCAN

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www.gs1nz.org



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## We're all in the communications business

Communications are a fundamental part of being in business. Customers, suppliers, staff and other stakeholders need to understand who you are, what you have to offer, and how best they can trade or work with you. In some cases, effective communications are nothing less than a prerequisite for business success.

In GS1's line of business, it's not hard to see the fundamental importance of communications. How could global standards that really support commerce, and all its technical requirements, ever be devised and agreed without great communication between GS1 organisations and businesses? Our standards emerge from systematic information exchange and consultation that builds up and shares understanding between disparate organisations across the world. In fact, the whole GS1 System is about facilitating more effective and efficient communication between the many and various entities that use standard identifiers, bar coding, data exchange formats and so on. That's why GS1 refers to "the global language of business"!

Alongside these forms of everyday communication, GS1 New Zealand has published SCAN since 2001. This magazine has been a quarterly update on major developments with the GS1 System and on the activities of GS1 New Zealand. In 2009, we turned SCAN into a twice yearly publication and launched a series of more frequent online newsletters called *GS1 Readers*, each targeted at a particular segment of the GS1 membership – the grocery, hardware, rural and healthcare sectors, along with users of GS1net™ and of our verification services. From members' feedback, we saw that SCAN need not be so regular but a more frequent feed of hard news – news you can use – would be of real benefit. Over the past six months, we have published via

email a series of *GS1 Readers*, each intended to be a valuable five-minute read for key individuals in thousands of New Zealand organisations. We can track the level of interest in each email distribution and the results so far are very positive. *GS1 Readers* are an important addition to our formal communications – and we're striving to make them as relevant and valuable to members as possible from now on.

The great beauty of online communications are that they put information at your fingertips whenever you want in an easily digestible form, either via email or on a website. *GS1 New Zealand* is also very focused on the latter – and I encourage everyone to watch out for a completely updated [www.gs1nz.org](http://www.gs1nz.org) in the near future. We have redesigned the site for greater clarity of information and ease of navigation (see page 8 for a glimpse). Members were part of focus groups that worked on the site – thanks to those of you who helped!

This issue of SCAN puts a focus on Mobile Commerce and on revelations about "bad data" in the UK grocery sector – both topics of likely relevance and interest in New Zealand. You can go online to access major reports on both. If these topics, or any other matters that relate specifically to GS1 in New Zealand, stimulate your ideas and/or questions, please call or email our staff in Wellington, Auckland or Christchurch.

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](mailto:pauline.prince@gs1nz.org). Advertising rates are on our website at [www.gs1nz.org/Advertising.aspx](http://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 Bev Gough on 04 494 1050 or [bev.gough@gs1nz.org](mailto:bev.gough@gs1nz.org)



# Going shopping?

## Don't forget your mobile.

**Use your mobile phone to find out more about a product, to pay for the contents of your shopping cart, and to store loyalty points you've earned with a retailer or service provider.**

**It will all be Mobile Commerce – the use of phones and other mobile communications devices to link consumers and businesses for the greater convenience and value of both. Ideas for Mobile Commerce have been around for several years – in 2010, they are starting to become reality.**

GS1 is promoting interest in the practical application of Mobile Commerce by making greater use of the GS1System already embedded in supply chains worldwide. GS1 identifiers, data formats and bar codes are everywhere, while GS1's EPC (Electronic Product Code) is also rapidly being recognised as the global standard for RFID (radio frequency identification).



**Look out for MobileCom Day  
See GS1 New Zealand seminar, page 12**

At the same time, the world is being rapidly populated with mobile phones that have the capability to "speak" to bar codes, read RFID tags and access the Internet. Today, many millions of consumers carry around technology that can, potentially, deliver them information, products, services and much more – often, it simply means pointing and clicking at a label or some other form of printed words or images.

Worldwide, GS1 has a strong focus on helping the retail sector develop Mobile Commerce applications. The recently-

published paper "Mobile in Retail: getting your in-store environment ready for mobile commerce" outlines various such applications and their benefits. It has been written by the GS1 MobileCom Group, including various large consumer product companies (eg Nestlé, Kraft, Wal-Mart, Metro) and GS1 organisations. It sees the benefits of Mobile Commerce to retailers in these terms:

- **Add value to physical products and experiences through digital services.** As consumers spend increasing amounts of time online, mobile can become the glue that ties physical products and stores to the digital world.



#### Extended packaging

The consumer accesses additional information about products through their mobile phone.



#### Coupons

The consumer uses their mobile phone to capture, manage and redeem coupons and discounts.



#### Loyalty

Mobile phones replace physical loyalty cards and provide the consumer with personalised mobile services.



#### Advertising & promotions

Advertising messages and related information are sent directly to mobile phones.



#### Payment

Mobile phones are able to make payment anywhere / anytime including at retail check-outs.



#### Self scanning & self check-out

The consumer uses their mobile phone in a supermarket to scan products as they do their shopping and this enables them to check-out without assistance.



#### Store location

A map is displayed on a mobile phone showing where stores are located – the consumer is guided to where they can make the purchases sought.



#### In-store navigation

The consumer uses their mobile phone to find products more easily in a large retail environment.



#### Shopping lists

The consumer can build shopping lists on their mobile phone and refer to these when shopping.



#### Mobile eCommerce

The consumer can browse, order and pay for products directly from their mobile phone – a complete shopping experience.



- **Increase customer satisfaction and loyalty.** Consumers will reward those businesses that best meet their needs for information and services. Mobile allows increased personalisation – meeting consumer needs even better.
- **Increase sales.** There is a clear link between relevant information provided at point-of-sale and purchase decisions. Put simply, better information means more sales.

For consumers, the benefits are all about making life easier and more meaningful: They can get the products and services they want more quickly and with less effort, and they can access more information on which to exercise choice in ways that fit personal needs and values. "Mobile in Retail" identifies and describes how consumer-business "touch points" can become 10 Mobile Commerce applications (see left).

The GS1 MobileCom Group sees such applications as a next step for retailing that builds on two major developments over the past 50 years. First, there has been a shift to self-service formats with retailers learning how to design environments that meet customer needs and preferences. Second, the technical infrastructure for retailing has become increasingly complex (most notably IT systems and bar coding have driven efficiency and provided data for better decision making). Retailers are used to technology change that benefits them and customers. They recognize that investment is required and that new technologies often need to integrate with existing systems. Retailing has embraced the Internet – and it is obviously a major building block for Mobile Commerce.

The "Mobile in Retail" paper can be downloaded from [www.gs1.org/mobile/mir](http://www.gs1.org/mobile/mir).

### GS1's role

GS1's global standards can make mobile commerce applications more effective and efficient. In New Zealand, GS1 is working towards the provision of authenticated product information that will, in time, give further support to such applications. To discuss mobile commerce ideas and proposals with GS1 New Zealand, call Gary Hartley on 04 494 1063 or email [gary.hartley@gs1.nz.org](mailto:gary.hartley@gs1.nz.org).

### Consider ...

- More than 4 billion people – over half the world's population – carry mobile phones.
- Mobiles are today a tiny channel for marketing communication – it's estimated that the world's major consumer products companies spend less than 1% of their total advertising budgets on reaching consumers this way.
- Growth in the creation and take-up of applications for mobiles is phenomenal, eg Apple Inc's App Store offers more than 185,000 applications for its iPhone (4 billion-plus downloads since July 2008).

### Scan for allergens

Allergy sufferers may be the first to benefit from Mobile Commerce applications in our part of the world. By scanning bar codes on food items, they could soon be able to clearly identify any health risks before they purchase.

This is an extended packaging application under development by Deakin University, Melbourne, and GS1 Australia with assistance from Nestlé. It involves using an iPhone to scan food packaging for instant access to detailed information on allergens such as wheat, egg, peanuts and shellfish.

Deakin University researchers say product information is often printed so small on labels it cannot be read or understood. The same labels carry bar codes that are currently used only for inventory control and point-of-sale scanning. GS1 Australia says the application has completed its proof-of-concept stage and development work will continue with consumer trials before a commercial release.

The application relies on the GS1net product database that matches bar coded identifiers with price and product data. For the proof-of-concept, Nestlé provided allergen information based on Australia's Food Standards Code. GS1 Australia also plans to develop similar applications for smartphones running Nokia's Symbian OS and Google's Android platform.

For more information, see [www.gs1au.org/news](http://www.gs1au.org/news).





# UHF tags perform in on-farm trials

**Livestock traceability in New Zealand could make use of ultra high frequency (UHF) RFID technologies that are now commercially available internationally and capable of working as well as, or in some use cases better than, low frequency (LF) alternatives. That's the finding from rural technology company Rezare Systems after extensive on-farm trialling of UHF tags and readers with deer, sheep and cattle.**

With support from GS1, the New Zealand RFID Pathfinder Group, New Zealand Trade and Enterprise, Landcorp and other organisations, Rezare assessed the use of UHF in comparison with LF in three typical livestock management situations on four farms during October-November. In a recently-issued report, Rezare says: "Our trials established that commercially available UHF tags can be used effectively in a farm environment, performing standard animal handling operations for restrained or single-file moving animals to the same standard as LF tags or better."

In a third situation where mobs of animals were moving quickly through a gateway, the trials indicated that the UHF form of RFID is a more reliable and less costly option. The trial team experimented with placement of RFID antennae for the reading of UHF tags on mobs of all three species. The best results were achieved with antennae positioned above the fast-moving animals' heads, particularly in respect of mobs of deer and sheep.

The trials were run with around 400 animals, using passive (no in-built battery source) RFID tags that were mass produced in China by a firm called Invengo, and a range of readers and antennae from different manufacturers. Rezare was careful to be "technology agnostic", selecting the most suitable tags, readers and antennae available without favouring particular suppliers. The report says the tags used in the trials, while very similar in retail price to more

traditional LF tags, need further design input for them to become more robust and reliable for use with livestock.

Rezare sought to gain further insights into on-farm usage of UHF after positive results from the preliminary trials conducted by the NZ RFID Pathfinder Group in 2008. Globally, UHF is the technology most widely used in non-farming applications of RFID, especially since the EPCglobal data standards (based on the Electronic Product Code) for UHF tags was adopted in 2006.

Rezare looked closely at numbering systems for use with RFID and animal identification and it recommends that New Zealand farming should prepare to incorporate EPCglobal identifiers/numbers because they are "sector agnostic", flexible, and well understood by different types of devices and software systems. Use of EPCglobal identifiers enables more data to be conveyed about animals through RFID – currently available tags have 96 bit or 128 bit storage – and it is compatible with numbering and traceability systems already in use further along the supply chain, at processing and manufacturing stages.

"We encourage organisations seeking, or developing, animal management and traceability solutions to consider UHF applications. For software and equipment manufacturers that means planning on storing more than 48 bits of an ID (the standard when LF is used) and ideally adding an EPC datafield to their databases," says the report. Rezare believes this is a particular consideration in implementation of New Zealand's National Animal Identification and Tracing (NAIT) system so it can be extended to cover deer and sheep, and to make use of various technologies. This would satisfy NAIT's strong desire for a future-proofed RFID enabled traceability solution for New Zealand.

For the full report see [www.rezare.co.nz](http://www.rezare.co.nz)

## The Internet of Animals

What is thought to be a world first proof-of-concept initiative with EPC-IS (Electronic Product Code Information Services) is being run this month — and it involves UHF RFID tags on carcasses, processed and cartoned meat as well as live animals! Data from all readings will be recorded in real time and accessed over the Internet by approved parties. It is a taste of whole-of-supply chain traceability for the meat industry as envisaged by GS1 worldwide.

The proof-of-concept (POC) will use the EPCglobal Network, definitely a first for the global livestock industry. The EPCglobal Network is an Internet-based computer network used to share product data between trading partners in a supply chain anywhere, anytime.

GS1 New Zealand, Rezare Systems and ANZCO, a meat processing and international marketing company, are jointly running the POC using cattle raised and finished on Canterbury farms. Each animal involved in the trial will be assigned a unique animal identification number – a serialised GTIN (Global Trade Item Number) as well as a location identifier called a GLN (Global Location Number) for its farm of origin: The animal identifier will be encoded into a UHF ear tag which has been sourced from the same Chinese supplier of tags in the October-November trials.

Tags will be read at nine locations, including the farm of origin, inside the Ashburton processing plant of ANZCO and the Westmeat retail shop of ANZCO in suburban Christchurch. The concept is for cuts of meat received in cartons at Westmeat to be traceable to the cattle from which the cuts came, enabling clear visibility on each animal's origin, on its feeding and other livestock management details, as well as processing and transport at and from the ANZCO plant.

The initiative is being run over three days and it involves between 10 - 20 cattle. Data from each read will be sent via the Internet to an EPC-IS computer in Hong Kong, hosted by GS1 Hong Kong. The EPC-IS will enable the "read" data to be easily accessed by the New Zealand-based participants in the POC.

The POC has been carefully designed to have animals, carcasses and cartoned meat "read" using RFID at the most relevant points of the supply chain in order to build a chain of traceability that will demonstrate clearly where an animal (or a cut) has been and when. Ideally, it will be a good first taste of the future for farmers, livestock managers and intermediaries, meat processors and packers, distributors and retailers.

## NAIT from October 2011

New Zealand will have a livestock traceability system for all cattle farming next year – and it will rely, initially at least, on low frequency (LF) tags similar to those already used in a limited way on many farms.

In January, the Government confirmed the system design proposed by the NAIT Governance Group and agreed to meet all capital costs (approx \$7 million) and some of the initial operational costs. New legislation will require all beef cattle and dairy farmers to join NAIT from October 2011, with deer farmers to be included a year later.

The system will mean farmers having to apply a NAIT-approved tag with a unique identification number to each animal within 180 days of birth or before it leaves their farm (calves sent to slaughter within 30 days are the only

exception). RFID tag prices to farmers have been put at \$2-\$3. Processors and saleyard operators will be required to read the tags of all livestock entering their premises, and all parties in the system will need to supply information on animals and their movements to a central database.

The NAIT Governance Group (now transformed into a NAIT Stakeholders Reference Group) has indicated that UHF technologies and use of the EPCglobal data format will remain under consideration as the system is implemented and developed. Recently, the Group has decided that the numbering scheme used for animal identity in the central database will include a data field that can accommodate EPCs in the future – a significant step on the path towards implementing the UHF form of RFID.



## Staff Changes

### Brooke Anderson

Brooke is now a full-time Marketing Assistant, working alongside Pauline Prince on seminars and events, the website and other marketing programmes. Brooke initially joined in a part-time role while completing a BCA (Honours) degree in Marketing at Victoria University of Wellington. She continues to study, working towards a Masters of Finance from Massey University. Outside of work and study, Brooke's interests include sewing, running, biking and catching up with friends and family.

### Eddie Guinness

Eddie has recently become a full-time staff member and moved to Auckland, extending the GS1 verification service into that city. Eddie has worked part-time as Verification Technician in Wellington since June 2008, while finishing a BBSec (Honours) degree at Victoria University. In his spare time, he enjoys playing soccer in winter and indoor netball all year round. He is also a keen cook and traveller.

### Rena Kinney

Rena has become a full-time Verification Technician in Wellington, having previously been GS1's Membership Services Administrator (the role is now performed by Bev Gough). Rena's past experience includes being a conference coordinator for the Ministry of Economic Development and Office Manager at Clemenger BBDO Advertising.

### Vijay Todkar

Vijay has moved into the new role of Auckland-based Business Development Manager. He builds understanding of the GS1 System among prospective new members and also among large existing members who are yet to secure the full visibility and efficiency advantages of the system in their businesses. Vijay covers the upper North Island, from Taupo north. He was previously Territory Manager for the same area (this role is now performed by Swapnil Kuwalekar). Vijay has been with GS1 for five and a half years.

## New Staff



### Bev Gough

Bev has joined GS1 New Zealand recently as Membership Services Administrator. She handles all manner of administrative matters for members and is the first telephone contact for all newcomers to GS1. Bev brings to her role extensive experience in the banking sector and in office management.

For 25 years she was with the Bank of New Zealand, much of that time specializing in export and import payments documentation and letters of credit. Bev's experience at BNZ also including being a team leader in the bank's Treasury Operations, based in Wellington. In 2000, she left the bank to travel with her husband to the United Kingdom. For five years, Bev managed serviced offices in the Shoreditch district of London and then on Harley Street (famous for its medical rooms). Before returning to New Zealand in 2008, she also worked for a UK-based company that dealt with Islamic States to help supply them with commodities in a manner consistent with Islamic religious beliefs. Bev travelled extensively while living in the UK, visiting Russia and the Baltic States as well as many countries in Europe and the Middle East. Last year she settled in Wellington and now lists her interests outside work as her extended family, and food and wine as well as further travel.



### Swapnil Kuwalekar

Swapnil has joined recently as the Territory Manager for Auckland and the upper North Island north of Taupo. Since settling in New Zealand in 2001, Swapnil has worked in sales, project management and business development roles with various organisations including PMP Micro Marketing, IAG and the NZ Communities Development Trust.

Swapnil who was born and raised in India, graduated from the University of Mumbai with a BSc degree with first class honours. From 1993-2001, he was Export Sales Manager for Sajjan Udyog Export Ltd, a leading Mumbai-based export house, exporting quality yarns and fabrics worldwide. He has continued his education in New Zealand, having completed a post graduate Diploma in Business Administration from the University of Auckland in 2005.

Swapnil is passionate about landscape photography, music and reading. He is also an avid follower of badminton, and has been a player and coach in India as well as in New Zealand. He is married with two young children, who keep him busy outside work.

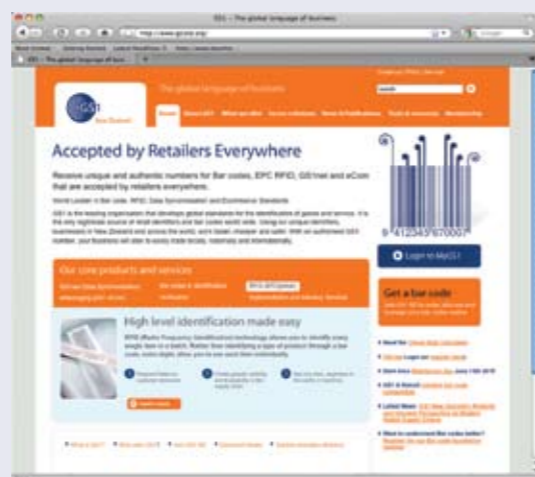
## New GS1 website

**GS1 New Zealand is in the final stages of building a new website for members and others. It will go live in late June.**

The new [www.gs1nz.org](http://www.gs1nz.org) will make it easier for anyone in our part of the world to access, understand and use all elements of the GS1 System, along with the support available from GS1 New Zealand.

The website will have a fresh, new visual design and a structure that makes it easy for visitors to find what they are looking for. The MyGS1 pages will continue exactly as now - they were the first part of this overhaul in GS1 New Zealand's online communication.

Watch out for the new website from late June onwards.



## GS1 Phd Scholarship



GS1 New Zealand will sponsor Marta Vos in her doctoral research into the use of EPC/RFID for identity management and security in cross-border movement of people and goods.

Marta has recently begun Phd studies in the School of Information Management at Victoria University of Wellington. GS1 has awarded her a three-year scholarship after close consultation with the School and with Faculty of Administration, Commerce Dean Prof. Bob Buckle and Associate Dean (Research) Prof. Rowena Cullen.

Marta graduated from Victoria with a Masters degree in Information Management (with Distinction) in 2007, and has returned to the university after three years living and working in Washington DC. She was Information Manager for the Canadian Embassy, while her husband worked for the New

Zealand Embassy in Washington. Previously, Marta had eight years with Inland Revenue in Wellington, mostly as a team leader in the department's compliance risk area.

Marta says she is delighted to have such a close association with GS1 and looks forward to contributing substantial new knowledge on how EPC/RFID can be used by government agencies for increased efficiency in border management, and on privacy and other related issues of public policy.

"This study will draw together current research and thinking regarding the use of EPC/RFID in the Government sector, and particularly in border management," says Marta. "It should identify opportunities for New Zealand to maximise use of the technology and address barriers to its adoption, including concerns about the privacy of individuals."

The GS1 Phd Scholarship is worth up to \$70,000 to the recipient over its three year duration.





## Coming to a garden near you ...

The winds of change constantly blow across the New Zealand market for garden fixtures and ornaments. Last Christmas, Gardeners Gift Imports NZ found weather vanes to be extremely popular. But the company can never be really sure on what next will take Kiwis' fancy from among its wide range of items. Bird cages, candelabras, urns, wall-hung art objects or some completely new line?

"Some things just take off and you don't know why, other than to surmise that people like what they've seen in passing somewhere," says Jillian Robertson, co-director of Gardeners Gift Imports NZ. The products – imported mainly from China and South East Asia – are high-quality and they obviously fit with the generally high interest of New Zealanders in gardening and outdoor living, adds Jillian who runs the company with husband Ian. The range includes many items that can equally be placed or used indoors.

The Robertsons launched Gardeners Gift Imports NZ in April 2007 under a franchise arrangement with a well-established Australian company of similar name. They have followed the Australian model in selling retail franchises under The Complete Garden brand, each having a defined retail territory. There are currently six outlets under the brand in New Zealand with two more to open soon, in Silverdale and Cambridge. (Australia has 38 of The Complete Garden stores). Gardeners Gift Imports NZ has joined GS1 to strengthen its wholesaling and supply operations by applying GTINs (global trade item numbers) and bar codes to products as they arrive at the company's warehouse in Bombay, south of Auckland.

Jillian and Ian Robertson – respectively, a former maths teacher and former senior company manager – wanted

into the business after admiring some of the products and reading about them in Australian House & Garden magazine.

The New Zealand franchise benefits from the buying power of the much bigger Gardeners Gift Imports Australia. Part of the range sold here is sourced through Australian buyers, although Jillian also travels to trade fairs in China to select items that are likely to have particular appeal on this side of the Tasman. Much of the range is routinely subject to change, and identifying lines that will hit the mark with New Zealand householders and gardeners calls for careful judgement. "You've got to be gutsy and think that what you're buying is going to work ... most of the time it does," says Jillian.



The company got it right with four different types of cast iron weather vanes, imported in time for what turned out to be a very strong pre-Christmas sales period. Jillian describes the whole range as eclectic, from gazebos and outdoor furniture to many different types of water feature and wall hanging. Much of their market appeal rests, she says, on the quality of materials and workmanship, and on great presentation in The Complete Garden stores. While some things come and go from fashion, the garden fixtures and ornament market does have its perennial favourites: granite tables and water features, for example, are good sellers much of the time.

Logistics are another big issue for Gardeners Gift Imports NZ, with the products arriving by the container load at Bombay through the Ports of Auckland from various sources. Many items are heavy and yet quite breakable (granite table tops for instance). The company strives for efficiency in receiving, storing and distributing its evolving range to the franchisee retailers and other stores outside the franchise areas. Jillian Robertson says GS1 identifiers have become an important part of the operation.

For more information, see [www.thecompletegarden.co.nz](http://www.thecompletegarden.co.nz) and [www.gardenersgiftimports.co.nz](http://www.gardenersgiftimports.co.nz)



## Calendars made with passion

Dana Cechova's business is a combination of three passions – art, marketing and New Zealand. Her Black Fish brand calendars will put fine Kiwi painting and photography on the walls of offices, workshops and homes throughout the country in 2011. And in many cases, the artwork will be accompanied by a carefully-presented commercial message.

Dana formed Black Fish in 2008 to be a publishing company that would specialise in the design, production and sale of calendars and also Christmas cards – all with interesting and distinctive New Zealand imagery. For this year, Black Fish offered a range of calendars in the corporate market with over-printing of the individual client's identity and contact details. For 2011, Black Fish will provide the same customisation on an expanded choice of calendars for corporates and, for the first time, a range of 16 calendars for the retail market. The company will also have a wide selection of Christmas cards with distinctive New Zealand designs. It has joined GS1 for the application of GTINs and bar codes to calendars and cards sold at retail.

Dana – a professional graphic designer with qualifications and experience also in marketing – applies both artist's eye and business nous to the design and production of the calendars and cards (these also available for corporate customisation). Subject matter for the 2011 calendars includes: contemporary New Zealand paintings; scenic photography taken around the country; railway imagery; beautiful roses selected by rose breeder Sam McCready; popular children's cartoons; and fishing with TV personality Bill Hohepa.

Dana is particularly pleased with her forthcoming New Zealand Art calendar which will feature the work of Northland painter Richard Robinson on its cover. "I always look out for new ideas and new artists ... it's a matter of doing lots of research on the Internet and elsewhere, and then approaching people to see if they're interested in a calendar," says Dana. In the corporate market, she is also happy to work with images supplied by a client.

Auckland-based Black Fish has a full set of other design services that reflects the skills and experience of Dana



and her associates – print advertising, websites, business collateral and so on. The company offers, quite simply, to help clients "make a difference" in whatever they are doing – and this includes advice on marketing which Dana is well equipped to give. She trained and worked in her native country, the Czech Republic, before coming to New Zealand in 2006, initially for a six-month visit. In Prague, Dana had been a marketing specialist with international firm KPMG. While on holiday, she says, "I fell in love with New Zealand and with New Zealanders."

Calendars go on sale in the final months of each year, but their planning, design and printing is a year-round business. Black Fish sources much of its requirement for printing in Asia where price is a compelling factor, although Dana says around one third of the 2011 corporate calendars will still be printed in New Zealand (and all the customisation is done locally). Close attention to printing ensures high quality of the end product and keeps its price down. Dana says being very reasonable on price to corporates and retail customers is another key point of distinction for Black Fish, alongside the great imagery on its calendars and cards, and its friendly, efficient service to business clients throughout New Zealand.

For more information, see [www.blackfish.co.nz](http://www.blackfish.co.nz)



## EVENTS AND EDUCATION

**Mobile Commerce ... what's it all about?**

Find out on 15 June – MobileCom Day around the world!

GS1 New Zealand will host a breakfast seminar in Auckland with speakers discussing how the use of cellphones and other mobile communication devices will transform life for businesses and consumers. Speakers will include Dr Sanjay Sarma of MIT (Massachusetts), by video conference.

GS1 organisations worldwide will be holding similar events to raise awareness that mobile commerce and extended packaging are now a reality, and also to connect the dots between local innovation and open, global standards. See [www.gs1.org/mobilecomday2010](http://www.gs1.org/mobilecomday2010), and various GS1 reports including the new white paper, "Mobile in Retail: getting your in store environment ready for mobile commerce".

In Auckland, the breakfast will run from 7.30 – 10.30 am, in the Decima Glenn room of the University of Auckland Business School, Owen Glenn G Building, 12 Grafton Road, Auckland.

For more information or to register your interest visit [www.gs1nz.org](http://www.gs1nz.org) or call Pauline Prince on 0800 10 23 56 email [pauline.prince@gs1nz.org](mailto:pauline.prince@gs1nz.org)

**EPC/RFID Masterclass**

GS1 intends holding further EPC/RFID Masterclass sessions in 2011 after three successful such events during March. A total of 30 people attended (Auckland, Wellington and Christchurch).

The Masterclass provides instruction on the business advantages of EPC/RFID and on the relevant technologies. It is intended mainly for key decision makers in organisations located anywhere in the supply chain.

Dates and venues for a 2011 series of EPC/RFID Masterclasses will be decided nearer the time. If you would like to receive information on these details once confirmed, please contact Pauline Prince on 0800 10 23 56 or email [pauline.prince@gs1nz.org](mailto:pauline.prince@gs1nz.org)

**GS1net™ User Group**

GS1 is planning another User Group meeting in October after a very successful first event on 24 March in Auckland. Around 40 people attended, most from businesses that are engaged on the use of GS1net in the grocery and hardware sectors.

The first User Group meeting was an excellent opportunity for New Zealand businesses to be fully informed on the "roadmap" for GS1net implementation in this part of the world, and on new tools for achieving data synchronisation here and further afield. Many questions and issues were raised, and some frustrations aired.

GS1 welcomes all feedback from GS1net users. We have collected comments and information, and will be reporting back to User Group participants soon on actions arising from the 24 March meeting. For enquiries, call Cameron Firth, GS1 Professional Services Consultant, on 09 820 9088 or email [cameron.firth@gs1nz.org](mailto:cameron.firth@gs1nz.org).

**Agricultural Fielddays**

GS1 New Zealand will be exhibiting again at the National Agricultural Fielddays on 16 – 19 June. Visit us in the indoor Premier Feature site at stand no. PF7.

The 2010 Fielddays theme is "innovation for future profit". GS1 will be demonstrating how global standards in identification and data promote innovation in agriculture, and in food and fibre processing and marketing.

In case you didn't know: Fielddays is the biggest agribusiness show in the Southern Hemisphere, with more than 1000 exhibitors spread across a 98 acre site at the Mystery Creek Events Centre (adjacent to Hamilton International Airport, close to State Highways 1 and 3). See you there!

## SEMINAR PROGRAMME

**Bar Code Foundation Seminars**

**Wellington** Tuesday 3 August / 12 October  
**Christchurch** Wednesday 4 August / 13 October  
**Auckland** Thursday 5 August / 14 October

**GS1net™ Foundation Seminars**

**Wellington** Tuesday 10 August / 19 October  
**Christchurch** Wednesday 11 August / 20 October  
**Auckland** Thursday 12 August / 21 October

**GS1 System (focus on grocery, hardware and rural services)**

**Wellington** Tuesday 17 August  
**Christchurch** Wednesday 18 August  
**Auckland** Thursday 19 August

GS1 continues these useful and popular seminar series. They are open to any member with staff needing to know more about the GS1 System and/or the finer points of data synchronisation on GS1net.

Watch the GS1 website for news on more seminars over the next six months as topics and dates are finalised. For more information at any time call Pauline Prince on 0800 10 23 36.

To register for any seminar go to <http://www.gs1nz.org/SeminarInformation.aspx> or [www.gs1nz.org](http://www.gs1nz.org) or call 0800 10 23 36.

## TRADE SHOWS

GS1 New Zealand will also have a strong presence at three other important show trades in coming months

- **Bizzone Business Expo, Christchurch, 11 – 13 August.** This three-day expo for business owners features leading international business brands through to local service providers. It's a great opportunity to check out the latest business products and services, get information to manage your business better, improve productivity and increase profitability. Come and visit GS1 NZ at stand no. 165.
- **Romeo Bragato, Blenheim, 26 – 27 August.** This two-day expo runs alongside the annual Romeo Bragato conference, New Zealand's major technical event for the grape and wine industry. GS1 has supported this event for a number of years and looks forward to returning again in 2010. Come and visit us in the trade expo section.
- **Foodtech Packtech, Auckland, 19th – 21st October.** Foodtech Packtech is New Zealand's premier event for the Food & Beverage Technology and Packaging Technology industries. GS1 will be present throughout this three-day event so don't hesitate to drop by stand no. 3037 to visit us.

**Updated GS1 Specifications**

Major changes have been made to the GS1 General Specifications – the core document on how GS1 identification numbering and bar codes should be used worldwide. The updated Specifications are more prescriptive in the way that GS1 numbers, or keys, are assembled for certain purposes and this will have significant implications for various sectors.

Some of the changes arise from the increasing use of GS1 DataBar™, as the January 2014 Sunrise Date for its general adoption draws closer. GS1 DataBar enables additional information on weight, price, sell-by date etc to be encoded and scanned anywhere in the supply chain.

The updated Specifications clarify the role of the Global Shipment Identification Number (GSIN) and the Global Identifier for Consignment Number (GINC) within the GS1 System. These two Identifiers have long contained a GS1 Company Prefix and have used these as primary identifiers, but the Specifications now bring them more into alignment with other GS1 keys. The GSIN has been proposed to the World Customs Organisation as the appropriate GS1 key for use in its Unique Consignment Reference (UCR) system. The UCR identifies groupings of transport units during import or export processes. The GSIN has been formally identified as the GS1 key for all UCR scenarios.

The updated Specifications also address European Regulation and customer requirements for the labeling of beef and beef products. These changes enable simplified beef labeling for representation of multiple processing locations in one batch. This will simplify the operational procedures and reduce costs caused by separate handling as currently occurs.

Soft copies of the updated Specifications can be obtained from the GS1 New Zealand website, and staff will provide any advice members might need.



## 'Bad data' shake-up in the UK grocery sector

The UK grocery sector is moving towards adoption of data synchronisation after large benefits were spelt out in the ground-breaking "Data Crunch Report" last October.

Prepared by GS1 UK, the report identifies savings of £1 billion over five years if retailers and suppliers adopt the Global Data Synchronisation (GDS) system for managing their product data. GDS is an information platform similar to GS1net™ which operates in New Zealand and Australia to provide a single, accurate master source of data for all participants in a supply chain.

The "Data Crunch Report" was based on analysis of product data held by the UK's four biggest grocery retail chains – ASDA, Morrisons, Sainsbury's and Tesco – and four of their major suppliers – Mars, Nestlé, P&G and Unilever. Using GS1-standard global trade item numbers (GTINs) to identify each product, the analysts compared data within and between each grocery chain, and between them and the major suppliers. GS1 UK was assisted by IBM, the Cranfield School of Management, the Institute for Grocery Distribution and the Value Chain Vision group. The results revealed the full extent of "bad data" across the grocery sector.

### 80% data mismatch

The "Data Crunch Report" opens with this statement: "The UK retail industry is behind the curve in addressing the challenges of poor product supply chain data. The size of the quality problem is a lot worse than expected, with data shown to be inconsistent in over 80% of instances. It is estimated that this will cost the industry at least £700 million over the next five years, with a further £300 million in lost revenues."

The estimate of costs – or put the other way, the potential savings over five years through adoption of GDS – reflect the additional work required to fix data errors or do "manual workarounds" to source missing data, and administrative shrinkage in ordering, invoicing and other functions. The costs also include a prediction of lost sales because the inefficiencies mean stock is not on shelves when wanted by consumers.

The analysis found many duplicate GTINs within each grocery retailer. Of 1 million records provided to GS1 and the research partners, 60% were duplicates. Various comparisons of product units, packs and cases were made between the retailers, and the general level of mismatch across these comparisons was around 66%. In the matching of retailers and suppliers, less than 25% of product data held by the former were the same as those held by suppliers. In the case of one retailer and one supplier, the percentage was up to 43% because they had recently undertaken a data improvement project around product

weights. The overall mismatch of 80% applied to all data held by the retailers and the consistency/inconsistency among them and in comparison with the suppliers.

### Data synchronisation

The "Data Crunch Report" notes that the UK grocery sector continues to satisfy the needs of consumers but predicts that the current "bad data" situation will put increasing strain on this situation as consumers, governments, regulators and others require more information on the safety, nutritional qualities, packaging and other attributes of products. In addition, the retailers face increasing pressure to streamline and reduce costs as product life cycles shorten, consumer outlets become more varied and growth slows in the total grocery market.

"To keep pace with these demands and manage product information efficiently and economically, retailers and suppliers will need to collaborate in automating and centralising the sourcing, maintenance and distribution of accurate product data," says the report. It concludes that GDS is the proven solution and that now is the time for the retailers to adopt.

Following the report's publication, GS1 UK Chief Executive Gary Lynch said all four grocery retailers have accepted its findings and are at various stages of moving towards adoption of data synchronisation through GDS.

Download the "Data Crunch Report" from [www.gs1uk.org/datacrunch.asp](http://www.gs1uk.org/datacrunch.asp)



## Raised performance with honey and whey

Honey has great nutritional qualities, recognised first by the ancient Greeks. Raisey's Original Honey and Whey is a unique dietary supplement that combines that old wisdom with great New Zealand natural ingredients for the benefit of modern sportsmen and women.

The Honey & Whey product is made by the Hawkes Bay family business of Darryl and Suzanne Raisey and son Kane, who have developed their own process for blending the two basic ingredients. Rewarewa honey made by bees feeding on native honeysuckle trees is combined with Fonterra whey protein. The result is a powdered product best consumed by mixing with milk, soy milk or fruit juice before or after strenuous physical activity. The Raiseys call it a "protein performance food for life".

Kane Raisey says the Honey & Whey – one of several Raisey's Original nutritional product lines for physically active people – has been on the market for three years. He says while it is difficult to quantify the specific benefits, the product has been praised by many consumers. "People love it and say it is doing them good. All the general research on nutrition would back that up."

The product's big benefit lies in its high protein content and in relatively slow release of honey fructose in the body. This means users are less likely to develop hypoglycemia and good blood sugar levels can be sustained over extended periods. Kane says the product can be sprinkled on cereal or consumed as a shake either before or after exercise or competition.

"It can suit anyone from top level athletes down," he says. "We're very interested in supporting local sportspeople seeking to lift their performance to the levels they mightn't

otherwise achieve because of the prohibitive cost of some nutritional supplements."

The Raiseys are proud of their Hawkes Bay roots: They source ingredients as locally as possible, operate from a plant in Napier and sponsor a number of high-level sports performers who also originate from the Bay. The latter include Black Sticks hockey player Shea McAleese, cyclists Kerri-Anne Torckler and Fraser Gough and champion kayaker Aaron Osborne. Not surprisingly, the Raiseys are an active family themselves, Darryl and Kane both having made their mark in New Zealand motorsport. Kane was Auckland-based before he moved back home to the Bay and joined the family business as Sales and Website Manager.

The Raisey's Original brand has developed out of Darryl's 35 year-plus involvement in the food industry. He was the founder of Medallion Foods, one of New Zealand's biggest bacon companies. With his knowledge of foods and strong inclination to develop new ideas, Darryl began making protein powders and diet supplements for several gyms and weight loss programmes around the country in 2002.

Kane says the brand and the product range has grown from there with the business now aiming to sell the Honey & Whey product through cycle shops, gyms and a major pharmacy chain in New Zealand – and of course, that is more efficiently and cost-effectively done with the application of GS1 identifiers and verified GS1 Bar Codes.

For more information, see [www.raiseys.co.nz](http://www.raiseys.co.nz)



### NEW MEMBERS / RIGHTS TO USE HOLDERS > CONTINUED FROM BACK PAGE

Singh Growers

Speirs Nutritionals Partners LP

SPSS NZ Ltd Pntsrship

Sunbridge International Limited

SVE Ltd

Sykes Products (2010) Ltd

Tango Flowers Ltd

TDM Meats - New Zealand Co. Ltd.

Ten Sisters

The Bakers Cottage Ltd

The Bakers Warehouse

The Deli (Havelock North) Ltd

The French Butcher Ltd

The Hazelnut Company Ltd

The New Zealand Manuka Egg Company

The Outer Edge Limited

The Perfect Fruit Company Ltd

The Produce Company Ltd

Thomson Whisky

Titania Creations

Trade Depot Ltd

Trihedral Solutions Ltd

Ukiyo Limited

Unique Tastes Limited

Urban Style (NZ) Ltd

Valley Free Range Ltd

Valleyview Farm

Victor Packaging Ltd

Vindico Negociants Ltd

VinOtago Ltd

Viscosity

Vision Select

Waikai Products Ltd

Waipara River Estate Ltd

WebtestAccountFull\_2

Wingate Vineyard

Winning Colours NZ Limited

Wood Workers Paradise

Yellowpepper Distributors Ltd

Znoelli Limited

Zumo Limited

### Rights to use granted:

Access Joinery Supplies

Aimmex International

Berica Marketing

Dasko Marketing

Ibic International

Judea Holdings Ltd

KSA Group

Premier Pavers Ltd

Primehort Distributors

Sterling Wholesale Group

Sunshine Environmentals





## Bruce Pollock

GS1 New Zealand Territory  
Manager – South Island

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**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.



## Swapnil Kuwalekar

GS1 New Zealand Territory  
Manager - Taupo North

**T** 09 820 3792

**M** 021 710 313

**E** swapnil.kuwalekar@gs1nz.org

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



## Owen Dance

GS1 New Zealand Quality  
Services, Manager

**T** 04 494 1064

**M** 021 577 032

**E** owen.dance@gs1nz.org

Owen is based in Wellington with responsibility for managing the verification service, the accreditation programme, certificate course and various projects.



## Bev Gough

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

**T** 04 494 1050

**E** bev.gough@gs1nz.org

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

### NEW MEMBERS / RIGHTS TO USE HOLDERS > 1 SEPT 2009 - 31 MARCH 2010. WELCOME!

8 Valleys Vineyards & Wines  
Marlborough NZ Limited

8 Wired Brewing Ltd

AB Lime Ltd

Acme Impex Ltd

Advanced Solar Technologies Ltd

Alken Pacific Investments Ltd

All Good Organics

Allenton Nurseries Ltd

Amerex Fire Pacific NZ

american nail systems ltd

And Co Ltd

Annacor Pacifka Lt

Avarua Bakery

BackYard Letters

Beehaven

Bio-Care Health Products (NZ) Ltd

Black Fish

Brown Brothers Wines New  
Zealand

Busy Kids Ltd

Cheviot Hills Fine Foods Limited

CliffHANGER Shelving

Clos Marguerite Ltd

Coretech Limited

Corporate Direct Wines 2008 Ltd

Cubita NZ Ltd

D-Fa Limited

Deji Ltd

Delbos Meat Products Ltd

Devonport Holdings Limited

Digital Mixture Limited

Eastern Rug Gallery Limited

Ecoplastics NZ Limited

Electric Visual Evolution NZ LTD

Enerbiotics (N.Z) Limited

Enersave Products Ltd

Environmental Fertilisers

Epicurean Supplies Ltd

EPS INTERNATIONAL

Escea Ltd

Esseti NZ Ltd

Extreme Gear Ltd

First Quality Labels Ltd

Flagz Limited

Flexigro Limited

Foodtrenz Limited

Foot Supports Int'l Ltd.

Fresh Xpress Bakery

Frooze Limited

Fuji Film NZ Limited

Gardeners Gift Imports NZ Ltd

Giustina's Ltd

Gizzy Lizzy Wines T/A Rowi Wines Ltd

Glasseye Creek Foods Limited

Gluten Free World Ltd

Golden Seal Trading Company

Green Planet Limited

Greenhouse B K Trading LTD.

Greenways Trust

GS1 Canada

Handifoods Ltd

Hanley Supplements Ltd

Hardy's Healthy Living Company Ltd

Heritage Publishing

Highwater Vineyard Ltd

Hilltop Ridge Farms Limited

Honey Pack LTD

HOTmilk Lingerie Ltd

Hua Shun Development Ltd

iCandy Design Limited

Import Specialists Limited

Ingram Micro (NZ) Limited

Inspirationz Inc Limited

International Trading Cartel Limited

J R Butland & Sons Ltd

Jacobsen Tredsafe Ltd

Jade Pacific Brands Ltd

Jade Pacific Distribution Limited

K Max International (NZ) Ltd

Kaimai Brewing Co

Kaiwaka Clothing Co

Kaos Brands Limited

Key Service Ltd

Kipdale Farms

Kiwi-Oeno Limited

Kiwireco NZ Ltd

KooGa NZ Ltd

LA FONG WINES LTD

Lifestyle Capital Limited

Lillibet

Little Red Fish Limited

Little Wolf Produce Ltd

Lonely Dog Limited

Ma Maison Wines Ltd

Mailbox/Letterbox Supply

Marx Gluten and Wheat Free  
Bakery Ltd

Massive Wines Limited

Matakana Food Company Limited

Meateor Foods Ltd

Mesynthes Ltd

Mission House Honey

MOK Food Industry Limited

Monsoon Brewing Company Ltd

Moore Design Ltd

Motoiula Enterprises Limited

Mt Meru Limited

mustafa gardens ltd

My Gelato Ltd

Natural Sugars (New Zealand) Ltd

Neat Spirits Ltd

New Zealand Abid Limited

New Zealand Karicare International  
Nourishment Ltd

New Zealand Premier Wines Ltd

New Zealand Pure Product Trading  
Ltd

New Zealand Uniyou Health Food  
Ltd

Ngati Porou Fisheries

Nixon Packaging Solutions Limited

Nova Terra Ltd

Nutritious Foods Limited

Nuts2go

NZ Agbiz Ltd

NZ Botanical Oils

NZ Organic House Ltd

NZ Pink Lady Growers Association

Ohgroup Limited

Okains Bay Seafood Ltd

Ollaberry Holdings Ltd

Orange Studio Ltd

Pacific Coatings Limited

Pacific Foods (NZ) Ltd

Packaging Brands (NZ) Ltd

Palatabull

Pan Products Ltd

Partisan Wine Co Ltd

Paterson Trading Company Ltd.

Paysless Imports Ltd.

Peach Teats Ltd

Pet Corp Limited

PetfoodNZ Ltd

Photo Direct Ltd

Pied Stilt Vineyard

Pomeroy's Coffee & Tea Company  
(1999) Ltd

Pomona Group Ltd

Premium Liquor Ltd

PURE ICE CREAM LTD

Pure New Zealand Products Ltd

Pure Wellbeing

PW Wines LTD

Railblaza Ltd

Raiseys Original Sports Nutrition

Ramko Sales NZ Ltd

RD8 Ltd

Relax (NZ) Ltd

Roger Weaver Sales

Rsap (NZ) Ltd

Rush Coffee Ltd

RVI New Zealand Ltd

S & S Fluebrushes Ltd

Saphire Medical Supplies Limited

Shepherd Hensman Limited

Shzen Limited

Simon (aka 'Jake') Jacob

Simply Jute

Sinclair Plants Ltd