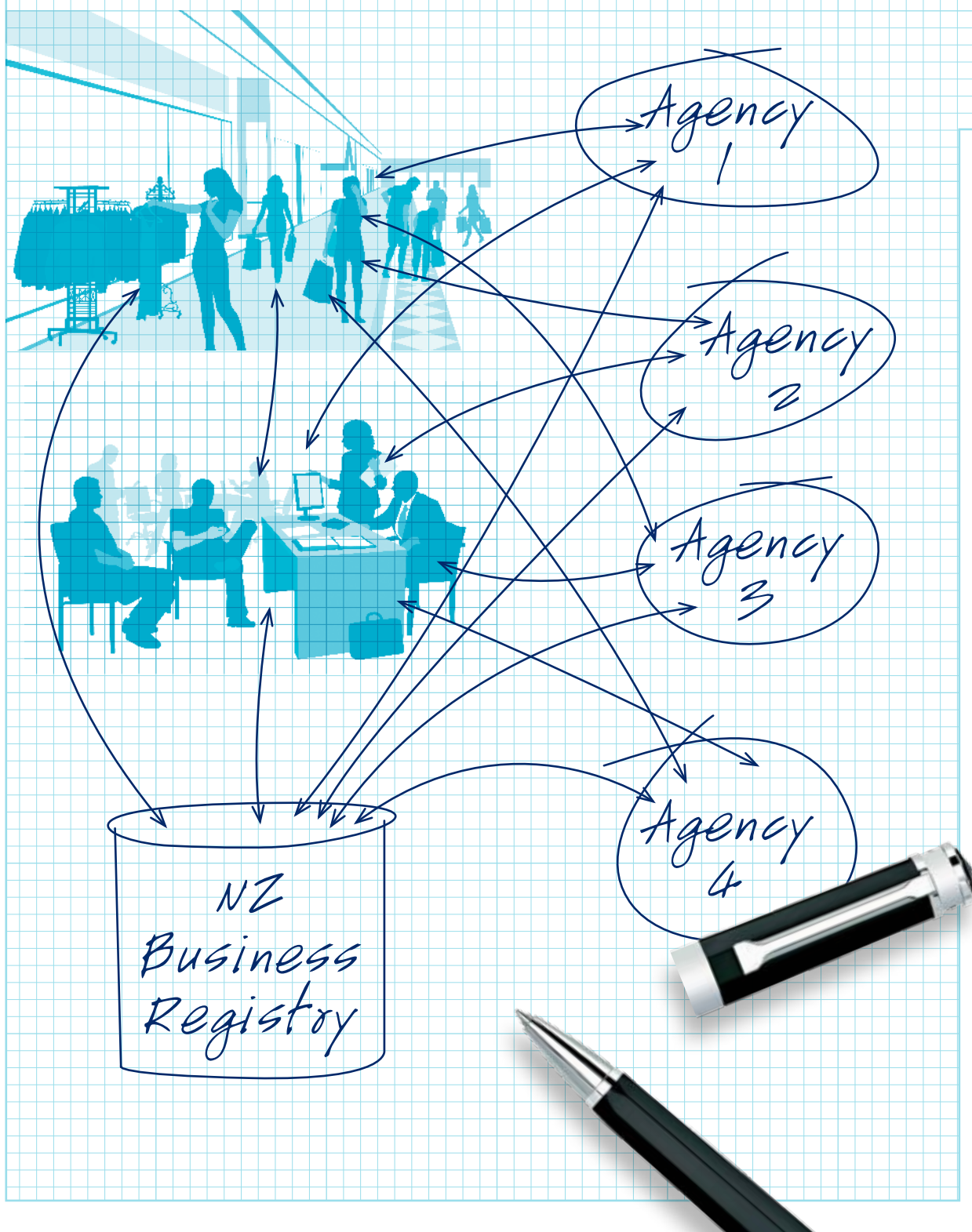


# SCAN

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www.gs1nz.org

## SBN's – easier for business

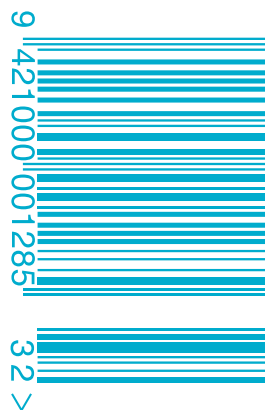


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Mr Haberman  
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Level 2  
The Woolstore Design Centre  
262 Thorndon Quay  
PO Box 11110  
Wellington  
New Zealand

T +64 4 494 1050  
F +64 4 494 1051  
E info@gs1nz.org



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## Consistently allocated, **always available**

You will see in this issue of SCAN an article about the Government's intention to create a Single Business Number (SBN) for each New Zealand business. Business leaders such as Rod Drury from software developer Xero have been calling for SBNs for years, and GS1 has been working with people like Rod to promote the adoption of the GS1 Global Location Number (GLN) for this purpose. Government officials are working on the business case for introduction of a SBN system in New Zealand and they are scheduled to report back to Ministers next February.

Regardless of the outcome of that process, it is interesting to reflect on why SBNs are so desirable. These days many interactions between businesses (B2B) and between business and government (B2G), and even between government agencies (G2G), are done electronically. With the ubiquity of network connections and a real desire from both businesses and the Government to cut red tape, moves to make such interactions as electronic as possible are a "no-brainer".

It is surely frustrating for businesses to have to deal with different government agencies in different ways, and through different systems. Giving every business an SBN will not make the different systems go away but it will create the opportunity for a "single window" approach to dealing with the government sector. An SBN could become the foundation for smart systems that do away with the need for businesses to, for example, generate purchase orders by computer, then print these documents and fax them to the other party (who often manually enters the information into their own computer). It is fundamental to efficient end-to-end electronic transactions that the parties involved can be absolutely sure of each others' identity – it is the first thing to get right in any transaction!

It will be a great thing to have every New Zealand business subject to a standard form of identification which is consistently allocated, change controlled and always available for an array of uses. Such an SBN system will require an identification-assigning authority – the Companies Office is the obvious candidate – backed by legislation.

## 2011 in review

**It's been a year of great progress for GS1 in New Zealand.**

- Endorsement of GS1 standards for all pharmaceutical products and supplies across the Health Sector.
- Healthcare User Group conference for Australasia held in Wellington (March).
- Agreement on the possible use of EPC (Electronic Product Code) and UHF (ultra high frequency) tags as part of New Zealand's livestock identification and traceability system.
- Momentum in Foodstuffs' roll-out of GS1net™ among suppliers – big progress on data synchronisation also by other major companies.
- Valuable extensions of service to GS1 members – Solution Providers Directory, updated ProductVault™ on MyGS1.

And 2012 promises to deliver even more. GS1 wishes all members a merry Christmas and prosperous New Year.

At GS1, we will keep our members informed about the Government's progress. If you think that SBNs will have particular benefit to your business, please make contact with me. Ministers and senior officials want real engagement with business on this matter – and they are telling us so! I'm determined to ensure that GS1 and its members deliver great value to New Zealand in the drive for an SBN system, and for efficient electronic communication and transactions for every kind.

Dr Peter Stevens  
Chief Executive Officer



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

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

Unless otherwise indicated, articles appearing in SCAN may be reprinted provided that GS1 New Zealand is acknowledged.

### For editorial or advertising enquiries:

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### For copies of SCAN:

If you are a member and would like more copies of SCAN, or if you are not a member and would like to subscribe, please contact Bev Gough on 04 494 1050 or [bev.gough@gs1nz.org](mailto:bev.gough@gs1nz.org)



## Bizcaps builds New Zealand presence

Bizcaps, an Australian-based leader in web-based software solutions for master data management and business process management, will strengthen its presence on this side of the Tasman after becoming a Business Alliance Partner with GS1 New Zealand. Bizcaps provides tools for maintaining, validating and submitting product and pricing data for GS1net™, and for optimising many other business processes.

Bizcaps Business Development Manager Glenn Anderson says partnering with GS1 New Zealand is a next logical step for his company. "We have worked with various leading brands in New Zealand and now we're building an even stronger presence, especially as momentum grows around GS1net," he says.

Bizcaps was the first middleware provider to be certified by GS1 when GS1net was introduced in 2007 and it is now certified for all industry sectors. Bizcaps has supported over 160 clients with on-boarding to GS1net, more than

20 of these being New Zealand-based companies. On this side of the Tasman, Bizcaps' tools can also be delivered through their local distributor, EDIS.

Mr Anderson says Bizcaps has solutions for the automation and optimisation of virtually any business process. "It's important for companies to realise that going Live on GS1net creates a platform for adding value in many other ways as well," he says.

"Having your data in a standardised format enables you to begin automating and optimising various processes within the business and in its other relationships, perhaps in ways that might not have been apparent before."

Bizcaps' tools enable comprehensive master data management for supplier catalogues, recipient systems, recipe management and business process (workflow) automation. The tools are trusted by companies to increase supply chain efficiency, optimise business agility, and ensure compliance with industry standards and business requirements.



## Dive in with confidence

Having your master data in perfect sync with that of your trading partners and suppliers guarantees a rewarding relationship for everyone. It also means:

- Improved supply chain efficiency
- Reduced costs of manual workarounds
- Optimised business agility
- Guaranteed compliance with industry standards
- Local knowledge with our partner EDIS Technologies

**Dive in today and visit [www.bizcaps.com](http://www.bizcaps.com) or EDIS Technologies [www.edis.co.nz](http://www.edis.co.nz) or +64 9 271 0316**

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## Foodstuffs reaches next GS1net milestone

**The Foodstuffs companies now have more than 60 suppliers live on GS1net™ and they are moving forward with eCommerce applications based on the data synchronisation platform.**

The Foodstuffs GS1net project leader, Ana Connor, says the technology has now been sufficiently proven in terms of data quality that the three companies will phase out the paper universal buying form which has long been the core document in purchase ordering and supplier invoicing. Instead, Foodstuffs will pull product data off GS1net to set up new products and apply changes to their product catalogues.

A key goal for the industry adoption of GS1net has been to reduce the amount of information suppliers must present on paper for new products and changes to product lines.

### Product data

Suppliers live on GS1net will be able to publish product data to Foodstuffs prior to presenting new products. The Foodstuffs companies will automatically receive this data and have it available when seeing suppliers for product presentation meetings. Foodstuffs intends to phase in this process for suppliers who have shown strong commitment to timely and accurate data maintenance via GS1net.

The Foodstuffs companies have accelerated their GS1net onboarding process for suppliers over the past year through a streamlined, nationally co-ordinated approach. Mrs Connor, the eCommerce Manager for Foodstuffs South Island, leads the national initiative. She expects 50% of all product lines sold by



Foodstuffs will come from suppliers who are live on GS1net by December 2012: Those live now account for around 15% of all product lines.

### Savings

Mrs Connor says having access to high quality product data, synchronised between suppliers and Foodstuffs nationwide, avoids the need for information to be keyed in manually. "By setting up and maintaining complete and detailed electronic catalogues on every product, we can save time and money at both ends," she says. "Across the 100,000 key product lines sold by Foodstuffs, only 60% of invoices received are accepted without query the first time round. Within 12 months, we expect this figure will be 70% as back office processes continue improving and more suppliers go live."

### Accurate documents

Mrs Connor says invoices that are incorrect can cost anywhere from \$40 to \$400 per instance to correct and process. The time and cost is usually just absorbed into overheads of retailers and suppliers. "GS1net is a key component of our drive to improve the accuracy of our electronic purchase orders and invoices."

Barkers Fruit Processors is one Foodstuffs supplier pleased with their GS1net experience so far. Barkers customer service representative Anna White says it is a great time saver. "We input data once and because it's live and accessible to everyone who needs it, we know it's always current," says Ms White. "It has also helped streamline our internal communication processes, as we are all aware of any change to a product, be this change in weight, size, carton quantity, name or price."

## GS1 Solution Providers Directory

GS1 New Zealand members have been making good use of our online GS1 Solution Providers Directory since its launch earlier this year. Solution providers, all members of GS1's Partnership Programme, help make better use of the GS1 System for supply chain efficiency and traceability. Indeed, they help with everything from the selection of scanning equipment and packaging design, to the re-organisation of logistical processes and the intricacies of master product data synchronisation.

→ The **Solution Providers Directory** – accessed under 'What we offer' on [www.gs1nz.org](http://www.gs1nz.org) – enables any member to search for help by service, region, company or category. The directory lists 60-plus solution providers with their full contact details.

Solution providers are particularly active GS1 members who want to engage more closely as part of their business with others throughout the GS1 community. We have three tiers of partner: Premium Partners who are mainly large organisations who work closely with GS1 to help deliver a range of e-business and supply chain solutions; Business Partners who are entitled to a wide range of benefits that include marketing and media opportunities at GS1 conferences; and Trade Members who receive discounts on entry to GS1 seminars and other benefits. All can be found on the Solutions Provider Directory.





## Global Healthcare Conference

The 21st Global GS1 Healthcare Conference will bring healthcare supply chain stakeholders from around the world to Sydney in March. The conference will be the next major step in advancing the development and adoption of GS1 standards for greater efficiency in healthcare systems and increased patient safety.

The conference is for representatives of government agencies and regulators, healthcare providers, pharmacists, and the manufacturers, distributors and wholesalers of healthcare products. It is also for healthcare industry associations and GS1 member organisations on behalf of supply chain stakeholders in their respective countries.

New Zealand is expected to be well represented at the three-day gathering, along with around 24 other countries. Any organisation or individual with a stake in New Zealand's healthcare supply chain is invited to attend (see details, right). Due to industry sponsorship from Abbott, B Braun and Clifford Hallam Healthcare, conference attendance fees have been reduced for companies from Asia Pacific, including New Zealand.

The conference is entitled **When Supply Chain meets eHealth - the importance of laying the foundations in Healthcare**. It will have a particular focus on the application of data synchronisation and e-messaging in healthcare systems – and on the benefits of using GS1 standards and technologies in these areas.

The conference will provide attendees with the latest information on industry and regulatory developments in automatic identification, traceability and electronic product catalogues / data synchronisation. Attendees can also leverage a unique neutral and international platform for networking and benchmarking with other people in their fields from around the world, and they can learn more about existing supply chain data standards.

The conference will be preceded by education and training sessions on 19 March. These will give an introduction to GS1 and to the GS1 Global Data Synchronisation Network including the GS1net platform in New Zealand and Australia, and practical advice for suppliers and vendors.

There will be a number of networking opportunities through associated events linked to the conference.

**For more information, contact:**  
**Gary Hartley**  
General Manager – Sector Development,  
GS1 New Zealand via [gary.hartley@gs1nz.org](mailto:gary.hartley@gs1nz.org)

## GS1 endorsed for Health

New Zealand is taking important steps towards Health Sector-wide adoption of the GS1 System.

In August, the Health Information Standards Organisation (HISO) formally endorsed GS1 standards for automated product identification for all pharmaceutical products and supplies. The endorsement includes GS1 data carriers (bar codes), the Global Trade Identification Number (GTIN) product identifier and other associated data definitions.

HISO gave formal notice that it will consider full endorsement of GS1 standards for automated product identification for all medical

devices and equipment after it has consulted with relevant bodies and stakeholders, and subject to recommendations that come from this process. This will include reference to decisions made in other significant jurisdictions such as the United States, where the Food and Drug Administration (FDA) is the lead agency.

HISO also supports use of GS1 standards in a National Product Catalogue, subject again to appropriate consultation and agreement with relevant bodies and stakeholders.

Endorsement of GS1 standards has been welcomed by Paul Cressey, the GS1 New Zealand

Director who represents the Health Sector. "This is an important and exciting decision and provides a clear signal to the sector about future directions in product identification, procurement and supply chain standards in health," says Mr Cressey.

He says the next step is for the sector to take ownership of the implementation of these standards and GS1 is having discussions with Health Benefits Limited on the establishment of priorities and the development of an implementation plan. "It is important for healthcare suppliers to recognise that, while HISO's decision is a big step forward, no new requirements are being made of them at this stage. Suppliers will be given plenty of notice and formal advice on when, and how, new identifiers and data carriers will need to be applied to products."

## GS1 Seminars

GS1 New Zealand training will resume in early 2012 with Bar Code Foundation and GS1net™ Foundation seminars in Wellington, Christchurch and Auckland. Other, sector-specific events are being planned as well.

Look out for more information and registration details on [www.gs1nz.org/seminars/php](http://www.gs1nz.org/seminars/php) or call **Pauline Prince** at GS1 on **04 494 1067**.

## Xero's Rod Drury calls for a GS1-based single business number

New Zealand is headed towards single business numbering (SBN), like Australia and other countries. And Rod Drury, founder of the high-growth online accounting provider Xero, is certain that using GS1 numbers is the best option for our SBN system.

"There's great sense in using GS1's Global Location Number for identification of businesses because it is a global standard and is already proven for this type of use," Rod told SCAN. He is pleased New Zealand will not go down the earlier-suggested path of turning current GST numbers into SBNs.

The Ministry for Economic Development and Inland Revenue Department are working on the design of an SBN system for New Zealand, with the Cabinet due to make decisions in 2012. Small Business Minister Maurice Williamson has indicated his preference for numbering based on a global standard. GS1 New Zealand has provided information on the GS1 System and its possible application to single business numbering in this country.

Rod Drury has long championed the SBN idea because of its potential for huge savings in businesses. "Reducing compliance costs used to be the main driver for SBNs," he says. "Now small businesses are supporting the idea because they see the benefits for electronic commerce and cost saving in their everyday activities."

SBNs can, for example, enable business to far more easily send, receive and process invoices. "Think of the millions of hours that are being wasted now re-keying invoices as they are received by customers," says Mr Drury. "We are working on ways for invoices to arrive directly in the customer's system and giving every business a unique SBN will make that much easier."

## Healthcare Standards

### ISO for pharmaceuticals

The International Standardisation Organisation (ISO) is developing a new standard for international machine-readable coding of medicinal product package identifiers. The standard is referred to as ISO DTS (Draft Technical Standard) # 16791 - Requirements for international machine-readable coding of medicinal product package identifiers. It will enable different product identifiers created by manufacturers and regulators to be related to each other more easily globally – and the same with these identifiers and other forms of numbering that are applied in the supply chain. The latter include packaging hierarchies and product attribute data.

The new standard will provide guidance for improved traceability, supply chain integrity and assistance in the fight against the counterfeiting of medicinal products as well as best practises



Founder of the high-growth online accounting provider Xero, Rod Drury.

More than 50,000 businesses are now using Xero's online accounting "cloud" – and this customer base is growing rapidly with more than 40% of the businesses based outside New Zealand. "The cloud is bringing massive change to how many small businesses operate and New Zealand is right at the leading edge of that," says Mr Drury.

He believes moving to an SBN that is GS1-based will send a powerful signal about New Zealand's ability and willingness to adopt global standards, and to do business with the rest of the world.

As the name suggests, a single business number will be the one identifier used between any government agency – Inland Revenue, the Companies Office, the Department of Labour and so on – and a business, although the agency concerned will retain the business's GST and other relevant numbers in its own systems. Single business numbers are widely accepted as a means of adding accuracy and speed to transactions between businesses, and between businesses and the government. Australia has had an SBN system since 2000.

The GS1 Global Location Number is used in various countries for business identification and traceability. In the United States, for example, all farms are identified with a GLN.

to contribute to improved patient safety. GS1 New Zealand's Gary Hartley chairs the international group working on the new standard in combination with the ISO organisation. A draft standard will be available for industry review at the end of 2011.

### UDI for medical devices

The Federal Drug Administration (FDA) is expected to publish its final report on unique device identification (UDI) late in 2012. The announcement was made by Jay Crowley of the FDA at a GS1 Healthcare User Group Conference in Amsterdam last month. The FDA has been working on issues around UDI for medical devices since 2006, with a focus on providing better supply chain visibility and efficiency to healthcare systems and improving patient safety. Manufacturers will be required to provide globally standardised machine-readable identifiers on device packaging at all levels of the packaging hierarchy. The final report will contain a cost/benefit analysis so users can better understand the FDA's perspective.



# ProductVault™

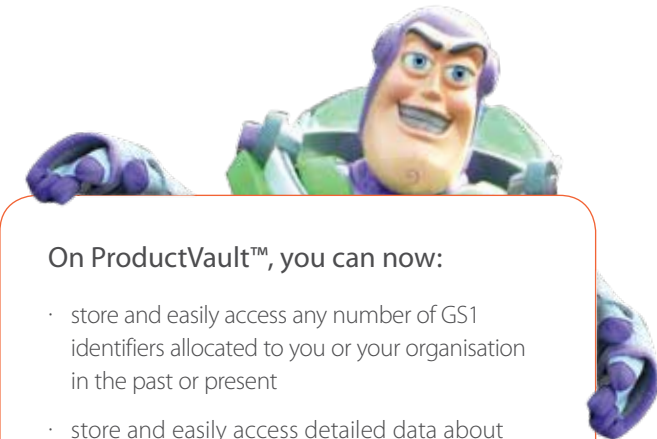
a business tool for all GS1 members



MyGS1's ProductVault™ is becoming an even more valuable business tool for GS1 New Zealand members.

Our ProductVault™ 2.0 update been completed, delivering much increased capability for storage of identifiers and master data.

Members will have their information at their fingertips and ready to be applied to an expanding range of e-commerce functions.



## On ProductVault™, you can now:

- store and easily access any number of GS1 identifiers allocated to you or your organisation in the past or present
- store and easily access detailed data about your products and services in a globally standardised format
- connect automatically with GS1's Bar Code Verification Service
- upload your data more easily onto GS1net™ (once entered into ProductVault™, data is in a format aligned with GS1net™)

GS1 New Zealand launched ProductVault™ in mid 2009 as one of the valuable tools on MyGS1. With version 2.0, we provide the additional functionality many members have been waiting for.

ProductVault™ now provides all members – existing and new – with an expanded range of functions to support their use of GS1 identifiers and master data, and to extend e-commerce further in their business activities.



From the ProductVault™ homepage, you can easily complete a range of tasks in the management of your GS1 product identifiers, also known as Global Trade Item Numbers (GTINs):

- GTIN allocation to products and product hierarchies
- check digit calculation for any GTIN
- selection of appropriate bar codes for particular products
- conversion of GTINs into bar code graphics



ProductVault™ can become a store for your GTINs and all associated master product data including brand names, trade item descriptions, weights and dimensions. The content can include images of your products.

Once gathered and entered in a page like the above, your GTINs, data and product images are compliant with the GS1 standard for uploading onto the GS1net™ data synchronisation platform. The content is also automatically available to support any bar code verifications you require from GS1 New Zealand.

## Multiple Product Entry

Use this form to enter multiple products against a profile.

### Important Notes:

- To enter a product that doesn't have a GTIN assigned you can leave the GTIN field blank. An available GTIN from the profile range will be automatically assigned by ProductVault.
- When entering products that contain other products you can enter sub-product GTINs that already exist in ProductVault. If they do not exist in ProductVault then their details must be entered in this form.
- If you have 20 or more products to be entered you may like to use our bulk upload facility. Click [here](#) to download our bulk upload file template.

Product Identification

Packaging Level: ☒ Base Unit/Each ☐ Inner Pack ☐ Case ☐ Pallet

GTIN:

Brand:

Sub Brand:

Functional Name:

Variant:

Internal Part Number or SKU#:

Net Content:  Net Content Unit of Measure:

Trade Item Description:

Product Dimensions

Options

Is the item a Consumer Unit? ☒ ☐ Is the item an Invoice Unit? ☐

Is the item a Dispatch Unit? ☐ ☐ Is the item an Orderable Unit? ☐

Is the item a Variable Unit? ☐ ☐

Additional Information

Required Fields

Level	GTIN	Trade Item Description	Supplier SKU	Variant	Gross Weight
Base Unit	0942190248900	Buz Cleanse Detergent	Lemon	500 Millilitre	

Previously-allocated GTINs and associated product data can now also be stored on ProductVault™. You can select any particular range of identifiers for such storage (not necessarily all your GTINs). You can enter just the basic product data if this is all you will require to continue managing these identifiers – the product's brand, its functional name and trade item description.

ProductVault™ has another valuable feature for members. GS1 New Zealand staff can have complete visibility on each members' ProductVault™ contents and this makes it very easy for them to provide support whenever needed. Call us on 0800 10 23 56 during business hours and we can go online with you to talk through any issues.





FARMWORKS

## Watching grass grow... the smart way

New Zealand leads the world in pasture-based dairy production – and in producing much of the precision farming technology that goes with it. Technology like the smart monitoring equipment and information services of Feilding-based FarmWorks Precision Farming Systems.

FarmWorks founder and Chief Executive Colin McFadzean says the company now has 85% of the world market for electronic pasture meters as farmers from Europe to South America strive to emulate New Zealand's success in grass-fed dairying. The FarmWorks meter automatically records the length of sward each time the farmer pushes it onto the soil surface, as he or she strolls across the paddock. The unit will then electronically calculate the dry matter available for livestock feed.

Plate meters for the manual measurement of grass growth have been around for decades, but FarmWorks launched its electronic version in 2007. Export sales have built since Colin and his team took the product to trade shows in the United States: Word-of-mouth, trade media advertising and FarmWorks' online presence have brought growing demand for the units, assembled in Feilding and sold offshore only via the web. "New Zealand grassland farming is taking off internationally and this is really helping develop our business," says Colin.

FarmWorks has joined GS1 for numbering and bar coding on meters as now packaged for sale at home, off the shelves of major farm supply stores.

In fact, the hand-held meter (and its accompanying offer of P-Plus software) is among the company's least sophisticated

technologies for the fast-evolving world of precision farming. FarmWorks has a range of solutions for farmers who want to gather and analyse data on every aspect of their operations. Included is another form of pasture meter that is mounted on an ATV and uses ultra sound pulses to measure the sward: The data is wirelessly transmitted back to the farm office computer as the farmer rides across each paddock.

In mid 2011, FarmWorks launched a web portal for farmers to hold, analyse and share their data – another world first for New Zealand.

AgHub is the first open-source portal for farm businesses, and it is available to farmers here and around the world. They can use it to access FarmWorks tools or those of any other supplier or partner. "The farmer decides who they want on AgHub with them as an extension of the on-farm management system ... any product or service they want on there can join, including those of our competitors," says Colin. "We have a total focus on providing the solution ... the good night's sleep, not just the mattress!"

AgHub enables better management of just about every aspect of farming, from pasture growth and effluent spreading, to stock feeding and animal health treatments, to expenditure and financial performance.

For FarmWorks, it is further extension of the first services offered by Colin McFadzean when he and son Chris founded it in 1996. The focus was on GPS mapping of farms for greater control of irrigation and effluent spreading (both, of course, remain critical today). Colin – a self-described agricultural markets entrepreneur – developed the company after success with an electric fencing business. Early in 2011, Ballance Agri-Nutrients invested in FarmWorks and became a 51% equity partner with the McFadzeans.

For more information, see [www.farmworkssystem.com](http://www.farmworkssystem.com)

## ADC certificates

Five more GS1 New Zealand staff members have received the Certificate in Automatic Data Capture after successfully completing the course in recent months.

Congratulations to:

Dolly Foon Lyssa Gatehouse  
Graeme Bull Raman Chhima  
Antoine Alleard

## Building and hardware partnership

GS1 New Zealand has formed a partnership with the Building Industry Federation (BIF) to support ongoing improvements to supply chain efficiency in the building and hardware sector. The BIF represents the interests of merchants, importers, distributors, manufacturers and wholesalers, and construction companies on issues of government policy and of sector development.

The BIF is encouraging its members to explore with GS1 the potential benefits of making better use of GS1 standards and technologies in their businesses and trading relationships. The partnership builds on GS1's existing presence in the building and hardware sector, which is represented on the GS1 Board by Andrew Ryan-Kidd of ITM. GS1 will continue to run seminars and other events with a particular focus on supply chain efficiency in this sector (and others).



# UHF tag trials blessed by NAIT

The livestock industry has opened the door to future use of UHF (ultra high frequency) tags with the Electric Product Code (EPC) on deer and other species in the National Animal Identification and Traceability system (NAIT).

This development follows discussion between NAIT Limited – the industry-owned company which is setting up the system – and GS1, the New Zealand RFID Pathfinder Group and other parties keen to ensure that EPC and UHF tagging are eventually used for effective, global paddock-to-plate traceability of New Zealand meat products.

NAIT Chief Executive Russell Burnard has encouraged commercial vendors to undertake on-farm assessment of the performance and durability of UHF tags on deer before next March. "The NAIT system is being designed to accommodate the UHF EPC data standard and would be able to take such data if and when UHF tags and UHF reading systems are proven technically and commercially," Mr Burnard says in a memorandum to GS1, Deer Industry NZ and the Ministry of Agriculture.

He says any trials with UHF tags and EPC will be "officially blessed" by NAIT and it will provide technical support where possible (although no funding). The NAIT system will become mandatory for all cattle in New Zealand next 1 July with LF (low frequency) tags because this is the only technology that NAIT regards as so far proven to its technical and commercial standards. The system will be rolled out for all deer in New Zealand in March 2013 – and Mr Burnard says if UHF/EPC is to be considered as a viable technology for this application, on-farm trials will need to be completed by March 2012.

In response to the NAIT memorandum, RFID Pathfinder Chairman Mark Rance confirms that trials with deer are planned in this timeframe, initially using suitable tags sourced from three international manufacturers. Mr Rance hopes existing New Zealand suppliers of low frequency RFID solutions will also support the opportunity for trials after such endorsement by NAIT.

Mr Rance says the plan includes also working with Scoteid Group of Scotland which is involved with the Scottish Government's proposed UHF RFID-based cattle identification system, and also with the Danish Agriculture and Food Council which is developing a similar system for pigs. "We do not have a lot of time and it is important we work together and not re-invent the wheel," says Mr Rance. "With ANZCO's wish to extend the work to sheep, we will have the four main species covered."

Mr Rance agrees with the NAIT contention that, at present, no tag manufacturer is producing commercial quantities of UHF tags to the size and shape required to meet NAIT's tag retention specifications in particular.

In the memorandum, Mr Burnard acknowledges the GS1 view that NAIT's current technology standards and its previous statements about UHF "have been interpreted as a barrier to tag manufacturers' further investigation of UHF as a viable technology".

**Images from top:** Deer with RFID tags run pass readers during preliminary trials with UHF technology in 2008, ANZCO Foods Managing Director Mark Clarkson.

Mr Burnard goes on to state: "Given the level of pre-existing investment in LF technology by NAIT participants for cattle, both GS1 and NAIT agree that it is not appropriate to progress any UHF trial for cattle at this stage. Rather, it is more desirable to investigate a trial in another species. The potential adoption of UHF technologies in cattle would be considered after consideration of the results of any trial."

RFID Pathfinder and GS1 have consistently encouraged the livestock industry and the Ministry of Agriculture to take account of the advantages of EPC as the global RFID data standard for whole-of-supply-chain traceability and of UHF for more reliable reading of animal ear tags. UHF is the frequency necessary for transmission of EPCs.

## ANZCO chief supports UHF

ANZCO Foods Managing Director Mark Clarkson has a very strong view that UHF tagging is of huge potential benefit to the New Zealand red meat industry – and his view is even stronger following a recent visit to suppliers of UHF RFID solutions in China.

Mr Clarkson says the NAIT system is essential for the industry's future, not only as a bio-security tool and also because the absence of such animal and meat traceability could be used as a trade barrier on global markets. This risk grows as some of New Zealand's main trading partners introduce similar systems for herds and flocks in their own agricultural sectors.

Mr Clarkson believes New Zealand has the opportunity to introduce RFID on UHF, along with the Electronic Product Code (EPC), as technology that will not only meet NAIT requirements but add value in other ways as well. "There are increasing demands for product tracking in key markets. The use of UHF RFID with the underlying EPC global data standard will enable the NAIT system to fully integrate with the wider supply chain and not become, effectively, an island isolated by its own data standards.

"On-farm productivity needs to increase in the red meat sector and UHF RFID also has the potential to push this along," Mr Clarkson says. "It's technology without some of the limitations of low frequency (LF) RFID. Most notably, UHF enables tags to be read at greater distances and on multiple animals at the same time."





# innovit specialised in GS1net middleware

Global data synchronisation (GDS) using global data pools such as GS1net™ is increasingly recognised as critical in many trading relationships – and so is the quality of the data itself.

“Master data quality and governance is one of the prerequisites to successful data synchronisation” said Ana Connor of Foodstuffs South Island at a recent GS1net User Group meeting. “It’s very important that a supplier plan to implement sustainable systems and processes when embarking on their GS1net journey.”

At the event, Robert Durrant from Innovit emphasised the potential of GS1net Certified middleware, such as Innovit’s iICE Validator, for adding value business-wide as well as for streamlining the upload of a GS1net catalogue.

## Other benefits can include:

- local management of item and price catalogues behind an organisation’s firewall;
- in-built validation for ensuring information is correct before it leaves the originator’s computer;
- efficient preparation of universal buying forms as required for retailers who are not yet GS1net live;
- press-of-a-button uploading WHICH removes the need to log-on to GS1net; and much easier knowledge transfer to new GS1net users.

Mr Durrant said managing sensitive item and price data with uncontrollable spreadsheets is neither secure nor sustainable. “As your customers on GS1net expand, so does the challenge of managing their data requirements,” he said.

GS1’s certification programme for middleware ensures that it meets the requirements for validation and uploading of product catalogues to GS1net. The programme helps provide suppliers with assurance that their software investment will continue to support the ongoing requirements of the GS1net data pool.

## Need a GS1net™ catalogue for Warehouse Stationery & Progressive Enterprises\*?

### Do you need to support Progressive Enterprises & Warehouse Stationery on GS1net?

Innovit’s iICE GS1net solutions make data maintenance, validation, and publication of product catalogues very simple and low cost.

iICE software is the most efficient way to manage the more complex data & messaging requirements needed to support Progressive Enterprises & Warehouse Stationery on GS1net. Whether you’re starting your GS1net journey, or looking to move to a system that makes your GS1net process more sustainable, then iICE is the solution.

Leading suppliers already rely on Innovit’s iICE ‘certified for GS1net’ products as a cost-effective way to manage GS1net and the printing of UBFs for non-GS1net customers.

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

\*use of the Progressive Enterprises & Warehouse Stationery name within this advertisement does not confirm their endorsement or sole preferred provider of this service.



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# Thank you, Mr Haberman



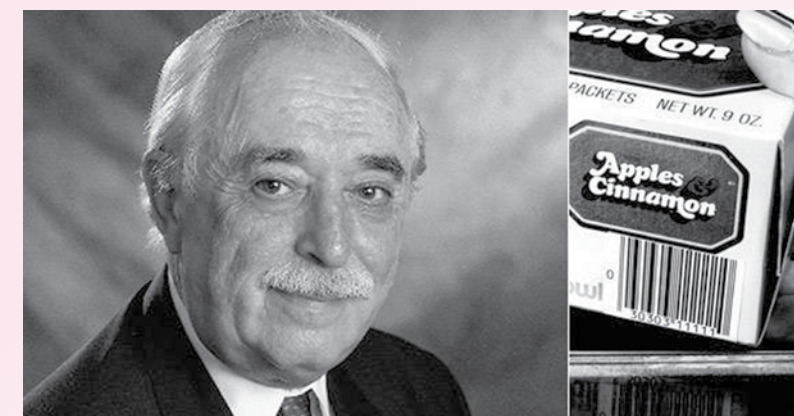
Bar coding recently lost its father. Alan Haberman died in Newton, Massachusetts, aged 81. He was the supermarket executive who led America, and the world, into adopting black-and-white vertical bars as the universal form of symbol for automated data capture in the 1970s.

Billions of scanner beeps occurring across the globe every day are part of Alan Haberman’s legacy – and so is a 37 year-old pack of chewing gum in the Smithsonian Institution’s National Museum of American History, Washington DC. This (now very unchewable) item was the first consumer product bought with point-of-sale bar code scanning: History records that the first supermarket beep was heard at 8.01 am on 26 June 1974 in Troy, Ohio, and the cash register correctly rung up 67 cents for the sale of a 10-piece pack of Wrigley’s Juicy Fruit.

Mr Haberman led the industry committee that, in 1973, chose the bar code over other contenders which included circles, bull’s-eyes and seemingly random agglomerations of dots. By all accounts, he spent years cajoling manufacturers, retailers and the public to accept the new bar symbol – and of course, his efforts helped cement the marriage between the age-old practice of commerce and the newer world of information technology.

An MBA graduate of Harvard University in the early 1950s, Mr Haberman had a long career at the top of supermarket companies in America’s north east. Bar code technology itself dates back to the 1940s, when two graduate students at the Drexel Institute of Technology in Philadelphia developed it for use in grocery stores. They secured a patent in 1952, but because scanners were so poor then, their invention went largely unused (and the patent lapsed).

Over the next two decades, some manufacturers and retailers put their own product coding systems in place, but one company’s system was usually unintelligible to another’s. As inflation hit in the early 1970s, supermarkets wanted to cut labour costs by automating the ways their wares were stocked, inventoried and rung up. A committee of executives was convened, with Mr Haberman as its chairman, to choose a standard symbol that could be used nationwide to encode product data electronically. Mr Haberman quickly came to favour a design of black-and-white



Father of bar coding, Alan Haberman.

vertical bars, created by George J. Laurer of IBM based and on the model developed by the Drexel students.

Mr Haberman went on to found the Uniform Code Council – GS1’s forerunner organisation in the United States – and for decades he was an evangelist for automated product identification in all its forms, from the bar code to radio frequency identification. “Go back to Genesis and read about the Creation,” he told a newspaper in 2004. “God says, ‘I will call the night “night”; I will call the heavens “heaven.”’ Naming was important. Then the Tower of Babel came along and messed everything up. In effect, the UPC has put everything back into one language, a kind of Esperanto that works for everyone.”

## New Staff



### Merv Horsford

Merv Horsford joined GS1 New Zealand in June 2011 as a Professional Services Consultant, based in Auckland. Merv specialises in supporting members on GS1net™ implementation, and on the design and implementation of solutions for supply chain

enhancement and e-commerce. He has previously worked as a software developer and as a consultant for software companies, with a particular focus on supply chain and financial management systems.

Before joining GS1, Merv worked for six years at Velocity Global as an ERP Consultant, with customers who included Bic (NZ), City Care and Honda Motorcycles. Merv trained in computer studies at Auckland University of Technology, and graduated with a New Zealand Certificate in Data Processing.

Merv lives in Blockhouse Bay with his wife and he has two children. He enjoys cycling and regularly participates in the Lake Taupo Cycle Challenge. He also dabbles in mountain biking and enjoys camping.

“Go back to Genesis and read about the Creation... God says, ‘I will call the night “night”; I will call the heavens “heaven.”’ Naming was important.”





## Kai Koura Craypots & Primo Baits

# Getting *serious* about fish bait

To catch lots of fish, you need great bait. Every keen fisher knows that. But finding a ready (and legal) supply of the best bait is easier said than done.

Entrepreneur Mark Hullett has the answer with a new line of processed paua, mussel and pilchard baits soon to be on offer from his Hawkes Bay business, Kai Koura Craypots and Primo Baits.

Mark has developed a legal supply of shucked paua for recreational fishers and a means by which it will actually stay on the hook. He buys from registered paua receivers, and he will sell with a paper trail so the purchaser can always verify that his or her bait was legally sourced.

As for keeping it on the hook, Mark encases each piece of bait in a small cotton elastic net bag half the size of a golf ball. He does the same with whole mussels, bought from commercial mussel farmers, and with pilchards sourced from New Zealand suppliers and importers.

“Most fish will go crazy for paua or mussel...you wouldn't be a serious fisherman if you didn't know that,” says Mark. “The problem has always been how to get your hands on enough legal paua and how to attach it, or mussel, firmly enough to the hook. With my idea, the bait oozes out through the net to form a ball and of course, fish are attracted to it by smell.”

The bait bags are packaged in such a way that they can be stored in a home freezer without giving offence to humans!

Mark has trialled his product with recreational fishers and received great feedback. “One group caught 14 fish in three

hours and used just five of the baits,” he says. The net bag idea worked so well that a single bait could be used several times.

The product has evolved from Mark's lifelong love of recreational fishing and from his small business producing crayfish pots. Kai Koura Craypots' own-designed rectangular pots are made of galvanised steel for longevity and Mark produces them, to meet growing demand, from his retirement property near Hastings. It was a business started six years ago when

he retired from being a property investor in Wellington. He experimented with paua and mussel as baits in Kai Koura pots, and the idea for a commercial product developed from there.

Mark took the idea to the Ministry of Fisheries which confirmed the legality of using paua for recreational fishing as long as there was an accompanying

paper trail clearly showing that each bait came from a legal source. “I saw a gap in the market and decided to do something about it.”

Primo Bait products will soon be offered through 'Z' service stations, nationwide, with 25 of the paua, mussel or pilchard-filled net bags in each packet. To take his business to this next level, Mark has joined GS1 and each of his packets will, of course, carry an EAN-13 bar code.



For more information, see [www.kai-koura.com](http://www.kai-koura.com)



## Questions? Please contact the GS1 New Zealand team



### Vijay Todkar

GS1 Business Development Manager

T 09 820 3782

M 021 711 169

E [vijay.todkar@gs1nz.org](mailto:vijay.todkar@gs1nz.org)

Vijay is based in Auckland and responsible for assisting members to implement traceability, AIDC (auto scanning) and RFID into their supply chains.



### Craig Russell

GS1 New Zealand Territory Manager – South Island

T 03 374 4325

M 021 711 070

E [craig.russell@gs1nz.org](mailto:craig.russell@gs1nz.org)

Craig is based in Christchurch with responsibility for GS1 relations with members throughout the South Island.



### Swapnil Kuwalekar

GS1 New Zealand Territory Manager - Taupo North

T 09 820 3792

M 021 710 313

E [swapnil.kuwalekar@gs1nz.org](mailto:swapnil.kuwalekar@gs1nz.org)

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



### Owen Dance

GS1 New Zealand Quality Services, Manager

T 04 494 1064

M 021 577 032

E [owen.dance@gs1nz.org](mailto:owen.dance@gs1nz.org)

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



### Bev Gough

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

T 04 494 1050

E [bev.gough@gs1nz.org](mailto:bev.gough@gs1nz.org)

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

## NEW MEMBERS / RIGHTS TO USE HOLDERS > MARCH-SEPTEMBER. WELCOME!

### New members:

2Y Ltd. Co
3rd Rock Traders Ltd.
90 Meters
Ablaze Software Ltd.
Adapta Solutions
Advance International Cleaning Systems
Also Island Ltd.
AngusPure Ltd.
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Composite Developments
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CPP Wines
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Cuisine Market
Cuthbertson Enterprises Ltd.
Deep Origin Water Ltd.

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