IDENTIFICATION • AUTOMATION • INFORMATION • COMMUNICATION • INTEGRATION

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# Building on GS1net

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# One times - the value of GS1net

Have you heard the joke about the best ever salesperson? He or she sold the world's first fax machine – and being first, the buyer had no-one to fax anything to. It was a great piece of technology with many selling points but, of course, it was useless.

This joke illustrates a fundamental truth behind network economics and a principle called Metcalfe's Law (see http://en.wikipedia.org/wiki/Metcalfe's law). This law states that the value of a network is proportional to the square of the number of connected users of that network. Metcalfe was thinking mainly about communications networks - telephone networks or the Internet are great examples - but the law has interesting application to the world of standards setting and adoption in any modern economy.

Supply and demand chains that link multiple trading partners benefit massively when more and more participants use the same standards for identifying objects, for formatting their communication and so on. The use of inter-operable forms of data and of hardware/software will simplify processes and produce large efficiency gains, especially as the number of network participants grows.

For example, the more people who use the same electronic standard for purchase orders (GS1 XML) or the global standard for point-of-sale bar coding (EAN-13), the more valuable the GS1 System becomes to existing and new members of GS1. It is not hard to see that inter-operability and ease of communications drive growth in value, perhaps exponentially. And so it is with electronic catalogues and data synchronisation: The more standardisation occurs in the presentation and sharing of information among an expanding network of users, the more value each of those users can extract from the information and from their participation in the network.

SCAN magazine is produced guarterly for the benefit of GS1 New Zealand members. It has a circulation of approximately 5,700 readers throughout

This is the reality implicit in the expanding use of GS1net<sup>™</sup>, GS1's platform for data synchronisation in New Zealand and Australia. The grocery and hardware sectors are leading the way – and in this issue of SCAN, we note a major milestone recently passed in Mitre 10's GS1net programme. Now we see the rural trading sector starting to push ahead with data synchronisation as well, in context of the trading community solution proposed by GS1 and F4F (see pages 8, 9).

These various organisations will use GS1net for electronically receiving catalogue data from, eventually, thousands of suppliers. The prospective value gain for all is massive. For some suppliers in the easily foreseeable fuiture, GS1net means they will be able to supply comprehensive information about their products – names, weights, packaging configurations etc – with just one standardised data load, at one fee to 15 major customers:

Foodstuffs Auckland	Mitre 10	Elders
Foodstuffs Wellington	ITM	PGG Wrightsons
Foodstuffs South Island	Combined Rural Traders	Metcash (Australia)
Progressive Enterprises	Farmlands	Warehouse Stationery
Woolworths Australia	RD1	Coles-Myer

For some suppliers, the number could be 16 – that's if they also supply the Australian State & Federal governments with product information for their National Product Catalogue (NPC). Clearly, there is a compelling value proposition here for suppliers to do a great job preparing and cleaning their product data once for the benefit of many. It should be noted that sensitive data will not go to the wrong place because GS1net supports trading partner-specific information such as pricing, terms, discounts etc.

Be assured that GS1's aim is to keep bringing more and more retailers (or data recipients as they are more correctly called) into the amazing world of data synchronisation. Potentially, this will create exponential growth in the value of GS1net for all its users - Metcalfe's Law in action!

Dr Peter Stevens Chief Executive, GS1 New Zealand



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### Global traceability in the meat industry – the future now by Gary Hartley, GS1 New Zealand General Manager,

Meat industry traceability from farm to retail store using global identification standards and off-the-shelf RFID technology – it can certainly work in New Zealand today! GS1 has proved the concept in a real-life supply chain, using the EPCglobal Network as a traceability tool.

We ear-tagged 10 cattle on a Canterbury farm and tracked them through meat processing, and then as cartons of meat received into a suburban Christchurch retail store. Unique item identification, captured from the RFID tags at each of nine read "event" locations was transmitted to the EPCglobal Network (see right). This web-based computer network – it works much like the Internet itself – has an information receiving, storage, guery and response component called the EPC IS (Electronic Product Code Information Service). Because each read event captures the unique identifier of the item, its location and the read time, then the EPCglobal Network can make real-time traceability a reality.

GS1 collaborated with meat processing and marketing company ANZCO Foods for this Proof of Concept (PoC) exercise – probably the first of its kind anywhere in the world.

Traceability is increasingly important to the New Zealand meat industry as European, American and Asian export markets

Sector Development

demand more of it, and as farmers and others prepare for the implementation of NAIT (National Animal Identification and Traceability) from late 2011 onwards. Our PoC, in May, built on previous trials in the use of ultra high frequency (UHF) RFID tags on cattle, deer and sheep in typical on-farm situations: These were conducted by the New Zealand RFID Pathfinder Group and Rezare Systems during 2008 and 2009/10 respectively (with GS1 input).

We went much further than any previous trials have done using UHF tagging of animals, carcasses and cartons. The scope of this PoC was widened to include UHF RFID performance in a meat processing plant and a retail store. Previous studies have focused primarily on RFID research in a "farm-only" environment. Careful attention to the use of EPC-only standards was paramount in the PoC design. This meant that all item and location identifiers were EPC standards compliant as were the RFID tags, readers, network and process standards. GS1 New Zealand worked very closely in the PoC design with GS1 Hong Kong (and partners) and during the PoC itself, it was GS1 Hong Kong's EPC IS implementation that was used to receive and record the read event information for later processing.

The whole process - tag reading, data loading onto the EPC IS and assembly of meaningful traceability information - worked

> continued p6



Read event 1: Animal tagged on the farm

Item Cow

Data:

EPC identifier for each cow (SGTIN for cow) EPC identifier for the farm (SGLN for farm)

**Business step:** Commissioning



Read event 2: Animal leaves farm

Item Cow

Data: SGTIN for cow EPC identifier for truck loading ramp (SGLN for ramp)

**Business step:** Loading



Read event 3: Animal arrives at processing plant

Item: Cow

Data: SGTIN for cow EPC identifier for holding yards at processing plant (SGLN for yards)

**Business step:** Receivina



Read event 4: Animal arrives at stun box

Item: Cow

Data: SGTIN for cow EPC identifier for plant's stun box (SGLN for stun box)

**Business step:** Transforming



What the GTIN (bar code number) is to bar coding, the EPC (Electronic Product Code) is to RFID. When an RFID reader scans (or reads) a tag on a carton of lamb shanks, for instance, the tag sends the carton's EPC number to an inventory management system, recording exactly which carton, where it was "seen" and at what time. The EPC refers, in fact, to a suite of standards that make up a network - the EPCglobal Network.

The bar code on an item in the supermarket contains only the identity of the product and its manufacturer. In contrast, the EPC enables the inclusion of serial numbers which identify the item right down to the "instance" level, i.e. a case of lamb shanks can be identified separate from all other cases of the same product. EPC numbers are not only used to identify items (e.g. GTINs, SSCCs\*), they can be used to identify locations as well (GLNs\*). In a meat processing plant, an EPC number can be used to uniquely identify specific locations on the site (e.g. a boning room, an export dock door). The numbers are serialised to each instance (e.g. SGTIN, SGLN).

For tags and readers to be EPC compliant, the equipment needs to comply with a number of EPC related protocols and

\*GTIN is global trade item number, SSCC is serialised shipping container code, GLN is global location number.

Read event 5: Carcass stored in chiller room

Item Carcass

Data: EPC identifier for carcass (SSCC for carcass) EPC identifier for plant's chiller room (SGLN for chiller room)

Business step: Commissioning

standards. A key hardware standard requirement is for all EPC tags and readers, irrespective of who manufactures them, to be able to "talk" with each other - in technical speak, to be interoperable.

The EPCglobal Network is an Internet-based global system that combines EPC with RFID and other communications technology so that individual items can be tracked and traced for all or part of the items' life cycle. The system encompasses the EPC identification numbering schemes and a special network component named the EPC IS, or Electronic Product Code Information Service. The EPC IS is the data base component of the EPCglobal Network which stores individual item data and event reads. It enables network users to exchange EPC-related data and thereby, to manage the movement, storage and presentation of the dynamic information required for traceability.

EPC IS can be used in any industry, anywhere in the world. It can be used to link entities, objects, places and occurrences of all kinds in a dynamic manner that is sometimes referred to as an "internet of things".





Read event 6: Carcass arrives in boning room

Item: Carcass

Data: SSCC for carcass EPC identifier for plant's boning room (SGLN for boning room)

**Business step:** Transforming

smoothly. All tag data was successfully captured and recorded at each read point, for transmission in XML format to the server. Over the course of several days, we built a comprehensive picture of what happened to each animal, carcass and carton of meat, where, when and why.

The information could be accessed by any appropriate supply chain participant. Ultimately, the PoC confirmed that the EPCglobal Network, especially when supported by EPC Gen 2 UHF tags on animals and other objects, can be used effectively as a traceability tool for the movement of cattle from farms, through processing plants and on to retailers in the form of cartoned meat.

ANZCO Foods IT Manager Mark Rance agrees that the PoC has shown that the EPCglobal Network is more than capable of meeting the future traceability and proof-of-origin demands of customers and consumers in international markets.

Beyond the meat industry, the Proof of Concept provides valuable insight for any enterprise wanting to explore its own possible transition into EPC/RFID for traceability purposes in any type of business. Properly used, the technology can enable companies and other organisations to manage their supply chains more effectively, to respond more quickly to market needs, and to meet safety and regulatory requirements in local and international markets.

See the full report, "The Efficacy of Using the EPCglobal Network for Livestock Traceability: A Proof of Concept" by Gary Hartley and Erik Sundermann, June 2010, available on www.gs1nz.org/resources

## Need help with your **RFID business** case?

The New Zealand RFID Pathfinder Group has launched a Business Case Support Programme (BCSP) to help enterprises develop their own business cases for adoption of EPC/RFID. The Group, which has financial support from GS1, recognises that some enterprises do not have sufficient technical knowledge and planning skills to start their own EPC/RFID projects, even where large benefits could be secured. The BCSP provides advice and funding for business case preparation. The Group intends to provide such support for up to five suitable enterprises over the next 12 months.

For details, see www.RFID-pathfinder.org.nz

#### **"Gerry Weber International** sews in RFID benefits"

Live skype video presentation from Germany by CIO Christian von Grone

18 November 5.30 – 7pm Open to all Owen G Glenn Building, University of Auckland School of Business 12 Grafton Road, Auckland

Hosted by the New Zealand RFID Pathfinder Group To attend, please RSVP to info@rfid-pathfinder.org.nz.

# EPC/RFID a good fit for clothing retailers

Large clothing retailers in the United States and Europe are starting to embrace EPC/RFID technology for tracking individual items – and interest is stirring in New Zealand's apparel sector too. The tagging of a pair of jeans or a jacket at the point of manufacture could become routine practice sooner than most of us think, with real benefits to consumers and everyone else in the clothing supply chain.

In August, GS1 put a spotlight on current global developments in item-level tagging at a seminar attended by 26 representatives from some of New Zealand's leading names in apparel manufacturing and retailing. There was keen interest in the basics of EPC/RFID and how it can help businesses manage inventory, implement price changes, promote sales and prevent losses - and in how the technology is being implemented in the US and European clothing industries.

Survey research among New Zealanders indicates a strong preference – to the extent that people have heard of RFID – for transparency around the technology at retail level and for it not to be used to gather information on purchasing patterns or to profile consumers. This is in line with international developments. EPCglobal has established guidelines for disclosure about RFID tagging and for promotion of consumer choice, while there has been a



Read event 7: Meat cuts packed in cartons

Item: Carton of meat

Data:

EPC identifier for carton of meat (SGTIN for carton) EOC identifier for plant's packing line (SGLN for packing line)

**Business step:** Commissioning

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Read event 8: Cartons loaded into containers

Item: Carton of meat

Data: SGTIN for carton EPC identifier for plant's loading-out dock door (SGLN for plant's door)

**Business step:** Shipping



Read event 9: Cartons received at retail outlet

Item: Carton of meat

Data: SGTIN for carton EPC identifier for retailer's receiving dock door (SGLN for retailer's door)

**Business step:** Receiving

## EPC/RFID at Gerry Weber



general decline in public concern about privacy impacts of this technology. At the same time, major retailers have started their own projects for RFID tagging at item level, particularly in the clothing sector. Here are just three examples:

- Gerry Weber. This Germany-based global fashion chain has recently started to roll-out an EPC/RFID system that will see 25 million items tagged with objectives of preventing theft and improving key aspects of inventory management. The firm will read goods as they are received into each store, at point-of-sale and at point-of-exit (with the tag immediately de-activated on the Gerry Weber database). The system will cost euro 2.7 million but return on this investment is expected in two years.
- Wal-Mart. The giant US retailer who led the way on the introduction of RFID tracking of pallets in its logistics operations in 2005 now intends to item-level tag men's jeans and underwear, with other clothing categories to follow. Wal-Mart's move is seen as the first major application of EPC/RFID in an open supply chain manufacturers will apply the tags so they can be read in any retail environment.
- American Apparel. This US business, with its own manufacturing site and 300 stores mainly in the "urban hipster" market, introduced item-level RFID in 2007. Results have included a jump in in-store inventory accuracy from 65% to 98%, and a likely increase of 15% in sales through improved stocking and presentation.

#### 2. Point of Sale:

# 3. Point of Exit/ Entry:

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# Advanced trading solution for the rural sector

Rural sector trading companies and their suppliers are working on proposals to establish a standards-based trading solution using the GS1 System and the information exchange methods of First-for-Farming (F4F).

The proposed solution will make all trading processes between the participants electronic and automatic, with standardised methods for exchanging information and documents. The objective will be to cut costs, especially those arising from current paper-based processes, and enable greater collaboration between trading companies and suppliers (with no reduction in competition across the sector).

The five major rural traders – CRT, Elders, Farmlands, PGG Wrightson and RD1 – and many of their biggest suppliers joined a workshop on the proposals in August. GS1 and F4F presented the trading solution which is designed to streamline rural trader-supplier processes, and to cut the costs and high rates of error associated with the sector's current way of doing business.

The proposed solution builds on earlier discussions among the five rural traders. There are three core components:

- Globally unique identification of products, companies, and locations using GS1 identifiers.
- Ongoing synchronisation of standardised item data between suppliers and customers using the GS1net<sup>™</sup> platform.
- Automation of order management processes including electronic purchase orders and invoices, using F4F.

At the workshop, GS1 and F4F laid out a series of steps for electronic collaboration across the sector, beginning with collaboration on data standards, most notably the adoption of globally unique identifiers (see the "stairway", below).

The steps include moving onto GS1net to support data synchronisation - the continuous and automated exchange of standardised item master data between organisations. Data synchronisation will support upgrading of a wide array of processes and, when combined with F4F's systems, it will enable error-free and automated commerce between organisations.

Each company in the trading community will use GS1 global identifiers and share industry-agreed product information, based around a supplier's catalogue, using GS1net. The rural traders and their suppliers will maintain just one businessto-business (B2B) interface for order-to-cash / procure-topay processes via F4F. This approach allows the trading community to connect to GS1net and F4F in whatever way suits their systems and skill sets, and to interact with their trading partners using one common technical approach.

GS1 and F4F propose a phased implementation. First will be the adoption of unique identifiers (mainly GS1 GTINs and GLNs\*), followed by basic product data synchronisation on GS1 net and simple purchase order and invoice e-messaging.

Further phases will include more advanced data synchronisation and with further integration and automation of data exchange. GS1 and F4F have provided comprehensive background information on each of the three core components, and the costs/benefits of data synchronisation and electronic document exchange in other industries. Each of the rural traders and the suppliers is being asked to identify their preferences for adoption of the solution, and to identify their needs for support.

\*alobal trade item numbers, alobal location numbers





## What is **F4F**?

F4F is an international organisation that links participants in agricultural supply chains by integrating their IT systems and business processes for efficient, lower-cost exchanges of information and documents. It provides retail trading companies and suppliers with a guarantee of neutrality, confidentiality, security and once-only delivery.

F4F has operated in New Zealand and Australia since 2003, using an eBusiness hub and support centre in Sydney. Suppliers in this country began joining F4F from 2004 and retailers from 2009. There are now

more than 80 companies in this part of the world using its services to improve their processes and reduce costs.

F4F originated in the United Kingdom in 2000 when a consortium of agricultural distributors, manufacturers and related organisations sought to reduce paper transactions, eliminate dual manual data entry and avoid process errors. F4F has increasingly focused on efficiency gains in supply chain operation and working capital usage. Today, more than 1,200 companies worldwide are using F4F, most supported by an eBusiness hub in London.

For more information, see www.f4f.com

#### Collaborative Stairway

Collaboration builds step-by-step with increasing benefits to all.

Collaborative Insight & Product Management Collaborative Sales & Promotion Planning Collaborative Supply Chain Management Collaborative Transactions (e.g. F4F) Item Synchronisation (e.g. GS1net) Single Item Registry (define the 'Corporate Truth') Data Standards (Identification Keys, Data Carriers, Messaging)

#### Solution Overview



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## GS1net for Woolworths/ Progressive



Woolworths Limited in Australia, the parent company of Progressive Enterprises, plans to implement GS1net™ from early 2011 onwards. This will encompass suppliers to the Progressive Enterprises chains of Countdown, Woolworths and Foodtown in New Zealand.

A "GS1net with Woolworths Limited" document will be released to provide suppliers with the Woolworths Limited/Progressive Enterprises Item and Price Data Model requirements. Woolworths has previously signalled that some additional fields will be required in the GS1net catalogue and that it will be using the full suite of GS1net responses (most notably "confirmation response messages" that include relevant business information, rather than simply "auto-accept" messages).

Suppliers of Woolworths/Progressive Enterprises wanting to know more about GS1net in the short term can email gs1net@gs1nz.org or call the GS1net Support Team on 0800 10 23 56.

## **Browser Template** for small suppliers

GS1 has a Browser Template for small suppliers to load product and price data to GS1net<sup>™</sup>. The template is a Microsoft Excel-based tool that is easy to install and begin using as a first step towards data synchronisation. It is intended for small suppliers with less than 100 GTINs and a relatively stable product range.

It is important to note, however, that the Browser Template is a standalone product with little built-in data validation and a requirement for manual data input. Many GS1net users opt instead to use GS1net Certified Middleware products which can be integrated with a business's internal systems and will enable real-time data validation.

GS1 is offering "refresher training" for Browser Template users, to coincide with the release of the latest version of the tool (5.0). Depending on the level of interest shown, there will be half-day sessions in Auckland, Christchurch and Wellington on 27, 28 and 29 October respectively. For details, go to www.gs1nz.org or contact Cameron Frith, GS1net Support Manager on tel 09 820 3787 or email cameron.frith@gs1nz.org.

# Mitre 10 passes GS1net milestone

#### Mitre 10 and its suppliers have passed a key milestone in their adoption of GS1net – and everyone will benefit even more from now on.

The number of suppliers with GS1net Live status reached 50 in September. Mitre 10 now expects increased impetus in the data synchronisation projects of other suppliers, and in the use of synchronised data by individual stores for product ordering and other critical business processes.

Alex Augoustides, Information Services Manager at Mitre 10 Support Centre, says having 50 suppliers Live will add momentum to the group's GS1net programme. "Additional data will be pushed automatically from the central repository out to stores' point-of-sale systems," he says. "This will be a gradual implementation with testing completed by the end of 2010 with a rollout in early 2011."

Mr Augoustides says with one central data repository of accurate product data at the Support Centre, Mitre 10 can manage changes more easily at all levels. "Previously data was

received from suppliers as spreadsheets and changes were managed on an ad-hoc basis. Now, the changes will be automatic.

"Once data is being pushed to stores, we will be encouraging our largest suppliers to join GS1net," Mr

Augoustides says. "Data integrity is extremely important to Mitre 10 and is a prerequisite for many new initiatives underway, such as forecasting and replenishment, EDI ordering and promotions.

"Our next steps include further automation of the Ready-to-Live process and ongoing synchronisation of Live suppliers' catalogues as well as middleware enhancements to make review simpler for Merchandise staff," he says. "The Data Integrity team will receive extra resource as we move suppliers into the GS1net programme."

With 50 suppliers GS1 net Live, data synchronisation is being applied to 18% of all Mitre 10's active SKUs, representing 22% additional suppliers currently in the Ready-to-Live process will increase these numbers to around 43% of active SKUs and around 52% of sales."

Mr Augoustides says the benefits of GS1 net now clearly include:

- cleaner data overall;
- reduced ordering of deleted items;
- higher pricing accuracy;
- less manual data processing for suppliers and support centre;
- correct ordering of minimum order quantities and multiples; and
- accurate quantity break pricing.

Mike Lee is an Information Services Analyst on the Mitre 10 GS1net team, where he manages the data synchronisation process. He says that while some suppliers were initially unsure of the benefits of GS1net, they have since realised that data alignment and having a single data repository are beneficial for both suppliers and retailers. "Our main challenge is that Mitre 10

has decentralised item master databases and ordering processes, and this can result in multiple versions of 'the truth'.

"We have addressed this issue by developing the ability to update fields in store databases from the

central item master file, in respect of products from GS1net Live suppliers," Mr Lee says. "In this way, we are enabling suppliers to take ownership of their data and use GS1net as the sole mechanism to update our item catalogues group-wide. We are seeing marked improvements in data accuracy across our business. "Mitre 10 is most grateful for the dedication and effort put in by both our suppliers and GS1 in achieving our milestone of 50 suppliers in September," he says. "We are delighted at the high level of participation in our GS1net efforts and look forward to working with additional suppliers as they join us."

#### GS1net User Group Session, 9 November. See page 12



# GS1 training at MIT



Students of logistics at Manukau Institute of Technology (MIT) will learn the latest in global standards for identification and supply chain

management through a new partnership between MIT and GS1 New Zealand. GS1 will provide guest lecturers for relevant courses at MIT, along with free access to GS1's web-based training courses. Students will also be eligible to undertake GS1's globally-recognised Certificate in Automatic Data Capture course.

In return, MIT will promote and organise delivery of education on the GS1 System within the institute's programme. The partnership has been recognised in a Memorandum of Understanding signed during September. MIT's Centre for Logistics Programme Co-ordinator, Helen Murray, says GS1's educational content is very practical and aligned with industry practice, making it extremely valuable for students. MIT's Logistics courses currently cater for 150 full-time students, with a further 50 engaged in distance study. The GS1 contribution will be particularly important for students undertaking MIT's Graduate Certificate in Supply Chain Management (level 6 qualification involving six months full-time study).

# **Pride** In Print

Two accredited members of GS1 were category winners in the Bar Code Design section of this year's Pride in Print Awards, in recognition of their work on packaging for grocery products. Aperio Flexipac, an Auckland based printer and packaging supplier, received a goldlevel award for its innovation with the bar-coded packaging of the Griffins Skofs

snack food range. Gravure Packaging of Wellington, a flexible packaging specialist, earned the same award for its work on the Mizone Blackcurrent product of Frucor, the prominent fruit drinks and beverages producer. Bar Code Design is a category in the Industry Development section of Pride in Print. Development section of Pride in Print. Congratulations!



# Bar Code Generator

GS1 members are getting plenty of value from the Bar Code Generator on the "MyGS1" section of www.g1nz.org. The generator enables you to create a bar code graphic at any time by entering the GS1 global trade item number (GTIN) you want to use. The graphic is print-ready subject to any re-sizing for your particular label or packaging. Full members are entitled to 10 bar codes free of charge each year and to pay only \$15, plus GST, for each subsequent bar code generated (cheaper than the cost from most other sources).

In the GS1 financial year ended 31 August 2010, members created a total of 8779 bar codes using the generator. Of these, 7931 were free to full members and the remainder attracted the standard charge. GS1 is always open to members' feedback on the generator and as a result, refinements will be made soon. For instance, it will become easier to order and pay for multiple bar codes at any one time.

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## **Craig Russell**

Craig Russell joined GS1 New Zealand in September as South Island Territory Manager, based in Christchurch. Craig has spent the past 25 years working in the grocery sector, most recently as National Business Manager, Progressive, with National Foods.

Craig worked in various roles for National Foods over 16 years including National Field Sales Manager and Southern Sales Manager. Prior to that, he held management roles with various organisations including Watties and Unilever. He has specialised in both field and account management.

Craig lives in Rangiora and enjoys the great outdoors. He is married to Ruth and they have two children, both studying to be teachers in the early childhood and primary sectors. His other interests include mountain bike and dirt bike riding, and helping with local community projects.

## GS1net User Group Session

GS1 New Zealand will host a GS1net<sup>™</sup> User Group session in Auckland on Tuesday 9 November for suppliers certified as GS1net Live (or almost Live) in the hardware and grocery sectors.

The free session will address topics including:

- User Group Scorecard progress & feedback
- GS1net community & technical update
- Data recipient progress, strategy & issues
- Interactive breakout session/user feedback

Speakers from Mitre 10, ITM, Foodstuffs and Progressive Enterprises will provide updates on their GS1net programmes. It is an opportunity for GS1net users to meet and discuss their establishment and use of GS1net catalogues.

Where: Waipuna Hotel & Conference Centre, 58 Waipuna Road Mt Wellington, Auckland. www.waipunahotel.co.nz

**When:** 9am – noon, 9 November (registration from 8.40am). For further information and to register your attendance please email **pauline.prince@gs1nz.org** with the following information:

>	Your company name
>	Your full name
>	Your email address

Registrations must be received by Wednesday 3 November 2010.

# GS1 Certificates

Three more people have attained the Certificate in Automatic Data Capture after completion of the GS1delivered course in recent months. Congratulations to the following:

Rena Kinney, GS1 New Zealand

Eddie Guinness, GS1 New Zealand

Chris Thompson, Datafield

## SEMINAR PROGRAMME

GS1 Seminars will start again early 2011. There will be more Bar Code Foundation Seminars and GS1net<sup>™</sup> Foundation Seminars in Auckland, Wellington and Christchurch, and other training events as need is identified in particular sectors.

Look out for details in the Education & Events sections of **www.gs1nz.org**.

# Australia pilots recall portal

GS1 New Zealand is keeping a close watch on developments with Australia's GS1 Recallnet – a new web portal-based service for efficient product recalls and withdrawals. GS1 Recallnet will be piloted during October, with a full launch planned for early 2011 in the food, liquor and grocery sectors. It has been built by GS1 Australia in collaboration with the Australian Food and Grocery Council and other industry bodies, and GS1 New Zealand has been involved in readiness for the establishment of a complementary portal on this side of the Tasman.

GS1 Recallnet – very similar to a Canadian product recall system – is based on GS1 identifiers and standardised documents and processes. In August, GS1 Australia entered an agreement for the HP Software and Solutions Cloud Services Innovation Centre in Galway, Ireland, to design and build the software, services and infrastructure that will enable "cloud-based" access to GS1 Recallnet for participants across Australia. GS1 New Zealand will have observers at the October pilot. We anticipate following the Australian model in close collaboration with industry.

# "Cheers" to garden pests

It isn't all bad news for slugs and snails. Easy Trap will certainly kill them, but only after they've enjoyed the tastiest drink of their short lives.

The instructions with this product suggest it be loaded with "a yeasty beer" to attract and then dispatch garden pests in a way that is non-toxic for the environment and ... well, not too unpleasant for the pests themselves. The



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# Global focus on healthcare

The critical importance of unique identifiers and automatic data capture in public healthcare is recognised increasingly around the world. Last month, for instance, GS1 and a global patient safety organisation jointly published standards for unique identification and traceability of plasma derivatives. The "Bar Coding Plasma Derivatives Implementation Guide" is intended to end current inefficient and potentially unsafe practices of manual data input and re-labeling of blood products. The guide resulted from intensive consultation by GS1 with more than 40 international stakeholder groups over 14 months.

September also saw the launch of Australia's first electronic trading system for medical goods and services in line with GS1-standard e-procurement specifications. The Western

The product is part of a range of simple but effective devices and substances for pest control or deterrence that are supplied into the New Zealand hardware, garden supply and grocery sectors by Tollesbury Enterprises. John Bretnall of Tollesbury says his products are all about controlling pests in the garden or around the house in ways that are natural, non-polluting and humane. "There are many alternatives for pest control but often they mean leaving poison to lie around and that leads to secondary kill among non-target species.

John says the idea behind Easy Trap for slugs and snails could not be simpler. "You sink it slightly into the soil of a garden where there's a slug or snail problem, and fill the trap's well with a nice yeasty beer or some other sweet liquid ... there are recipes on the packet," he says. "The slugs or snails are enticed in for a drink and they drown laughing. You empty the contents out every few days."

Easy Trap – the brand belongs to Tollesbury – is manufactured of plastic in China and it was launched on the New Zealand market last November. Tollesbury submitted the product and its packaging this year for GS1 Bar Code verification to support its supply to retailers in increasing numbers. Easy Trap is sold mainly through Mitre 10 and Bunnings.

# CODE CERIFIED

Australian Department of Health took the e-trading initiative to cut costs and support service improvement to patients. The system enables multiple suppliers to offer uniquelyidentified medical goods, and to manage ordering, payment and dispatch processes automatically.

GS1 New Zealand is part of an Australasian Health User Group which contributes to global standard setting in healthcare. Industry participants – healthcare providers and funders, pharmaceutical companies, medical device suppliers and others – are welcome to join the AHUG and have their say on how this country should engage with the global movement towards standardisation and traceability in the information gathered and applied within healthcare services.

To learn more, contact Gary Hartley of GS1 on tel. 04 494 1050 or gary.hartley@gs1nz.org.



## **Smoked fish** from the Far North

Taratara Smokehouse is helping people rediscover the pleasures of a traditional food that has largely disappeared from the New Zealand diet in recent decades – smoked fish.

The business supplies a growing range of gourmet food stores and restaurants with fish caught in the coastal waters of Northland and smoked slowly using traditional methods. Based on the remote and beautiful Whangaroa Harbour, Taratara Smokehouse has a vision of putting smoked kingfish, kahawai and snapper on dining tables throughout New Zealand and in many other countries.

"A lot of people haven't seen good smoked fish for a long time," says Maarea Karetai, co-owner of Taratara Smokehouse. "We started supplying our range of products three months ago and the business is growing rapidly."

The company has joined GS1 New Zealand so that it can apply globally-unique numbering and bar codes to Taratarabranded packs of smoked fish for ease of sale through any outlet in this country or internationally."We aim to make our products available throughout New Zealand within six to 12 months, and to be looking at export markets at the same time," says Maarea. The company has already been approached by a large international distributor.

In fact, Taratara Smokehouse has been in business for six years, smoking fish as a service to the clients of charter fishing operators along the Northland coast. The catches of recreational fishers are supplied back to those people after being smoked and chilled.

Maarea says she and partner Tim Sollart started Taratara Smokehouse largely as a lifestyle choice after leaving behind careers in the corporate world and beginning to raise a family. Previously, Maarea was a viticulturist for a prominent Hawkes Bay wine maker and Tim was a commercial pilot. They bought land at Whangaroa and named the business after the flat-topped mountain, Taratara, which is a dominant land form in the harbour. Their smokehouse is situated near the old Ohäkiri Pa which was a place of seafood preparation and consumption in pre-European times.

Maarea and Tim have gone into producing their own seafood range on the success of their service to recreational fishers and after seeing the potential for supply of smoked fish to a broader market. Each week, Taratara Smokehouse buys freshly-caught fish from fleets based largely in Whangaroa and other Northland harbours, and begins the process of brining and smoking. (Brining involves soaking the fish in a mixture of salt water and herbs before it is slow smoked using manuka wood fire.)

"We buy whatever fish we can and what is fresh each week," says Maarea. "Of course, that varies with weather conditions and other things. Our customers are generally very happy to take what we can supply because of its uniqueness and quality."

Yellow-tailed kingfish, kahawai and snapper are the main species, along with oysters which are grown in farms in the Whangaroa Harbour. The smoked fish is vacuum packed and chilled. It has a shelf life of one month, which obviously helps with export.



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



## For when it **wobbles** ...

Everyone knows how irritating a wobbly table can be in a restaurant. Mike Rather has the answer and he has turned it into a steadily growing little business. Mike's carefully-designed and manufactured wedges can stabilise any table and much more.

The Auckland-based graphic designer set up Wobbly

Wedge Limited and since mid 2009, he has been selling the product in two sizes. "I was sitting at a wobbly table in a local cafe one day and thought to myself, 'it's time someone made something to fix this," says Mike. "The design popped into my head not long after ... I just knew the wedges would be round with a concave top."

He began experimenting with variations on the design at home. "I decided on two sizes. One small for tables, cabinets, shelves, desktops and benches," says Mike. "The larger version did the same sort of thing but would suit bigger items such as fridges, big cupboards, big shelves and doors. I then made a set of homemade rubbery samples to test out."

The next step was to work with a plastics manufacturer in Onehunga, who came up with injection moulding tools to Mike's preferred shapes and sizes. "From there, we set up the machine and made some test Wobblys before producing the first run of 1000," he recalls. The wedges are moulded in clear urethane, a particularly durable plastic but one that is also soft and flexible.

wobbly

Since the first batch left the factory door, Wobbly Wedges have popped up in a wide variety of places including on building sites to space timbers during construction, and in offices and homes to cushion the vibration of instruments and appliances. "People keep finding new uses for the wedges because of their shape and soft resistance qualities. They hold things in place without damaging them or chipping paintwork," says Mike.

> The Wobbly Wedge company has recently joined GS1 New Zealand to facilitate further sales by ensuring the product has globally unique identification and bar coding. So far, Mike has 10 customers, mostly suppliers to the hospitality sector where - as everyone knows -- there is no shortage of wobbly tables. "I've even heard of people going up to a restaurateur and telling him or her that they need wedges ... it's the kind of promotion that you just couldn't buy!"

The wedges are also being distributed through suppliers of photographic and engineering equipment. Mike says he is looking to expand the number and range of customers in New Zealand and overseas, with interest already shown from as far away as the Persian Gulf. Wobbly Wedge has design-and trade-mark protected its particular type of wedge in this country and Australia, with legal advice still being sought on securing the same in North America and Europe.

It has been a steep learning curve for Mike who has long been self employed as a graphic designer. "Over the years, I have learned a lot from clients and others about being in business. I've often thought it would be great to make my own product ... joining GS1 and applying stickers with bar codes to the packaged wedges has been another step in making that a reality," says Mike.



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

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