

SCAN

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New Zealand

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- More Data, More Information!

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Synchronised thinking, standardised borders



It's not often businesspeople give governments credit for synchronised thinking, but I am throwing a bouquet in the direction of the policy makers in this column.

In many places around the world including New Zealand, bureaucrats are poised to take certain steps which should make life easier for companies with cross border trade, and especially for GS1 members. APEC* is looking at the use of the EPC IS suite of GS1 Standards (Electronic Product Code Information Services) to give border control authorities improved, more-timely visibility of shipments and of exporters/importers. The move will expedite the international shipment of products clearly identified and described before they reach any border: The trading parties involved will also be subject to a high level of visibility. When a large share of trade is "known" in this way, authorities can concentrate on tracking and inspecting what is "unknown" – trade where products and traders are not so visible as they hit the border.

I am now aware of a number of other initiatives that involve different agencies looking at a common approach based on GS1 Standards for wide benefit. Most notably, the World Customs Organisation (WCO) has an active programme of co-operation with GS1 globally for adoption of our standards to promote compliance with border processing requirements. GS1 identifiers for products and consignments are built into WCO Data Model v3.0 – the programme which will run on New Zealand Customs' new system, now being built to replace the aged CUSMOD system.

In the United States, the Department of Agriculture (USDA), the Food & Drug Administration (FDA) and other agencies are engaged on streamlining processes around 500,000 shipments of toys that hit the US border each year. The aptly-named PIC programme (Product Information Committee) has opted to use two key GS1 Standards for greater visibility



around products and traders before anything reaches the border. (Interestingly, a USDA presentation to the recent GS1 Global Forum was entitled "Can GS1 Standards Make Government Smarter?").

US authorities plan to ask exporters to that country to classify their products using the GS1 Global Product Classification (GPC) code. This will enable the product to be quite finely classified, in turn enabling agencies to assess whether it should attract tariffs, involves biosecurity risks and so on. The US is also planning to draw data off the GS1 Global Data Synchronisation Network (GDSN) if exporters have uploaded the relevant information – another helpful move, recognising that GS1 members worldwide have put data into the GSDN on more than 6 million products. (In New Zealand GSDN is called GS1net.)

The US intends to use a standard interface for accessing information on products and traders before anything is received at the border. That, too, is a win for all parties. New Zealand exporters of fresh products often comply with GlobalGAP or EuropeGAP standards for traceability. The former are recognised as being compliant with many importing countries' phytosanitary regulations. Many exporters have yet to realise that GlobalGAP standards leverage GS1 Standards, especially the Global Location Number (GLN).

These various initiatives signal big change in border control processes worldwide. In the past, traders tended to treat border processes as a necessary evil – and they meekly complied with the separate, often overlapping border requirements. Those days are fast ending, with agencies working together on the "single trade window" concept. It is extremely pleasing to see them look to the international trading sector to understand how greater efficiency can be achieved there through expanded use of GS1 Standards that are already embedded in the sector.

Dr Peter Stevens
Chief Executive Officer



**The Asia Pacific Economic Co-operation forum of 21 nations.*

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.

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MyGS1... make it yours

MyGS1 has been available to New Zealand members of GS1 for over two years now. The online tools are being used regularly by 1000-plus members – but many others are missing out on the convenience and value of MyGS1.

Here are six things everyone should know to get the most out of GS1 membership:

1 MyGS1 is free for use by any member. It is a suite of online tools for accessing and using the services of GS1 (and most of these are free too!).

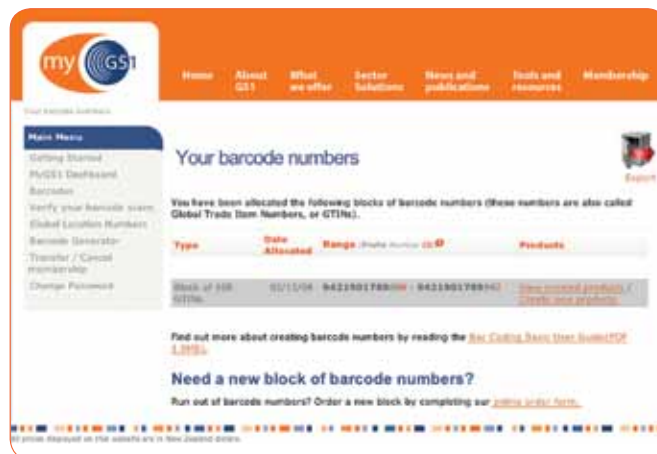
You log in from www.gs1nz.org and have a “dashboard” showing the current status of your account with GS1.



2 MyGS1 is your quickest and easiest way to get a batch of new GS1 numbers for bar coding and all other uses.

You can get a licence for blocks of new numbers in 100s, 1000s, 10,000s or 100,000s from the GS1 Number Management Registry. The numbers can be Global Trade Item Numbers (GTINs) to identify products or storage units (base units, cartons, pallets etc), Global Location Numbers (GLNs) to identify places (factories, warehouses etc) and legal entities (companies, charities etc), or Serialised Shipping Container Codes (SSCCs) to identify large logistics units.

GTIN ranges are displayed in full to make them easier to understand and to allocate in a consistent way within your organisation. MyGS1 will show your member prefix highlighted in bold, your product IDs in italics and the check digit in red. Here's an example of GTINs allocated to a member.



You can order, and pay for, new number ranges via GS1 New Zealand's secure credit card payment gateway which is available within MyGS1.



3 MyGS1 will store your new numbers along with all relevant information about the products you have allocated them to.

Use the ProductVault section of MyGS1 as your centralised store of your GTINs and other product information. GS1 is the host but the data is accessible only by you – and the service is free.

ProductVault will help you allocate your numbers in a logical way, without risk of duplication and from a place where you can always look them up. No more relying on individual staff members to maintain a spreadsheet on GTIN allocations – using Excel for this purpose is always a second-best option.

4 MyGS1 will supply you with high resolution bar codes – just one click and you can generate the right bar code graphic for your purposes.

Select the number you want to use in a bar code graphic and send this to the Bar Code Generator. It will determine the symbology you need – EAN-8, EAN-13, ITF-14, UPC-A or UPC-E. You can even get new GS1 symbologies like GS1 DataBar and GS1 DataMatrix.

The bar code will be sent to your email account in high resolution postscript format, able to be used by almost any graphic design package.

Each member can generate 10 graphics free of charge each year – after this, the fee is \$15 plus GST per graphic.

5 MyGS1 will make it much easier to build and maintain a file of master data on your products.

When you use ProductVault, you are asked to also enter certain information about each product to which a GTIN is allocated – weight, dimensions, brand name and other descriptive information.

Once collected and stored in a standardised format, this master data has many potential uses – it is the key to making the most of GS1 now and in the future.

6 MyGS1 will make it easier for you to join the GS1net™ system for electronic exchange of product data and for e-commerce.



Once correctly entered in ProductVault, your data will be ready for synchronisation with your customers and other traders. The data will be compliant with GS1 Standards – and that means it can easily be “exported” across to GS1net, with all the advantages that will bring in doing business with an increasing array of large retailers.

GS1 solution for traceability in the meat industry

New Zealand's meat industry will make increasing use of GS1 Standards, largely because of growth in consumer demand for more information on food products, predicts Mark Rance, ANZCO Foods IT Manager and GS1 Board member.

Globally-standardised data on livestock, farms, processing plants and other elements in the supply chain will be necessary for traceability of the kind that satisfies consumers in European, US and Asian export markets, says Mr Rance. In future, he believes, producers and processors will have to provide far more information on the quality and origin of meat as consumers want to know more about all the foods they eat.

"In reality, full end-to-end traceability has been much talked about but it hasn't taken off," he says. "That's in part because of the complex, 'disassembled' nature of meat production, supply and demand. But increasingly, with new technologies, consumers hold the power and this will make a huge difference to how people approach the whole topic of traceability."

Mr Rance points to new technologies that enable consumers to scan bar codes or RFID tags in supermarkets, and retrieve for themselves information to verify the product and to know more than what is available on the label or package. "This is already common for certain items in some overseas markets and I see no reason why it could not also be of value for meat products," says Mr Rance. "The only way you can do this is to have information pass right along the supply chain, and that requires standardisation and interoperability."

ANZCO Foods – a lamb and beef exporter with seven plants around New Zealand and annual turnover above \$1.3 billion – is the industry leader in this area. Last year, ANZCO trialled end-to-end traceability on meat in a domestic supply chain, using GS1's EPC (Electronic Product Code) standard for radio frequency identification, and the EPC-Information Service for database access and management: The results were encouraging. "We're very keen to take the next steps," says Mr Rance. "We're scoping that out with customer-partners."

He sees the NAIT system (National Animal Identification and Traceability) becoming, over time, a key component in consumer-driven traceability in support of New Zealand's \$5 billion-a-year export meat trade. "That is one of the reasons why NAIT should be considering the use of global data standards and not limiting itself to proprietary numbering," says Mr Rance. "It would be a lot easier if, for example, New Zealand gave each of its farms a GS1 identifier that could easily become meaningful to a supermarket or consumer in the UK."

In saying this, Mr Rance acknowledges that NAIT has been designed and constructed with New Zealand's biosecurity as its principle purpose, not consumer-driven traceability in export markets. The new livestock numbering and data gathering system has a valuable role, he says, in bringing industry players together on issues that will be critical for traceability in the future.

The industry is, of course, already very familiar with GS1 numbering and bar coding on meat cartons and shipping units within both domestic and export supply chains. Packaged meat sold at retail in this country, including some cut and packed in processing plants, carries bar codes for point-of-sale scanning.



Talking meat industry traceability in Brussels:

The GS1 New Zealand team from left, Mark Rance, Eddie Guinness, Gary Hartley and Peter Stevens on their stand at the GS1 Global Forum, early 2011.

Mr Rance says, traceability aside, the meat industry has much to gain from extending on current uses of bar codes and raising visibility around products wherever they are in the supply chain. "Our industry is no different from any other. There is no doubt in my mind that GS1 Standards will lead to increased efficiency and visibility in how supply chains are managed."

In fact, the gains could be more significant in this industry given the perishability of meat, and the critical need for temperature control and monitoring. "Worldwide, food wastage is a huge problem, and surely greater efficiency and visibility in meat supply chains are important when there are so many people going hungry."

Note: Mark Rance joined the GS1 Board in December 2008. He has been IT Manager at ANZCO Foods for seven years, and was previously IT Manager for CMP, part of the ANZCO group.



SWIFTPOINT™

Swiftpoint: The little mouse that can

The jet boat, pavlova, electric fencing – things that New Zealand has given the world. And now the Swiftpoint Mouse!

This small, finely-engineered pointing device could radically improve peoples' use of laptop computers the world over. It has ergonomic and aesthetic qualities well beyond any comparable computer accessory in the market today. International acclaim for the Swiftpoint Mouse has been pouring in since Canterbury entrepreneur Grant Odgers introduced his invention to the American media last August.

Thusfar in 2011, Swiftpoint has won an Innovations Award at the Consumer Electronics Show in Las Vegas, the world's biggest such trade event, and been named a Finalist in the prestigious International Design Excellence Awards. In December, Popular Science magazine deemed it to be "one of the 100 greatest creations of 2010".

These and other accolades have the HCI world (that's "human computer interface") buzzing about the Swiftpoint, with e-tail orders surging into www.swiftpoint.net – just as Mr Odgers and his small Christchurch-based team hoped when planning the US "soft" launch. "We have definitely had a good response from early adopters," he says. "Now we really want to move into the mass consumer market...the place where people need in-store demonstration and hands-on experience before they're ready to dig into the pocket."

The Swiftpoint company has joined GS1 in preparation for taking the product retail, initially in New Zealand. It could be on the shelves of a national consumer electronics chain in the US as early as June. "As we did in testing and developing the device, we will take it retail step-by-step making sure we get the right partners and right positioning at point-of-sale," says Mr Odgers. "Eventually we want to be everywhere ... there are plenty of things to consider first with the bigger markets."

So, what is so special about the Swiftpoint Mouse? Others have made wireless and compact mice to beat the frustrations of the inbuilt laptop touchpad – but there has always been a size/ergonomic trade-off. "We have made our mouse very small and very ergonomic," says Mr Odgers. "You no longer have

your hand on a mouse...you are gripping a pen that has more accuracy and speed, with more ease."

The Swiftpoint will work on the palmrest of the laptop or a suitable surface nearby. This is the mouse, he says, that will turn your laptop into "a no-compromise mobile workstation, no matter how cramped your work space is".

A software engineer by profession, he spent four years designing, testing and refining the device to achieve its "no-compromise" qualities. Along the way, University of Canterbury computer science students systematically put a prototype through its paces and measured the results: It was found 30-40% more efficient than a touchpad and capable of outperforming other laptop, netbook and even desktop mice on critical criteria like comfort and portability. Among the Swiftpoint's other attributes, battery re-charge is super fast: 30-seconds on the laptop's USB port will enable one hour's usage.

The mouse is now under mass production in Bangkok after the Swiftpoint team explored possible New Zealand manufacture and found this just too costly. Each critical element of the design – especially its combination of small size and pen-grip ergonomic efficiency – have patent protection internationally. "I'm confident that no-one can copy the design, legally at least, as we get further into the US market," says Mr Odgers.

There is certainty also that the mouse will be followed by other Swiftpoint inventions. Grant Odgers, self-defined "ideas person", has been creating software and hardware since the age of 13 when he wrote a programme for his Commodore 64 to graph and compare share prices. At 17, he completed a Business Computing Diploma and won a Unisys Linc scholarship which led to seven years' work as a software

engineer and architect here and in the US. In fact, Mr Odgers built his first "mouse and keyboard replacement" device in 1990!



For more information, see www.swiftpoint.net

New Board Members



Joe Coote

Fonterra Co-operative Group – New Zealand's biggest exporting company – will make increasing use of GS1 Standards to ensure "value chain integrity" in its supply of dairy products around the world, says Joe Coote. As

Fonterra's Director of Group Supply Chain, Mr Coote has a strong focus on product quality and consumers' information demands – and on the importance to these of companies implementing globally-standardised best practice in data systems and business processes.

"Going forward, we aim to use global standards where we can," says Mr Coote. This will support Fonterra's commitment to value chain integrity – a concept which, he says, encompasses sustainable practices in the production of milk, and traceability in the supply of high quality and safe products to consumers.

Traceability has increasing importance to Fonterra given the length and complexity of its supply chains (92% of exported products go into Northern Hemisphere markets), local and international concerns with food safety and consumers' demand for more information about products.

Mr Coote has been working with GS1 Standards since the mid 1990s when he joined GlaxoSmithKline in the UK. He subsequently held supply chain management consulting roles with PWC (in the UK and Australia). He joined Fonterra two years ago, having spent the six years prior to this as General Manager, Supply Chains with large Australian retailer Coles Myer. Mr Coote, originally from Queensland, has professional qualifications in accounting and finance.

As a GS1 Board Member, he sees himself as representing not only Fonterra, but the rural sector generally and, indeed, all other New Zealand businesses that are interested in best practice. "There is a massive task out there for different sectors and businesses, and different locations... GS1 must remain a trusted source for companies ready to make changes and to be guided through the processes necessary for them to make best use of global standards."



Simon Kennedy

Success in retailing will hinge increasingly on great product data which is easily accessible and useable by all parties in the supply chain, especially the consumer, says

Simon Kennedy. He is convinced that comprehensive, accurate and well-managed data will be a big enabler of new retail channels and other exciting developments for the consumer – and that GS1 Standards will, in turn, be a big enabler of such data.

Simon, the Strategy Deployment Manager for Warehouse Stationery (WSL), is a representative for the office products and general merchandise sectors on the GS1 Board. At the same time, he wants members to think of GS1 across all sectors and not just from the perspective of retailing.

"A lot can be achieved by collaboration along the supply chain ... even in very competitive sectors, there's plenty of

room for collaboration on processes and for standardisation of data and communications," says Simon. Retailers bring to the table a particularly valuable focus on end customers, or consumers, and how greater efficiency in data management will benefit them in terms of product choices and pricing.

Simon's "day job" is heavily engaged with WSL's programme for GS1net™ implementation. He says big steps will be taken in 2011 to help ready more suppliers for data synchronisation, undertake GS1net Live trials and ensure WSL can secure the benefits. Meantime, the business continues to work on the quality of data management in its everyday processes.

Simon joined WSL in December 2009, having spent the previous three years immersed in the establishment of India's huge Reliance Retail chain. He is an Englishman with retailing in the blood: From 1877 until recently, generations of the Kennedy family owned and ran a sausage making and retailing chain in south east London. Simon was educated at Oxford University before starting a career in management consultancy, specialising in retail, in the early 1990s. From his consultancy arose the great opportunity to work with India's Reliance Retail, based in Mumbai. Moving on to New Zealand, with a young family, has been a long-term aspiration and the Kennedys are now well settled in Auckland's East Coast Bays.



Richard Manaton

Grocery will continue to help lead New Zealand in the adoption of GS1 Standards for managing product data and for compliance in various

areas, says Richard Manaton. The General Manager, Strategic Planning for Progressive Enterprises Ltd (owner of the Countdown, Foodtown and Woolworths chains) sees data synchronisation on the GS1net™ platform as the next big step that businesses can take with GS1 – a step that his company and others in the grocery sector are very committed to.

“Grocery has been at the forefront of GS1 Standards. As an organisation, Progressive is very much ready to move to the next stage in terms of using GS1net to facilitate trading and interchange between suppliers and ourselves,” Mr Manaton says. “It will also enable us in the future to move quickly on reporting requirements around matters of sustainability and environmental impact, and to improve traceability and product recall processes.”

He says GS1net, and the ability for many parties to download accurate standardised information, is the foundation for enhanced reporting and many other functions in future. He believes Progressive and other large companies in the

grocery sector can show the way because of their already-extensive use of GS1 Standards and their international linkages.

Mr Manaton says Progressive is very focused on working with FMCG* suppliers in its own GS1net programme and on moving their product data onto the platform. “Expect to see early adopters up and trading (with GS1net) this year,” he says.

As a GS1 Board Member, he is committed to sharing his knowledge and views with New Zealand businesses in general. “Grocery is very much a bell-weather for the economy and consumer trends, and I can assist by providing grocery perspectives to other sectors. Our organisation is very customer-led, and aware of how GS1 Standards can assist with current trends and developments.”

Mr Manaton is well versed in developments as a retailer and a supplier, having spent much of his working life to date in FMCG companies. Before joining Progressive in 2005, he was a senior dairy industry manager. He was five years with Fonterra and the New Zealand Dairy Board, half of this period based in Singapore with global category responsibility for the branded consumer milk products. Mr Manaton was subsequently involved in the restructuring and sale of NZ Dairy Foods businesses in this country. He is a marketing graduate of the University of Auckland, with solid early career experience in large FMCG companies notably Watties and in the United Kingdom, Bass Plc and Rank Hovis McDougall.

**Fast Moving Consumer Goods*

GS1 Seminar Update

May is a busy month for GS1 New Zealand training. Here are the key dates.

Bar Code Foundation

Wellington – Tuesday 17 May

Christchurch – Wednesday 18 May (TBC)

Auckland – Thursday 19 May

GS1net™ Foundation

Wellington – Tuesday 24 May

Christchurch – Wednesday 25 May (TBC)

Auckland – Thursday 26 May

GS1net™ Browser Template Detailed User Training

Wellington – Tuesday 10 May

Christchurch – Wednesday 11 May (TBC)

Auckland – Thursday 12 May

FOR MORE INFORMATION

?

For details on these seminars and for registration to attend, go to www.gs1nz.org/seminars/php

GS1 Healthcare User Group Australasia

Raising the bar on patient safety & supply chain efficiency

Wellington Conference Review

More than 80 people gathered in early March for the 15th meeting of GS1's Healthcare User Group Australasia. This was the first time in the group's five-year history that the conference had been held in New Zealand. It was a great opportunity to catch up on how the use of global standards for products, locations and product information is benefiting healthcare systems locally and globally. Here is a recap of the presentations.

Standardised data promotes patient safety and efficiency

Peter Stevens

*Chief Executive,
GS1 New Zealand
(Wellington)*

Dr Stevens outlined the fundamentals of the GS1 System as it can be applied to healthcare systems anywhere in the world – and he explained six core principles that underly all development and implementation of GS1 Healthcare Standards:

- Big cost savings can result when standardisation enables greater efficiency in supply chains – and money then saved can be redeployed at the healthcare frontline for better patient outcomes.
- Standardisation can make supply chains more reliable – and this reduces the risk of failure in treatment of patients, especially in hospitals.
- The exponential growth occurring in medicines and other healthcare supplies makes standardisation of identifiers and data essential for both efficiency and safety in healthcare.
- International standardisation creates even more efficiency and safety, especially in New Zealand where most medicines and supplies come from overseas.
- Standards management organisations like GS1 can contribute most by ensuring they are commercially neutral, and user-driven and user-governed. In New Zealand that means ensuring alignment with the needs and aspirations of our particular healthcare sector.
- GS1 must be open and transparent in its processes and decision-making to maintain credibility and authority with all stakeholders.

GS1 Standards being implemented in many countries

Ulrike Kreysa

*Director GS1 Healthcare,
GS1 Global Office
(Brussels)*

Ms Kreysa stressed the importance for patient safety and supply chain efficiency of adherence to global standards for identification and traceability of medicines and other healthcare supplies. "Healthcare is local but it is also global because of the way healthcare supply chains cross national borders," she said. "Country-by-country solutions are not sufficient or effective."

Ms Kreysa listed key GS1 Standards now in place for use by all parties in the healthcare sector of any nation:

- GTIN (global trade item number) Allocation Rules specific to medicines and other Healthcare supplies;
- AIDC (automatic identification and data capture) Application Standards for 80-90% of medical products;
- AIDC Application Standard for small instruments and medical devices;
- Specific product data/ information fields in GS1's global data synchronisation catalogue – referred to in the Australian and New Zealand healthcare sectors as the National Product Catalogue (NPC).
- Global Traceability Standard for Healthcare; and
- Guideline for plasma derivatives.

She reported on initiatives by governments, healthcare providers and manufacturers across the world to adopt these GS1 Standards: Australia, the US, the UK, Canada, France, Turkey and India are among countries where GS1 Standards are being embraced by authorities and regulators for unique identification of products, for tracking and tracing their supply and use, and/or for improvement in procurement and tendering processes.

The GS1 vision for Healthcare is "a future where the Healthcare sector utilises GS1 global standards for all items, locations, people and processes to drive patient safety and supply chain efficiency improvements--starting with the manufacturer and ending with procedures or treatments for a specific patient.



US government uses global standards for medical device ID

Jay Crowley

Senior Adviser for Patient Safety, Food and Drug Administration (Washington DC)

Mr Crowley outlined the rigorous approach of the FDA to developing and implementing a system of Unique Device Identification (UDI) for the healthcare sector in the United States and globally. The system provides for the use of GS1 GTINs (global trade item numbers) to identify the manufacturer, as well as the make and the batch/lot of each device. This information must be placed on the instrument or device or its label (or both) in a form that is readable with automatic capture technologies (eg bar code scanning) and/or in human-readable form. With devices stored and used long after removal from packaging, bar codes or numbers must be etched on in some cases (depending on product class and usage).

Mr Crowley said from the outset, the UDI had to involve standardised and consistent identifiers and to allow clear differentiation between devices of different dimensions and different levels of packaging. The system had to be capable of global harmonisation and to facilitate the storage and exchange of devices (and the integration of data about them). In addition to product identifiers, some devices require production identifiers that show manufacture and expiry dates, along with lot and serial numbers. Other standardised data about the device is held on a UDI database at the FDA: Units of measure, storage requirements, pre-market authorisation details and much more. The system has been developed since 2006 in close consultation with manufacturers and other stakeholders, and it becomes mandatory under law passed by the US Congress, with a phase-in period starting in 2011.

Clifford Hallam Healthcare (CH2) Case Study: Global standards transform performance

Ged Halstead

CIO, Clifford Hallam Healthcare (CH2) (Melbourne)

Mr Halstead explained how moving to GS1 Standards at CH2 – Australia's biggest healthcare supplies operation – has turned performance around. Accuracy rates in stock picking and pricing are now above 99%, and working capital requirements have been sharply reduced. CH2 applies a SSCC (serialised shipping container code) to cartons and pallets packed in its distribution centres, for efficient scanning on dispatch and on delivery at hospitals. This supports the electronic creation and delivery of dispatch advice forms and e-invoices, all based on GS1 Standards.

CH2 needed to fix high error rates in its stock picking and delivery processes, and improve its various systems. It has 45,000 customers including over 1,000 hospitals (public and private), and 17,000 active SKUs: It picks, packs and ships over 3 million units per month. CH2's transformation has also meant encouraging its suppliers to apply GTINs on all products, and its customers (notably hospitals) to invest in bar code scanners and e-commerce capabilities.

Mr Halstead identified key learnings from CH2's "journey" with globally standardised identifiers (SSCCs, GTINs and GLNs) and e-commerce:

- the internal process changes for adoption of SSCC labelling can be easy but costs may rise if extra time and material are required;
- changing a customer's behaviour on ordering practices and patterns generally takes time;
- software changes with partners take longer than if you are doing them yourself; and
- it will probably be worthwhile creating self service portals where suppliers place data on secured servers for recipients to pick up and create their own dispatch advices and e-invoices.



Australia benefits from standardised product catalogue

Ken Nobbs

*Programme Manager,
Medical Products,
National eHealth
Transitional Authority*

Australia is making substantial progress with a globally-standardised National Product Catalogue (NPC) of medicines, and medical devices and consumables, with these being widely used by health providers, government agencies and companies. The NPC is a “pool” of synchronised data using GS1net™ technology: All 174,000 items now included (and rapidly increasing) are identified by GTINs, along with standardised data to describe attributes of critical significance in healthcare supply chains.

The NPC – established since 2006 by NeHTA as a cross-sector agency – enables the right information to be matched with the right medical items and treatments at any stage in the healthcare supply chain (ultimately to the point-of-patient-care). The benefits are less duplication of effort along the chain, reduced error and cost at every stage, and ultimately better healthcare outcomes.

Mr Nobbs said most major pharma companies have added their GTINs and item data to the NPC, while large device manufacturers are in the process of doing so. Like all GS1net applications, the principle is “populate data once and publish to many”. All major wholesalers are signed up and an increasing number of healthcare providers are also accessing the data.

South Australia Health: Data standards enable supply chain solution

Paul Broadbridge

*Deputy Director,
Procurement & Supply
Chain Management, South
Australia Health (Adelaide)*

Mr Broadbridge outlined major reforms in supply chain management for the public health system in South Australia, with standardised data and use of the National Product Catalogue (see above) recognised as critical elements of this reform. SA Health is establishing a single, state-wide service for procurement, contracting and supply chain management. All suppliers will deliver to a centralised distribution centre, or satellite sites of this centre: From these, items will be trucked to hospitals and other health providers twice daily.

The goals include best practice inventory and imprest management, and greater efficiency in every stage of procurement and contracting. Mr Broadbridge stressed the importance of accurate GS1 Standards-based data and of being able to apply this in different decision making processes.

The new state-wide service will use the NPC as a core tool for supply chain management. Mr Broadbridge said standardisation needs to ensure that multiple perspectives can be taken on the same pieces of data. The service is implementing a new ERP system so that standardised item data, including data from the NPC, can be integrated into its own supply chain solution. Business-to-business messaging, based on GS1 Standards, will be the next step.

NZ seeks better medications information management

Shayne Hunter

*National Health Board
(Wellington)*

Mr Hunter outlined various initiatives for better management of medications information, most notably through an e-Medication Management Programme under the National Health Board (representing New Zealand’s 21 district health boards). The programme is aimed at ensuring that an individual person’s prescription medication information is accurate, up-to-date and accessible along the continuum of their healthcare: The information is maintained at each point of contact with the health system, and accessible to each healthcare provider and to the person themselves. The focus is on electronic links between hospitals, pharmacies, general practitioners (GPs) and others – and on sharing information as it exists in various current forms, including the New Zealand Universal List of Medicines (NZULM) and identifiers on medicines as traded products.

In-hospital components of e-Medication Management are now undergoing trial within District Boards in the Southern region, Taranaki, Counties Manukau and Waitemata. Another component is an e-Prescriptions service that will exchange information between GPs, community pharmacies and hospitals. An additional project will develop linkages between the NZULM, clinical reference information, the databases of Medsafe and PHARMAC (both government agencies), and product catalogues. Mr Hunter noted that the New Zealand approach makes a distinction between the “clinical side” and the “supply side/logistics”, with various needs to link identifiers and data that pertain to each of these two perspectives on healthcare.



Skin care the Moroccan way

Under the harsh sun of the south-western Sahara, the Berber people know how to look after their skin. Women have used argan oil for centuries: its healthy fats, vitamin E and other anti-oxidants soothe the face and slow ageing.

Aucklander Chrissy Fletcher saw the benefits first-hand on a trip to Morocco in 2009 and has been developing argan oil-based skin care products ever since. Her Vede & Crede brand was recently launched on the New Zealand market, offering women here rare cosmetic substances from the sensual heritage of the south-western Sahara Berbers.

Argan trees grow only in that part of the world and the oil is cold pressed from argan nuts. Ms Fletcher imports the organically-certified oil from a small group of Moroccan companies and co-operatives, and the Vede & Crede products emerge from careful blending and bottling in a similarly certified laboratory on Auckland's North Shore. For Ms Fletcher, quality is everything – the extraordinary quality of the raw ingredient and the quality of its processing into high-end skin care products.

"I wanted something for women like me who read labels and really care about what they're putting on their skin," she says. "Everyone who has used it so far has had great results... they have other women asking what's going on and wanting the product themselves."

Skin appearance and comfort are boosted by argan oil's rich content of omega 6 fatty acids and anti-oxidants. They help reduce irritation, reddening and scarring of the skin, while softening its surface and reducing the appearance of lines. Berbers have long used the oil for beauty (hair and nails can benefit as well), for healthcare (especially burns treatment) and for cooking: French cosmetics industry giants jumped on it also during Morocco's period as a French protectorate (1912-1956).

The initial Vede & Crede range has three oil-based products, with differences in scent for younger and older women.

"It's great for women who don't want to spend a lot of time

working at their appearance... application morning and night is a 30-second job, it's quickly absorbed and you can put sunscreen and make-up over it without any problems," she says. There is a French rosewater and date extract-based skin cleanser on the market as well, and eight more argan oil based-products under development.

Plans also include exporting into Australia and, in time, further afield. "New Zealand is a small and crowded market for skin care products, and you have to export a product like this as soon as possible if you want to make money," says Ms Fletcher. She has trademarked protection internationally. She recognises, too, that GS1 membership and bar coding are other critical steps in taking Vede & Crede into consumer markets, locally and globally and better

managing product lines.

And the brand name? "Vede" and "crede" are Italian for see and believe (from Latin) – exactly what Chrissy Fletcher wants her customers to appreciate about her products.

"What you see is what you get... the results simply reflect the unique qualities and purity of the argan oil and other ingredients we source, and the care taken with every aspect of making our product range."

It is a philosophy she applied from the beginning when her first samples

of oil – already certified organic in Morocco – were subjected to rigorous lab testing back home. Ms Fletcher then worked with a cosmetics chemist on developing and trialling the best blends for Vede & Crede.

"It's been a pretty scientific process because I want to be absolutely confident about what we are offering," says Ms Fletcher. The approach extends to packaging in violet glass bottles that have been especially designed to protect essential oils and reflect 97% of ultraviolet light: UV can reduce product quality while it is being displayed or stored for use. If early market testing is correct, however, Vede & Crede may soon be flying off the shelf in this country's more expensive cosmetics outlets.





brings MDM and Workflow solutions to New Zealand

Master Data Management (MDM) solutions provider Innovit has formed a Business Alliance Partnership with GS1 New Zealand, further strengthening its presence on this side of the Tasman. Innovit is an Australian leader in software for MDM, workflow management, and Global Data Synchronisation (GDS) on the GS1net™ platform (which operates in both Australia and New Zealand).

"We provide users with the toolset that allows an organisation to implement a controlled and disciplined process for managing product master data," says Marketing Manager Robert Durrant.

"For customers moving beyond just compliance with GS1net, our software will provide them with flexibility to manage critical business processes such as New Product Development (NPD) and Product Lifecycle Management (PLM)," says Mr Durrant. "The GS1net Certification which is

available in Australia provides these customers with absolute assurance that their investment supports their adoption of GS1 Standards as well as the implementation of GS1net now or in the future."

In New Zealand, Innovit solutions have been used by companies such as Steel & Tube Holdings to upload its enormous product catalogue to GS1net – still NZ's largest GS1net catalogue. Steel & Tube took Innovit's iICE Validator solution for validating, and managing the synchronisation of master data between its core systems, GS1net and their customers.

Innovit's iICE Validator is one of the most commonly-used GS1net middleware solutions. "iICE MDM is our flagship solution for those companies with larger catalogues and require more sophisticated integration and management needs. Users can design, configure and execute their own approvals workflow processes for the maintenance of all master data including products, customers and vendors," says Mr Durrant.

Innovit and GS1 New Zealand are currently working with Warehouse Stationery (WSL) on its GS1net engagement project. As a major retailer, WSL recognises the importance of the complete integration and workflow management of quality, validated product catalogues from suppliers via GS1net. On both sides of the Tasman, Innovit has extensive experience at each point of the supply chain in the office supplies, hardware, grocery and healthcare sectors.

Become GS1net Compliant for Foodstuffs, Progressive, Mitre 10 & Warehouse Stationery

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The ECN Group are licensed re-sellers of iICE GS1net solutions in NZ.



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Christchurch Earthquake

The Christchurch earthquake has obviously been a major blow to many businesses based in the city, including some GS1 members. Like all national organisations, GS1 New Zealand will follow the city's recovery extremely closely and our Canterbury-based representative is helping where he can. GS1's South Island Territory Manager, Craig Russell, is based in Harewood, north-west Christchurch, and his office has remained fully functional.

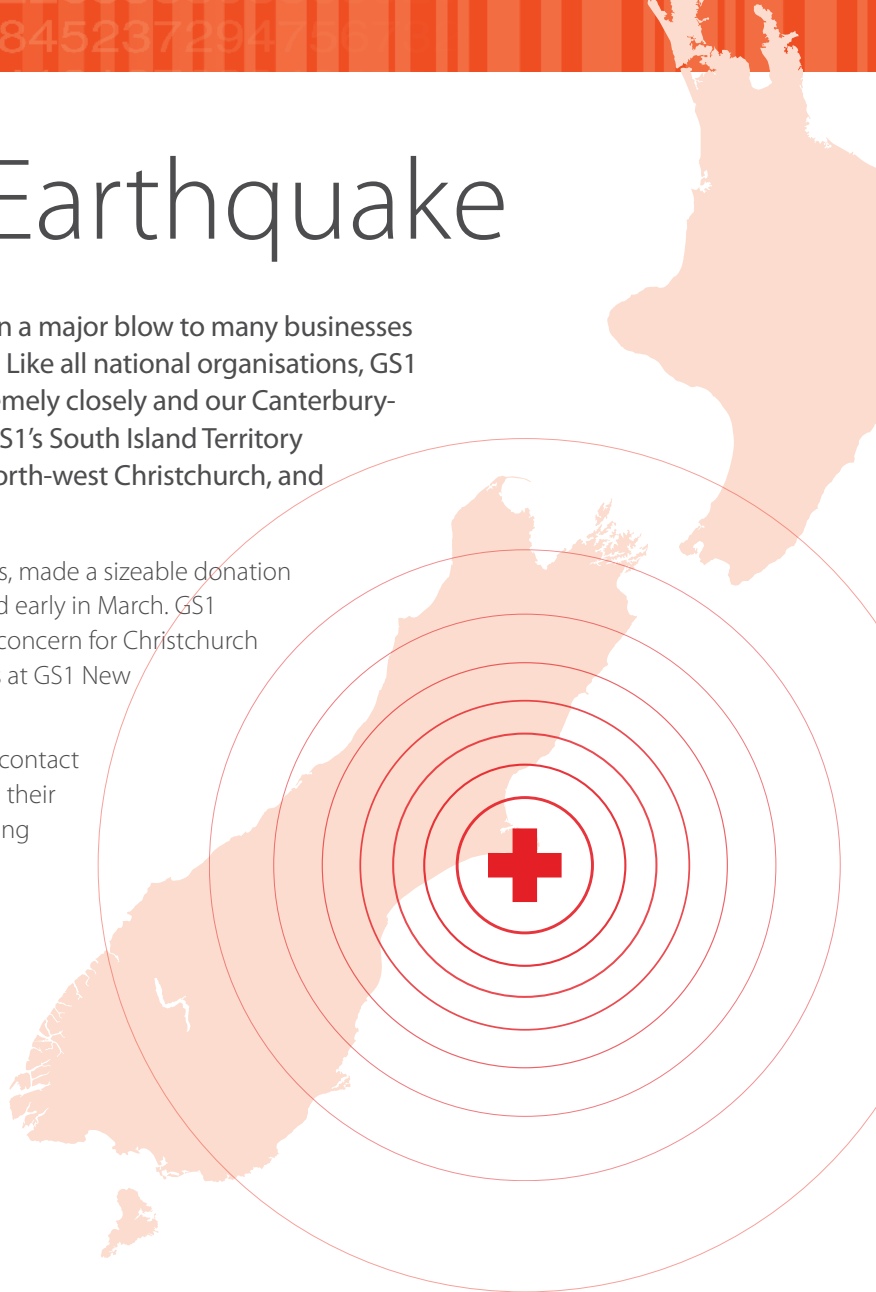
The GS1 New Zealand Board, on behalf of all members, made a sizeable donation to the Red Cross Christchurch Earthquake Appeal fund early in March. GS1 organisations around the world have expressed their concern for Christchurch – and some have donated funds also to the Red Cross at GS1 New Zealand's suggestion.

Christchurch-based members of GS1 are welcome to contact Craig Russell with specific issues they face in restoring their usage of the GS1 System and getting back to something like normal business. **Craig can be called on 03 374 4325 or mobile 021 711 070.**

Our thoughts and best wishes are with all members and friends of GS1, and with the wider community in Christchurch, at this very challenging time.



Peter Stevens
Chief Executive



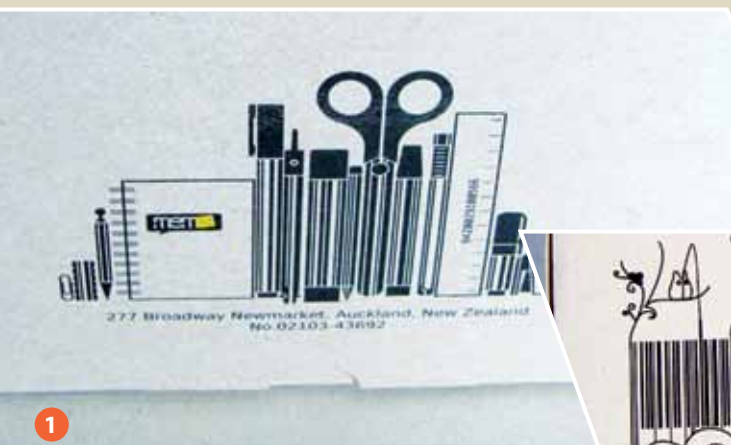
Natcoll Awards

Three Natcoll students have won prizes for excellence in creative bar code design in the annual GS1-sponsored competition. The winners are:

1. **Mr Woo Yeon Lim** (Auckland) 1st prize of \$2,000
2. **Ms Qi Long** (Auckland) 2nd prize of \$1,000
3. **Ms Poppy Sparrow** (Christchurch) 3rd prize of \$750

They are studying for the Diploma in Computer Graphic Design offered by Natcoll. The winning designs show creativity with bar codes that comply with GS1 Standards and pass verification testing.

Each winning design is, in turn, submitted to the Pride in Print Awards which are organised by Print New Zealand.



1



2



3

New Staff Members



Therese Lloyd

Therese joined GS1 in February as Accounts Administrator with responsibility for the organisation's daily accounts receivable and accounts payable functions, as well as payroll for GS1 staff. She also gives support to the administration of new members.

Therese is very experienced in office management and accounting, having worked in a number of such roles over the past 25 years. For much of the 1990s, she held various accounting and marketing administration roles at Caltex New Zealand. Therese has combined her career with raising two daughters, aged 18 and 12, in partnership with husband Colin. The family are avid sports followers, especially of football here and in the UK. Therese, a former player, and Colin are Arsenal FC fans and rarely miss the home games of Wellington Phoenix. Therese also enjoys dance, particularly Zumba and "Shake The Fat" classes in her local area of Wellington.

Clare Fraser

Clare joined GS1 last November as Marketing Assistant, working part-time on communications, website maintenance, and assisting with events. Clare is doing extramural study for a Bachelor of Communications degree from Massey University and she plans to graduate with a double major in Marketing Communications and Communication Management in 2012.

She has previously worked on patient administration and office management in several dental practices in both New Zealand and Australia. Clare's other work experiences include 10 months with the Wellington City Council's recreation department. She has previously been a competitive triathlete, and still enjoys swimming, surfing and cycling in her spare time.



Dolly Foon

Dolly joined GS1 last October as a Verification Technician in the bar code verification team, in Wellington. She has a Bachelor's degree in Computer Science, gained at the University of San Jose-Recoletos in the Philippines.

Dolly has had more than four years experience in office administration roles in Dubai and subsequently in New Zealand. Dolly is originally from Cebu, in the central Philippines and has been living in New Zealand for the last two and a half years. Outside of work, Dolly enjoys spending time with her family, which includes her 17 month old son, Russell.

Lyssa Gatehouse

Lyssa also joined in October as a Verification Technician, bringing to GS1 a strong focus on quality assurance in the verification area and in document control. Lyssa was previously a quality assurance officer with Schering Plough Animal Health, a producer of animal vaccines, and she recently completed a post-graduate Diploma in Quality Systems Management at Massey University. In total, Lyssa was with Schering Plough for 23 years, much of that time involved with quality systems. Outside work, she loves spending time with family and friends, and her other interests include gardening, golf and sailing. Lyssa also sings in an A Cappella group.



Blackball Salami *goes to town*

Nestled under Westland's Paparoa Ranges, Blackball is a long way from Kelburn or Herne Bay. But Blackball Salami is definitely at home in delicatessens that serve the upmarket neighbourhoods of Wellington or Auckland – and indeed, anywhere there is a demand for the finest of New Zealand-produced cured meat products.

The Blackball Salami Company uses high-quality ingredients and traditional methods to make a range of salamis, bacons, sausages and black and white puddings, sold through selected delis and supermarkets around the country. The 100% New Zealand beef, pork and venison salamis are natural cured and wood smoked, with low fat content and no MSG or gluten.

The company refreshed its logo and packaging last year and now wants to further extend its presence in the gourmet food markets of New Zealand's population centres, especially Auckland. In the South Island, it already has wide in-store representation but company owners and operators Phil and Debbie Russ think this is the time to start centralising supply through the Foodstuffs South Island Distribution Centre. To support these initiatives,

the Blackball Salami Company is upping the focus on the quality of its GS1 bar codes and their verification for 100% scanning in every situation.

"We're not just a small town product... we are selling to top-end outlets and gourmet delicatessens all over the country," says Debbie. "That means we have to meet their expectations on packaging and on point-of-sale processes."

It is the next logical step for a business which has grown steadily since being started with great enthusiasm by local Blackball butcher Pat Kennedy in 1992. He returned from a European trip with recipes that were tested, tasted and improved over the years which followed. The Russ's – Phil was manager of the butchery in Greymouth's New World supermarket – acquired the Blackball Salami Company two years ago. They are determined to continue with its traditional methods and lean-meat product quality.

Blackball was once famous as the birth of miners' trade unionism and Labour politics. Now, the sleepy settlement 20 minutes inland from Greymouth is growing a reputation as supplier of some of the nation's tastiest cured meats.



CODE VERIFIED



Look out for them in a supermarket near you!
www.blackballsalami.co.nz

Product recall & withdrawal project

Leading food, food service and liquor companies will develop proposals for a globally-standardised online product withdrawal and recall service in New Zealand along the lines of the solution due for launch in Australia this June or July.

Foodstuffs, Progressive Enterprises, Cadbury, DB, Fonterra Brands, Goodman Fielder, Kimberly Clark, Nestle and the Food & Grocery Council have formed a project team with support from GS1 New Zealand. The team will look closely at international developments and the Australian solution, and make proposals for possible implementation in this country during the first quarter of 2012. The project arises from a New Zealand industry forum organised by GS1 in March.

Australia will have a real-time web portal that uses GS1 Standards and standardised processes to identify products and their key attributes, and to notify all relevant parties of withdrawals and recalls whenever these might be needed. The service is based on the same platform as that is used by GS1 Canada where standardised online product recalls were first implemented.

GS1 Australia says its solution, called Recallnet, has nearly completed the pilot phase and all GS1 members in the food, food service and liquor sector across the Tasman will be invited to subscribe to the service in preparation for its launch mid year. Internationally, GS1 organisations are working together on the development and implementation of a GS1 Product Recall Standard.



Intern from France

French engineering student Antoine Alleard has joined GS1 New Zealand as an intern for five months. Antoine, introduced through the New Zealand Internship Institute, will gain a basic grounding in the GS1 System and have work experience on RFID (radio frequency identification) projects. He is a fifth year student at the Graduate School of Engineering at Ecole d'Ingenieurs, in Paris.

Antoine is due to graduate with a Masters in Engineering with a specialisation in International Business. His programme of studies includes supply chain management, purchasing strategies and procurement, and IT for project management.

Basic User Guide update soon

An updated version of the GS1 Basic User Guide will be available soon.

Version 3 will reflect new services available to members and include instructions on how to access and use MyGS1 to order bar code graphics and verification reports, to update company details, and to review transactions between the company and GS1.

A new comprehensive appendix on GS1 DataMatrix bar codes has been added and the existing appendix on GS1 DataBar has been updated to include recent developments in the relevant specifications.

The method of creating GTIN-14s, the 14-digit numbers for use on shippers, has been simplified. There are two methods of doing this – the “logistical variant” method and the simpler “zero filler” method. The latter has increasing use because numbers made up by this method are more easily integrated into new bar codes that are set to become standards in the near future. The “zero filler” method is explained in the updated Guide but “logistical variant” will also continue to work (although it is not supported by Product Vault services in MyGS1, see page 4). Anyone who is creating numbers for use in GS1 DataBar or GS1 DataMatrix bar codes will need to use the “zero filler” method.

There are slight changes in the specified heights for EAN.UPC (retail) bar codes, consistent with a change in the method of assessing height. Previously the specified height included the human-readable numbers underneath the bars, which was an anomaly peculiar to EAN.UPC symbols. No other bar code height specification included the human-readable numbers, and the current change will align the method of expressing height across all bar codes. It makes no practical difference to users. Any correctly dimensioned EAN.UPC bar code now in existence will comply with the height requirements as expressed in the new style.

GS1 has taken the opportunity to make various minor changes in text and layout throughout the Guide to make it more user-friendly and to reflect new or changed terminology.



Version 3 will be available in pdf on www.gs1nz.org and on the MyGS1 site, and hard copies can be obtained on request at a charge of \$35 plus GST.

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



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

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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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ABML - DB Media
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Adrenalin Ltd
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Allied Lubricants
Andres Kitchen
APM (New Zealand) Ltd
Arrow Brewing Company Ltd
Artisan Speciality Food
Aus Asia Industries Pty Ltd
B J Traders Ltd
B&R Beverages Ltd
Balaji Sweet's and Snack NZ Ltd
Ballerina Wines Ltd
Bambeado
BCS Enterprises Ltd
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Bennetts Gelateria Ltd
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Bmobile Solutions Ltd
Bolda Ltd
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BullRush Chocolates
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Canterbury Scientific Ltd
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Civic Wholesale (2000) Ltd

Clarke Wool Services
Cloudy Bay Clams Ltd
CLTNet NZ Ltd
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Etech Media Ltd
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Harvest Traders
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KidsCan Charitable Trust
Kiku NZ Ltd
Kimi Organic
Kirwan Investments Ltd
Kiwi Brands Ltd
Kiwi Four
New Zealand Ltd
Kiwi Fresh
New Zealand Ltd
Kleav Industries Ltd
Korari New Zealand Ltd
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Len Ltd
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Lisse International Ltd
Lloyd Sisters Ltd
Loobies Story Ltd
Low Impact Ltd
Mailelani
Mannam International Group (NZ) Ltd
Matson's Brewery NZ Ltd
Matthew Nurseries Ltd
MB Fine Foods Ltd trading as Gretel's Gingerbread

Metalformers Ltd
MICO Fasteners
Ministry of Health
Moa Brewing Company
Moutere Gold
Murdoch Wines Ltd
Nacsan Products
Nasca Trading
Naturlait Ltd
NELMAC Ltd
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The Crooked Beverage Company
The Leigh Brewing Company Ltd
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The New Zealand Collection Ltd T/A

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