

SCAN

Issue No. 34 • November 2012

www.gs1nz.org



Global standards for Asia Pacific trade

P10 – 13

GS1net works for Winstone Wallboards P4

Blue Coconut: good oil, good fat P6

McKinsey Healthcare report P9

Meat export traceability P17



PO Box 11 110
Wellington
New Zealand

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





SEE MORE. DO MORE.



Features include:

- Improved media loading
- Intuitive console interface
- Faster & better print quality
- Easy integration
- Tough all-metal case
- Smaller compact form factor

Ph: (09) 273 4455

email: sales@labelnz.com

ZEBRA Upgrade Offer

Upgrade today to the latest Zebra label printers and save!

Zebra Technologies the leaders worldwide in delivering quality label printing solutions have just released their latest label printing innovation the all new ZT230 Series.

For a limited time Peacocks NZ and Zebra are offering a trade-in for your old Zebra printer when you select the Zebra ZT230 Series. This is the perfect opportunity to upgrade your old printer.



**Zebra
ZT230**



***Call Peacock Bros.NZ today about
the special Zebra upgrade offer***



Peacock Bros.NZ Ltd
Label Systems

www.labelnz.com



Efficiency in every supply chain

The more businesses that use GS1 standards, the more value they can have for each business. It is almost a truism – one that becomes more valid all the time. Look at the progress made in 2012.

First, we see real momentum in the implementation of product data synchronisation on GS1net™. Preparing and sharing key information on products (eg weights and measures, trading terms) always sounded straight forward but it is not so in practice. More and more businesses in the grocery and hardware/building products sectors are now doing the work required and securing the benefits. Winstone Wallboards is a great example (*see page 4*). GS1net is coming of age!

We are also making strong headway with ProductRecall^{nz} – another GS1 standards-based service of huge benefit to businesses in food and grocery (and other sectors in the future). Food Safety Minister Kate Wilkinson's launch of ProductRecall^{nz} in July has been one of 2012's milestones. As the year ends, a growing number of GS1 members are registering and using this online service (*see page 16*).

On other fronts, GS1 is fully engaged with Government agencies on the huge potential for use of GS1 standards in New Zealand's adoption of a Trade Single Window (TSW) for product importing and exporting, and also on moves to introduce a Single Business Number system for unique identification of every enterprise. These Government initiatives represent major opportunities for today's

well-established GS1 standards to make an even bigger contribution to driving supply chain efficiencies across the New Zealand economy.

Our engagement with particular sectors is a second critical area of progress during 2012. In Healthcare, authorities are now working with providers, suppliers and GS1 New Zealand on the next steps in adoption of GS1 standards along this country's supply chains for pharmaceutical, medical and surgical products. Progress here, including initial moves to synchronise key data on GS1net, follow the global trend towards standardised data and systems inter-operability for enhanced patient safety and cost reduction (*see page 9*).

In the meat industry, we are going further to advance knowledge and experience of ultra high frequency RFID for tracking and tracing animals and products. The year ends with New Zealand's first use of GS1-based technologies for traceability in an export meat supply chain (*see page 17*).

Third, 2012 has seen GS1 New Zealand substantially step up its engagement internationally, largely through our appointment in 2009 to GS1's Global Advisory Council (20 members only). We are helping drive programmes on key technical matters within the GS1 world (eg bar code

conformance testing). From our Council position, we are also working to support developments across the Asia-Pacific Economic Co-operation (APEC) region. New Zealand is one of the 21 APEC nations: Our business sector and governmental representatives in APEC's highest forums are leaders in thinking about how globalised data standards can streamline trade across the Asia-Pacific region. Efficient export and import supply chains help make trade freer and less costly (*see page 10*).

GS1 New Zealand is proud to be assisting New Zealand's ABAC and APEC representatives and others in discussions and decision making on standardised data issues. And as New Zealanders, we greatly appreciate the leadership shown by New Zealand representative Tony Nowell (*see page 10*).

This year, we have indeed been busy at home and abroad. Our international focus in no way detracts from our dedication to serving the needs and interests of GS1 members in New Zealand. Ultimately, everything we do is about advancing those interests. Within GS1, we have a vision of every business in this country using our standards for identification, data capture and data sharing, with this driving greater efficiency in every supply chain.

I take the opportunity to thank all GS1 members and stakeholders in New Zealand for your support through 2012. Roll-on everything that next year has to offer.

Dr Peter Stevens
Chief Executive



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 please contact: Pauline Prince on 04 494 1067 or pauline.prince@gs1nz.org. Advertising rates are on our website at www.gs1nz.org/Advertising.aspx

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



Putting up GS1net worked for **Winstone Wallboards**

Winstone Wallboards knows all about building – and that includes building a GS1net™ catalogue to support its relationship with Mitre 10, ITM and potentially other distributor-customers.

Winstone Wallboards is New Zealand's sole manufacturer of gypsum plasterboard wall, ceiling lining systems and associated products, marketed under the iconic GIB® brand. The Fletcher Building subsidiary has manufacturing plants in Auckland and Christchurch, and distribution networks nationwide. Its customer service promise of "order today/receive delivery tomorrow" has definitely set the industry benchmark.

Befitting its leadership role in building supplies – and its proud heritage in business since 1927 – Winstone was an early adopter of online master product data synchronisation. The company joined Mitre 10's GS1net pilot programme in late 2007, achieving GS1net Ready status in July 2008. Similar engagement with ITM followed and Winstone has been live with this customer-distributor since last December.

There is more to plasterboard than meets the eye and likewise, building Winstone's catalogue has not been a straight forward task. Business Systems Analyst John Eccleton says the catalogue now holds around 300 GTIN-assigned products, encompassing plasterboards of different type, grade and dimension as well as the fixing and stopping accessory products needed for installation. These GTINs correspond to items in the company's published price book.

Other key variables in the Winstone offering include differences in sales and distribution: Products can be collected by merchants from distribution warehouses, delivered direct to merchants' customer building sites in the Auckland and Christchurch regions, or sold "free-into-store" to building supplies outlets in seven regions covering the country.

REGIONAL PRICING

Mr Eccleton says such differentiated customer offerings and their corresponding prices posed challenges in the early stages of Winstone's GS1net implementation project. The company also has various bulk volume discounts. From a GS1net perspective, all these differences in service and price amounted to "regional pricing" – and this was something the catalogue could not initially support.

However, the functionality was added in late 2011 enabling the online publication of all Winstone's prices, much to the



THERE IS MORE TO PLASTERBOARD THAN MEETS THE EYE AND LIKEWISE, BUILDING WINSTONE'S CATALOGUE HAS NOT BEEN A STRAIGHT FORWARD TASK.



appreciation of Mitre 10 and ITM. There is an average of 13 prices attached to each GTIN in the catalogue (up to 30 in the case of some products).

"Regional Pricing uses additional 'Ship From' and 'Ship To' GLNs, and to accommodate this we needed to modify our JDEdwards system, while also developing a fresh extract that would map our prices to these GLNs", says Mr Eccleton. "The extract was designed to enable us to .csv output and copy paste into the BUT for upload². Further development on the GS1net catalogue has enabled us to load our bulk discount prices and so complete the full price publication."

CUSTOMER SUPPORT

Mr Eccleton says Winstone has always been happy to support initiatives that work for customers. "For us, GS1net has mainly been about supporting our distributor-customers by putting a lot more information about our products right where it can be used by them, in their branches," he says. "We want now to

MANAGERS LOOK FORWARD TO THE CATALOGUE COMPLETELY REPLACING PRINTED PRICE BOOKS

encourage our other building supplies and hardware distributors to also recognise the benefits of data synchronisation and to come on board."

National Marketing Manager Troy Smith notes the immediate benefit to Winstone also from its move to GS1net. "There is also obvious value to our business in maintaining a single source of data for all our products and prices, and in knowing that our sometimes-detailed product descriptions are always accurate," says Mr Smith.

Both managers look forward to the catalogue completely replacing printed price books which are time-consuming and costly for the company to update and distribute. "It's really over to our merchant group customers and their preferences, but one day everyone will probably be happy to have all the information they need on GS1net," says Mr Eccleton.

BUSINESS TOOL

Within Winstone, the catalogue has become a business tool for further use as new products are developed and taken into the market. Back in 1927, the business was about the big shift from scrim to plasterboard in the interior lining of buildings. Innovation did not stop there, and development continues on new wall and ceiling products with increased strength, fire resistance and noise reducing qualities.

As a next technical step with their GS1net implementation, the Winstone IS team is evaluating middleware options that can enable their Marketing colleagues to maintain and update the catalogue with ease and speed. The price file has grown to 12,000 records, and working on end/start dates and other changes to a file of this size exceeds the capabilities of the current browser upload template. ■

¹ GLN is Global Location Number, the GS1 standard for identification of physical locations.

² A .csv (comma separated values) output is a simple format used to transfer information between databases. BUT is the Browser Upload Template available from GS1.

Become GS1net Compliant

Do you need assistance to create a GS1net catalogue?



Quick-Start Workshops: Register for our hands-on theory & practical workshops that are designed to empower your team with the knowledge & expertise to plan and implement your own GS1net project.

Data Gathering & Validation: Work with our certified resources to ensure that your gathering exercise is correct and complete. Validate your product catalogue using our GS1net data validation tools, or simply outsource this task to us to ensure that your product catalogue conforms to the GS1net standards.

Project Management & Advice: Need some external assistance or expertise? We've done many successful GS1net projects; let us help you with advice, documentation, templates and processes to ensure you become GS1net Ready quickly and easily.

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

Need GS1net Middleware?

iICE Validator for GS1net

- Certified for GS1net ☒
- One-button upload to GS1net ☒
- Supports UBF ☒
- Integration to back-office systems ☒





Good oil, **good fat**

Few businesses would make such a bold claim about their product, especially given its humble origins. But Blue Coconut has the science to show that its oil, cold pressed from coconuts grown on Pacific islands, can greatly reduce the risks of obesity, diabetes, heart disease and cancer.

"We want it used in every New Zealand kitchen," says John Drew of Blue Coconut. "If we could convince people to cook only with this form of pure coconut oil, it would do more for the nation's health than any other single change in behaviour."

Evidence shows that, in its purest form, coconut oil contains an exceptionally high level of "good fat" with the chemical compound known as medium chain triglycerides (MCTs) – saturated fat of the type most easily absorbed into the body, and capable of providing energy and protection for optimal health in the nervous system and organs. Alternative cooking oils derived from seeds, nuts or vegetables tend to be less favourable because they require cholesterol for digestion in the body.

Coconut oil's special qualities are evident in the fact that it does not go rancid for long periods and will not smoke when cooking temperatures get high. Other oils tend to oxidize when stored and burn more readily.

"Once you have been using coconut oil for a month or so – and experienced health benefits like clearer skin, more energy and a greater sense of wellbeing – you'll never go back," says Mr Drew.



Blue Coconut has joined GS1 to support the launch of its product to an increasingly interested public through Foodstuffs supermarkets. It is a business development born, in part, from tragedy: The oil was distributed mainly through the New Regent Medical Centre, an integrative health practice which was based in Christchurch's CTV building. The February 2011 earthquake destroyed the centre and took the lives of nine staff. John Drew and Dr Victoria Flight, managers of the practice and owners of Blue Coconut, were away from the CTV building that lunchtime.

In the difficult period since, they have expanded Blue Coconut and resolved to supply not just their former patients but New Zealanders everywhere, sick and healthy. Both have backgrounds in science, and Dr Flight is a general practitioner and nutritionist.

The cold-pressed oil is imported from Samoa and Vanuatu in crude form, and subject to minimal refinement at a plant in Tauranga. Mr Drew and Dr Flight have established a Blue Coconut packaging facility near their home at Little River, Banks Peninsula.



See www.discovercoconut.co.nz

THE PERFECT MATCH

Datamax-O'Neil

offers a complete line of reliable label, receipt and barcode printers

+ **PLUS** +

RBS Limited

Authorized Dealer

axicon

World leaders
In barcode
verification

sales@rbs.co.nz • (09) 636-0696 • www.rbs.co.nz





Sue Arthur and supplier

Handbags for every woman

How many handbags does one woman need? It depends on the woman of course, but the answer might be a handbag for each season, occasion or outfit.

Whatever the answer, Dolly Boutique can claim to have the right handbag for every New Zealand woman – and they have responded by becoming enthusiastic repeat buyers. “Some women are now buying five, six or seven handbags a year ... they are fashion items, and we have a huge range of beautiful products,” says Brendal Thompson, the founder and manager of Dolly Boutique.

Brendal has re-launched Dolly Boutique this year after changes in its international supply arrangements and New Zealand marketing strategy. The business is among the first on The Shopping Channel, available on Sky and Freeview|HD. Dolly Boutique has joined GS1 so numbers and bar codes can be assigned to each product sold through Brendal’s appearances on the eight-hour-a-day TV channel.

In 2006, Brendal acquired distribution rights in this country, Australia and South Africa for products by New York-based designers Kathy Van Zeeland and Bruce Makowsky. These range from bags made in the finest Italian leather, to bright and funky items manufactured in China from recycled plastic bottles.

Following international changes in the ownership of the Van Zeeland and Makowsky brands last year, Brendal has re-focused her business on supply to this country alone, from her established network of international sources. As well as The Shopping Channel, Dolly Boutique continues to sell through its own shops in Remuera, Pakuranga and Kumeu (near her home).

Hey, diddle diddle

Cows don’t jump, even on the lush pastures of the South Waikato. But they do produce the great milk that has helped turn Putaruru-based Over the Moon Dairy Company into a high flier in the very competitive world of artisan cheese making.

In less than five years Over the Moon Dairy has won a string of awards at home and abroad for distinctive cheeses that include cows milk brie, halloumi and washed rind, and more exotic types made from the milk of buffalos, goats and sheep.

“Even though we produce beautiful milk in this country, traditionally we haven’t been very creative cheese makers,” says Over the Moon Dairy founder Sue Arthur. “I’m out to broaden the range of cheeses being eaten in New Zealand.”

Sue specialises in cheeses made with the creamy milk of Jersey cow herds in the South Waikato and with blends of milk from the three other animal types, including buffalo farmed at Matakana in North Auckland. The Putaruru factory employs 12 people and makes around 15 tonnes of cheese annually. Sue and her devout team of artisan cheese makers have turned out 35 different types so far – and their creativity grows constantly.

“I travel in France and elsewhere for a month each year sampling cheeses and gathering ideas,” she says. “I bring the ideas

home and put a twist on them, as with our blended buffalo-goats milk tomme.” For this tomme, Over the Moon Dairy won Best of Class, Soft & Semi-Soft Mixed Milk Cheeses, at the US-based World Champion Cheese Contest, in 2010.

The company has joined GS1 to support the launch of its new “Runaway Spoon” range, to be sold in New Zealand’s major supermarket chains – brie, camembert and washed rind, all made with milk from those special South Waikato Jerseys. Over the Moon Dairy branding is, of course, inspired by the old English nursery rhyme, “Hey diddle diddle”.

For Sue Arthur, cheese making has long since passed the fiddling around stage of her home kitchen experimentation in the 1990s (when her day job was in senior management at the South Waikato District Council). “As I get towards the end of my career, I just want to make the best cheeses I possibly can,” she says.



For more information see
www.overthemoondairy.co.nz



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 or
EDIS Technologies www.edis.co.nz or +64 9 271 0316**

Bizcaps
SOFTWARE

EDIS
enabling e-commerce



Foodstuffs Own Brands



The Seafood Experts

ASSA ABLOY



Pernod Ricard



THE PET AUTHORITY

Schwarzkopf

Professional Hair Care for you.



ADVERTISEMENT

Bizcaps Software,

committed to providing its clients with the best possible GS1net experience.

As GS1net's first certified middleware partner, Bizcaps contributes to the smooth operation of some of New Zealand's and Australia's largest health, grocery, liquor, office and hardware suppliers by helping create, maintain and synchronise their product data catalogues with their trading partners through GS1net. It also provides complementary software for their trading partners such as large food and beverage retailers and Health buyers.

Suppliers utilise Bizcaps' master data tools to synchronise product data with their trading partners, integrating with existing systems

to automate the data collection process. Buyers utilise Bizcaps' software tools to manage the entire supplier-to-buyer process, from engagement through to on-going real-time synchronisation of product data. Bizcaps BPM workflow products can automate any process, improving productivity, enforcing compliance and accountability, coordinating human and automated tasks and making document processing efficient.

Above all, Bizcaps Software forges close relationships with its customers, building a thorough knowledge of each business, and providing full product support. Some New Zealand clients include: ASSA ABLOY, Coca Cola Amatil, Clorox, Energizer, Glaxo Smith Kline, Foodstuffs, Masterpet, Pernod Ricard, Sealord, and Healtheries.



For further information please contact EDIS Tech on 09 271 0316 or www.edis.co.nz



McKinsey quantifies GS1 benefits to Healthcare

GS1 standards have increasing importance in Healthcare service delivery worldwide. This was evident again when 250 leaders from manufacturers, distributors, hospitals, associations, universities and regulatory bodies gathered for the 22nd Global GS1 Healthcare Conference in Portugal last month. The leaders discussed the latest developments in supply chain optimisation using GS1 for improved patient safety and reduced cost.

The event included the release by global consulting firm McKinsey & Company of a major research report on the benefits of adopting a single global supply chain standard in Healthcare. McKinsey interviewed more than 80 Healthcare leaders across the world and examined more than 25 cases of standards-enabled improvement. The report, **"Strength in unity: The promise of global standards in healthcare"**, is the first of its kind to quantify the benefits of a single global standard for Healthcare supply chains.

Key points in the McKinsey report include:

- A research finding that implementing a single global standard across the entire Healthcare supply chain, worldwide, could save 22,000-43,000 lives and avert 0.7 to 1.4 million patient disabilities annually.
- Rolling-out standards based systems could prevent tens of billions of dollars' worth of counterfeit drugs from entering the legitimate supply chain.
- Global standards could enable substantial safety benefits along with Healthcare cost reductions of \$40-100 billion. Once adopted, global standards benefits will span over all supply chain stakeholders from manufacturers to patients.
- The Healthcare industry faces a potentially costly patchwork of requirements which would become unworkable over the long term. The adoption of a single set of global standards will cost significantly less than having two sets and far less than three or more sets.

The report concludes that the potential benefits enabled by global standards in Healthcare supply chains "could be significantly larger than anticipated, as proven by the lessons learned from the CPG/retail industry, when GS1 standards were widely adopted". End-to-end supply chain visibility could create new opportunities in mobile health, improve treatment compliance, avoidance of drug interactions and more.



The McKinsey report is available at www.gs1.org/healthcare



New Zealand joins global trend

by GARY HARTLEY

New Zealand Healthcare authorities have taken significant steps since the 21st Global Healthcare conference in Sydney last March. Health Benefits Limited (HBL) has begun a process of on-boarding to GS1net™ for selected medical device suppliers to establish a District Health Board National Catalogue for New Zealand.

These developments follow a major announcement in August 2011 by the Health Information Standards Organisation (HISO) endorsing GS1 standards for automated identification of all pharmaceutical products and supplies and the use of a national product catalogue.

McKinsey's independent and authoritative research findings (left) will give further impetus to the adoption of one set of global standards for Healthcare supply chains across the world, including in New Zealand.

The research report makes the essential point that such adoption can benefit all parties in a supply chain: The move to GS1 standards is far from a zero-sum game!

HUG Australasia 23 MARCH 2013

The Healthcare User Group Australasia will hold a one day forum for discussion on latest developments in the application of GS1 standards and relevant technologies in the Healthcare sector, in Auckland on 23 March 2013.

Attendance is open to all members of GS1 Australia and GS1 New Zealand interested in Healthcare, including solution vendors.



For registration, please go to www.gs1nz.org/healthcare.php



Global data standards for Asia Pacific free trade

New Zealand's Tony Nowell has a key role in moving the Asia Pacific Economic Co-operation (APEC) group forward on free trade and supply chain connectivity. Tony has been one of this country's representatives on the APEC Business Advisory Group (ABAC) since 2007. He now chairs an ABAC working group at the forefront of the business sector's contribution to the APEC agenda. GS1 has engagement with the working group

on the increasing use of global data standards in Asia Pacific supply chains.

Tony has substantial leadership experience in food and export industries in New Zealand and South East Asia. He has been Chief Executive of Zespri International, the world's leading marketer of kiwifruit, and prior to this he was Managing





Director of Griffin's, the New Zealand-based biscuit and snack food company. During the 1980s and 1990s, Tony held executive roles in international businesses Sara Lee and L'Oreal. Current responsibilities include: Chairman, Scion (New Zealand Forest Research); Chairman, Wellington Drive Technologies; Director, New Zealand Food Innovation; Deputy Chair, Leadership New Zealand; Trustee, Asia:NZ Foundation; and member, Export Advisory Board of Business NZ.



Q What can New Zealand achieve in APEC?

A To start with, it's important to understand the fundamental difference between APEC and a rules-based mechanism like the WTO (World Trade Organisation). APEC's outcomes are non-binding which means member countries can sit around the table discussing anything without anyone necessarily being held to what they say. That gives New Zealand an opportunity to participate on issues across the Asia Pacific region and to do so with more weight than we would otherwise have. In the WTO, our weight is limited by our size as an economy and that makes a big difference when it comes to negotiating on rules. In APEC, it's the power of ideas and of consensus that matter, and we work in a collaborative way towards agreement across the 21 economies.

It is clear that New Zealand is very well respected in both APEC and ABAC. We have a significantly stronger voice than our size and greater opportunity to contribute ... there's a lot we can achieve through APEC. Our vision is for the region to ultimately become a free trade area, or FTAAP (Free Trade Area of the Asia Pacific) as they call it. If we can get to that level by 2025–2030, there will have to be rules around how FTAAP runs. What we see at the moment with the Trans-Pacific Partnership, or TPP*, is a fundamental building block towards an Asia Pacific-wide free trade with TPP very much being progressed within rules.

Q How does ABAC work within APEC? What does membership involve?

A ABAC members, three from each APEC economy, are appointed by country leaders, in our case by Prime Minister John Key. Members typically have a three year term ... some ABAC people have been very big contributors for their countries. It involves me being offshore about six weeks a year, including participation in formal quarterly meetings, an annual leaders' meeting and alongside that, an APEC chief executives summit.

More and more, we are also being pulled into senior officials' discussions because they want to hear more from business. It has developed strongly in the past two

years, with much stronger Public Sector/Private Sector discussion taking place at the officials' level as well as at Ministerial level. At certain times, there are Ministerials as, for example, at Kazan in Russia last May when David Carter and Tim Groser attended. At one session on food security, it was interesting for me to be briefing Ministers, not as a New Zealander, but as a representative of ABAC.

Growth in ABAC's role has two main drivers. First, leadership from the United States which always wants to see strong relationships between government and business. Second, the formation a working group on advocacy and action planning which is led by a very experienced and effective Hong Kong executive, Anthony Nightingale who used to be chief executive of Jardine Matheson. One of his excellent staffers trundles all over the Asia Pacific briefing customs, food safety and other officials on the business position. More and more, they're actually calling us into their meetings to make sure they hear the voice of business on particular issues.

That voice becomes more and more universal. It's amazing how this is driven by the reality of the modern business world whenever you come from ... supply chains have become so interconnected. If you're a Thai, New Zealand or Japanese businessman, there's every possibility that you are connected through the supply chain and that you'll have the same interest. I am finding that when we put significant new issues on the table and debate them, there is very little push back.

Q How do you see the FTAAP concept developing?

A Obviously free trade is one of APEC's key tenants and within ABAC, we are calling for substantial progress to be made on an FTAAP from now on. I chair ABAC's Regional Economic Integration Working Group – a group that must take the lead on critical issues and I have no problem doing that from a philosophical point of view. I believe strongly in the importance of free trade not just for New Zealand but for developing countries like Vietnam and Indonesia. If you want to advantage the rice farmer in

* TPP is the vehicle for negotiating a regional free trade agreement involving nine countries: Australia, Brunei Darussalam, Chile, Malaysia, Peru, Singapore, the United States, Vietnam and New Zealand.

Vietnam, you need free trade that works properly right through to their situation. Putting a focus on free trade means addressing the complexity of supply chains and on what we call “connectivity” within supply chains ... we need to make sure all the moving parts are functioning well.

Free trade agreements are not the only component to ensuring this happens but they are fundamental. Tariffs create barriers to the free flow of goods and, in turn, this can disrupt supply chains. Look at the March 2011 earthquake and tsunami that wiped out a huge part of the component industry in Japan's auto sector ... if free trade was not operating for that sector, alternative

across or behind a border. Trade can be choked in different ways. I can arrive at the border or customs point and meet barriers that stop my goods going through. In the process of crossing, other issues might arise ... goods held up in an investigation process for example. That's a particular concern for a food-producing economy like New Zealand given that some product spoils quickly. There was an example recently with seafood chilled exported to China – it was unloaded at Shanghai airport, officials blocked it for some reason and it ended up at a five star hotel two days later basically rotten. End of sales contract!

Then you get choke points behind the

across or behind the border, then we're getting into the “green channel” approach to trading.

Q What is the green channel approach?

A Largely it's about container security. If you're exporting to the United States, and they can read your identity and get all the information off a bar code, then you will be allowed in far more easily. Once US officials know who you are as you approach the border and it's been “tick, tick” on all their requirements for six months or whatever, they don't need to inspect your product. You pick up time and it's the old adage ... time is money. Back in 2008, the World Bank said that delays and stoppages in Asia Pacific supply chains amounted to losses of around \$350 million every day in terms of product spoilage, lost orders and so on. So, putting a global standards framework comprehensively across the region would create enormous opportunities for trade.

Q What role can GS1 play in helping overcome trade choke points and reduce that loss in supply chains?

A GS1 is the world leader in global data standards, no debate about it. And GS1 has the framework that Asia Pacific needs in this area. They are doing some really neat stuff to address a whole range of issues ... examples are the standards created for transparency in identification of pharmaceutical products, for anti-counterfeiting measures, for food safety and traceability. All these things are available and it's a matter of rolling them out into supply chains across the region.

There are really two parts to any system, one being the soft part where GS1 is global best practice. We can create a GS1 bar code and the tools to manage data embedded in that code. GS1 has a very complex and well proven system for managing and sharing information. The other part is, of course, hardware ... anything from a hand-held scanner to an RFID reader sitting in a warehouse. GS1 isn't a hardware supplier but obviously it has plenty of familiarity with appropriate hardware.

Peter Stevens (GS1 New Zealand) showed me something very interesting in Hong Kong airport recently. I was returning from a conference and had checked in a suit carrier



ULTIMATELY IT ALL COMES DOWN TO THE QUESTION: “WHAT IS THE BEST WAY TO GIVE US A SINGLE WINDOW FOR TRADING ACROSS BORDERS?” A SINGLE WINDOW SHOULD TAKE AWAY ALL THE PAPERWORK THAT CAN STOP OR SLOW TRADE.

sources of component supply could have been put in place so rapidly with huge consequences for the sector. We are making a strong push within ABAC at the moment to get people thinking more about the importance of free trade and connectivity for food security across the region. If you don't have free trade in food and there are barriers to alternative sources of supply, some-one is going to get hurt one day. Each part of the supply chain needs to work in potentially different ways.

Q How can global data standards and new supply chain technologies help with free trade and connectivity?

A Tariffs are one form of barrier but so are trade “choke points” either at a border, or

border ... even though you get through and over, you can find officials who aren't trained properly or have corrupt intentions so they don't allow your product to move off the wharf or enter the market properly.

We can tackle all these issues with a global data standards approach to trade. How? Essentially, by taking pieces of paper out of the process because officials love to create difficulties around pieces of paper. You can identify and describe your product using a bar code that carries all the information required by officialdom ... food safety, biosecurity inspection, tariffs and so on. GS1 makes all of this is possible with its unique numbering and bar coding. Provided the physical infrastructure is in place for reading bar codes and accessing information at,



as part of my luggage without removing a laptop that I had slipped into an outside pocket, intending to later transfer it to my brief case. I was about to panic, realising not only that I needed the computer on the flight but that it would certainly get damaged. Peter, standing beside me, says “not a problem” ... he gets hold of a blank luggage tag, pulls it apart and reveals the RFID chip and aerial inside. We went up to the Air New Zealand lounge and told the staff what had happened ... gave them my boarding pass and 30 minutes later, my suit carrier was returned with the laptop inside. In the whole of Kong Hong airport, they had been able to retrieve my bag using RFID and its unique check-in number, before it went into the aircraft hold!

Q How can GS1 best contribute to the work of ABAC?

A What GS1 does very well – and what we need them to do – is work with the various APEC economies in recognition that it’s unlikely all 21 would ever agree outright on a single system for connectivity and trade green channels. It is inter-operability between economies and their systems that GS1 can help us manage.

GS1 can set up frameworks for inter-operability because they have various GS1 projects running in most of the economies already. They call these projects “living labs”, which is a great concept. Ultimately it all comes down to the question: “What is the best way to give us a single window for trading across borders?” And a single window should take away all the paperwork that can stop or slow trade. A product goes through the window with a tag that tells everybody everything they want to know about that product ... Customs, Agriculture, Police, airport authorities and others all access what they want to go and away you go!

Pre-clearance on traded products is a very important part of the whole green channel approach. Border control people receive information before products actually arrive. When you put items into a container in Auckland, for instance, and it goes onto a vessel or aircraft bound for Los Angeles, if the information is properly standardised and presented you can be green flagged into the US before your shipment is landed there.

Once those goods hit the ground, they can be on the back of a truck and gone. There are other proprietary systems that would help but inter-operability and ease of doing business are what matter most. If you’re going to have global or regional framework for delivering these, you would quite frankly only chose to work with GS1.

Q New Zealand is developing a Trade Single Window (TSW) for our border and GS1 is engaged with Customs on this. Is this project in sync with your thinking at ABAC?

A Yes, New Zealand’s project is very much in sync. I understand that the TSW developers here are all over the GS1 system because of the importance they place on traceability issues ... they know GS1 numbering and coding can support the system. These days, if there is suddenly a problem with infant formula, we basically need to know where every can of that particular product is in the supply chain ... Global data standards have all those spin-offs beyond simplifying and speeding up trade across borders. It just depends on the priority of each country.

The US is working, for example, with a focus on human security – they are making sure that containers do not have bombs in them. There are other countries like China that are very fixated on food safety. Of course, all these concerns can, in themselves, cause blockages in supply chains. If you do not have full information going to the right authorities when they need it, trade is going to be slower and more problematic

Q What is New Zealand’s contribution in helping APEC move towards free trade through supply chain connectivity?

A We can say that New Zealand is one of the leaders. Our friends at Customs are very much providing thought leadership in some of the work they’re doing, for example, with the United States on container security issues. I think our guys are very switched on to the opportunities. The New Zealand trade single window project is, I would say, a perfect living lab ... we will monitor it and ultimately want to use the project as an exemplar. It builds on our already-high standing for ease of doing business and absence of corruption.

The real benefits to New Zealand are in two

parts. First, ease of access to other markets. The more you have global data standards operating, the easier it becomes to access other markets that use the same standards. The other benefit is the cost saving, just by taking people and paperwork out of the system.

Q What are next steps within the machinery of ABAC and APEC?

A The APEC leaders meeting in Vladivostok (September) helped move forward our Regional Economic Integration Working Group’s proposal for a major project on supply chain connectivity. We want an APEC task force on global data standards, including GS1 representation. Certainly our colleagues around the ABAC table have not pushed back on that at all ... they see it being to everyone’s advantage. The Russians, who have been in the APEC chair this year, love the project although from a different perspective. They’re keen on hardware components, particularly in relation to their satellite positioning system GLONASS. They want to see this used globally in competition to the Americans’ GPS technology. Hardware is one thing but useless without data standards to operate on. Our Russian friends are talking about connectivity and supply chains ... exactly the language we need to hear. And ABAC has introduced the Russian representatives to GS1 and they have fallen in love with it. This is actually great for GS1 and also for anyone trading with Russia in the future.

I am suggesting our task force project will be three to five years – and in fact, it will progress project-by-project in the form of those “living labs” in various APEC economies. There might be bilateral projects between economies like the one between New Zealand Customs and US agencies, and multilateral project across the ASEAN countries. GS1’s role is to very much show the lead on the road map (for greater supply chain connectivity) because they are the guys who know the opportunities from a technical point of view ... they can advise my working group on which steps to implement next. We expect the project and recommendation for a task force to be accepted by APEC senior officials in November ... and to become a major APAC project from 2013 onward. ■



New Board member profile

New Board member Nathan Scott sees a big role for GS1net™ in enabling the New Zealand grocery sector to jump ahead with online shopping and other customer service initiatives.

Nathan heads IT at Foodstuffs Wellington where he has a strong focus on making greater use of GS1net-based data, especially for new customer-facing functions. And on the GS1 New Zealand board, he is committed to seeing the whole grocery sector move in the same direction with much increased availability of comprehensive and accurate product master data, along with tools for using that data.

Nathan is particularly keen on GS1 members having access to a media service for adding product images to their GS1net catalogues. "On the back of such a service, we will see more rich content being added along with greater automation of data into customer-facing systems," he says.

In grocery, he says, data synchronisation with GS1net was previously seen as important

mainly for supply chain management. That is rapidly changing with growth in understanding that this technology can be leveraged for tighter inventory management, for more sophisticated sales trend analysis and market responsiveness, and for new customer service initiatives.

Nathan says GS1net has many unused data fields that businesses can begin populating with new types of product information and images, all enabling them to provide customers with greater visibility on product origin, ingredients and other qualities.

He brings to GS1 and to Foodstuffs a solid background in electronic catalogue development and related business systems. Before joining Foodstuffs Wellington a year ago, Nathan was General Manager of IT for New Zealand Post.



The Aucklander began his IT career in 1989 as a programme developer for automated library systems – a field that took him on to the United States and Hong Kong. He then moved into the television home shopping industry, first in Australia and then for six years in Shanghai. There, he developed stock management and sales analysis systems to support the rapid growth of the American-owned Home Shopping channel.

Nathan believes that rich product data catalogues in the grocery sector will enable many new initiatives such as online shopping, more options for electronic payment and greater targeting of promotional activity.

iWirkflo



Electronic Workflow Management

- New Product Development (NPD)
- New Product Introduction (NPI)
- Bill of Material Management (BOM)
- Claims & Rebate Management



Workflow enables our company to drive process efficiencies"

- Simon Kennedy, Warehouse Stationery



Workflow management assists our team to focus more on product innovation"

- Jake Lowing, Patties Foods

innovit

Tel: +612 8020 2000 email: sales@innovit.com www.innovit.com

The ECN Group is an licensed re-seller of Innovit's iICE products in NZ.



GS1 accreditation for Punjas of Fiji

Punjas Group, the large Fiji-based grocery products manufacturer and distributor, has become the first trading organisation in the Pacific Islands to earn GS1 New Zealand accreditation. Punjas is now able to produce GS1-endorsed bar code verification reports on its products in the same way that around 80 GS1 member companies in New Zealand can.



The long-established Punjas Group has an extensive range of food products and cleaning agents, distributed across the South Pacific and in New Zealand. The products include Punjas-branded teas, oils, spices and rices, and soaps and detergents under the Pearl, Coral and Victory brands.

The group, a privately-owned business employing around 800 people, has consistently been an early adopter of new technologies for improved product quality and distribution efficiency. It joined GS1 in 1991.

"We have always tried to operate at the highest international standard and we had an early association with GS1," says Jagdish Punja, the Group's Manager in New Zealand. "We're very proud to be at the high standard set for GS1 accreditation."

Punjas Group includes Lautoka-based Universal Printing, which produces packaging for the group and other customers across the South Pacific. Mr Punja says those customers also benefit from GS1 accreditation. "For us, it is obviously an in-house tool with big advantages and it also helps with our offering of print services to others ... we can give advice to customers on how to ensure complaint bar codes."

GS1 New Zealand has accredited Punjas Group to the new, higher standard now under introduction for all member companies wanting to achieve, or retain at their next audit, the same accreditation status. In addition to demonstrating that they have the necessary documentation and work processes in place, accredited companies must have at least two employees who are

individually rated by GS1 for their knowledge and practical competency.

GS1 New Zealand congratulates Paul Savura and Rajneil Nandan of Punjas Group for their attainment of this rating after being trained and tested by GS1 staff who travelled to Fiji for this purpose in mid 2012.

The new Punjas accreditation will be formally celebrated at an event in Lautoka during late November, jointly organised by GS1 and the Fiji Commerce and Employers Federation. The accreditation is also being used as an opportunity to educate more Fijian businesses about GS1 through Bar Code Foundation seminars for staff and other initiatives. There are currently 63 other GS1 members in Fiji.

Accreditation for bar code verification



GS1 New Zealand offers to test and, subject to that testing, to verify printed bar codes on the products and packaging of any member. Verification confirms that GS1 bar codes are correctly created and printed such that any scanner can read them first time, every time. Some retailers, including major operators in the supermarket, hardware and office product sectors, will only accept products from suppliers who have had the relevant bar codes verified by GS1.

Membership includes an entitlement to 10 free verification tests each year. There are charges for additional tests based on the cost involved in providing this service. Practical information on the GS1 Bar Code verification service is available on www.gs1nz.org/bar_code_verification.php

Members can test and verify their own bar codes to the GS1 standard if they are accredited to do so. Accreditation is a quality assurance programme that guarantees identification numbers, bar

codes and printing processes are fully GS1 compliant. GS1-accredited companies are licensed to verify bar codes on their own products and can issue reports accepted by retailers in lieu of the GS1 verification reports many retailers require as a condition of accepting products.

Accreditation requires auditing by GS1 to ensure that the member has the right documentation and work processes in place, and the appropriate level of knowledge and skill among employees.



For information on accreditation requirements and the process involved, go to www.gs1nz.org/bar_code_accreditation.php



ProductRecall^{nz} live in grocery

A growing number of New Zealand businesses are getting on board ProductRecall^{nz} — the new online tool for recalling or withdrawing products in the grocery sector.

ProductRecall^{nz} registrations have so far passed 145, and more than 115 of these companies are now ready to make recalls or withdrawals at any time. ProductRecall^{nz} is a web portal that enables registered manufacturers, suppliers and others to issue precise, rapid and simultaneous notices to other parties in their supply chains when a product needs to be pulled back for safety or other reasons.

Registrations have grown since ProductRecall^{nz} was launched by Food Safety Minister Kate Wilkinson during July, in concert with the New Zealand Food & Grocery Council and key players in the grocery sector including Foodstuffs and Progressive Enterprises.

By mid-November, ProductRecall^{nz} had actually been used for nine product



withdrawals and two product recalls.

Earlier trials showed the portal was easy and intuitive for employees to use, and enabled notifications and information exchange in real-time with no ambiguity in the identification and description of products subject to withdrawal or recall (using GS1 standards that are already used across the sector).

ProductRecall^{nz} is available to all GS1 members in the grocery sector who seek to avoid worst-case outcomes should unsafe or faulty products get into supply chains or reach the consumer marketplace. All companies must register in advance of being able to use ProductRecall^{nz}.



See www.productrecallnz.co.nz

Staff news

CONGRATULATIONS

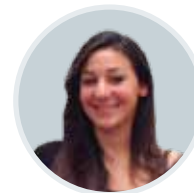
GS1 congratulates three staff members on the arrival of new children during 2012. Cameron Frith and partner Ali celebrated the birth of Reuben in April. Merv Horsford and partner Fiona welcomed daughter Arden in August, while Carmen Li and partner Rock Wang had their baby son, William, in September.



**VILAS
KATAKOND**

Vilas Katakond has joined GS1 New Zealand as an analyst in the Professional Services team, with a specialist role in supporting members on GS1net™ implementation. Vilas graduated from the University of Mumbai with a Bachelor of Engineering (Computing) degree. He had two years' work experience as an analyst in India before immigrating to New Zealand in early 2010.

Since coming to Auckland, Vilas has completed a post-graduate Diploma in Computing at Unitec. His first job here was a contract role with Air New Zealand as a CMS web migrator and this was followed by a six-month data analyst contract with Fonterra. Vilas' parents also live in Auckland and outside work, he enjoys sketching and painting, and various outdoor sports.



**CELINE
TARABAY**

Celine Tarabay from France has joined GS1 New Zealand on a six month internship. Celine is in the fourth year of study for a five-year Engineering Master's degree at EPF Ecole d'Ingénieurs, in the Paris suburb of Sceaux. In her final year, Celine intends specialising in industrial and logistics engineering or business decision engineering. Her longer term aspiration is to create her own business, and her current personal interests include tennis, movies and work with a humanitarian aid organisation. At GS1, she is mainly involved in barcode verification.



Meat export

traceability trial with EPC RFID

Twenty cartons of venison due for delivery to a German supermarket by Christmas will provide the New Zealand meat industry's first experience with EPC RFID for whole-of-supply-chain tracking and tracing of chilled export product.

The trial is designed to give full visibility on the venison as it moves from a South Canterbury farm, to a processing plant, to a container for shipment between Lyttelton and Hamburg, and finally to end customers via a retail distribution facility in Germany.

The trial's New Zealand organisers are tracking the product each step of the way using the EPC IS standard, part of the EPC suite of standards. Once in Germany, these particular venison leg cuts will be easily traceable back to their farm of origin along with a record of processing and shipment.

Partly funded by a grant from the Government's Sustainable Farming Fund, with support from Deer Industry NZ and FarmIQ™, the trial has been organised by the New Zealand RFID Pathfinder Group, GS1 New Zealand and ANZCO Foods. It



Photo courtesy Deer Industry New Zealand.

Shoppers in a Munich delicatessen taste the flavour and tenderness of farm-raised New Zealand venison - Neuseeland Hirschfleisch. In-store promotion, organized by Deer industry New Zealand, help increase demand in a market of 82 million people.

has wide meat industry interest as the first shipment of product to be accompanied by such detailed electronic information gathering and reporting at each step in a global supply chain.

The specific objective is to demonstrate that UHF tags and readers, and the EPC suite of standards (particularly EPC identifiers and EPC IS) can be used for robust traceability from the farm to the retailer in an export supply chain.

TAGGING

The trial began with the EPC RFID tagging of 20 deer at Downlands Deer, a deer finishing unit near Geraldine. The rising 2 year-old animals were processed on 24 October at the Mountain River Venison plant in Rakaia and 20 cartons of leg cuts

EPC RFID is radio frequency identification using the Electronic Product Code standard developed for GS1 Global. It uses ultra high frequency (UHF) RFID tags to store and transmit unique identifiers encoded to the EPC standard. Those identifiers are generally serialised GTINs or global trade item numbers which are a fundamental element in most GS1 applications. EPC IS is the Information Service standard developed for use in building an EPC event database and query repository to which various supply chain participants can have ready access.

Continued P 18



shipped out of Lyttelton in a temperature-controlled container four days later. They are due to arrive in Hamburg on 9 December, in time for the premium Christmas chilled venison market.

Each of the 20 cartons carries a temperature logger which transmits information whenever the container is within a cellular network coverage area (obviously not when the ship is at sea). EPC IS does not currently provide for sensor-based functionality like temperature monitoring so the Pathfinder Group is working with New Zealand company BT9 on this part of the trial. Such real-time temperature monitoring is also a first for the meat industry: Chilled meat shipments usually have a logger but the data is only downloaded on arrival in the market.

ONLINE DATA

GS1 Hong Kong is providing the EPC IS functionality needed for receipt and storage of all EPC read event information

throughout the trial. It began with a unique EPC number assigned to each of the 20 animals at Downlands Deer. Their EPC RFID ear tags were read on leaving the farm, on arrival at Mountain River Venison and prior to processing inside the plant.

Each tagged carton of leg cuts also has an EPC number. These tags were read as cartons moved from the boning room into the chiller room, and as they were

container itself is also being monitored by a GPS unit installed inside by BT9.

EPC RFID tags (from multiple vendors) have previously been subject to rigorous assessment and found to perform well over ranges between two and 11 metres. The trial organisers are confident that RFID on UHF works well in livestock applications. Learnings from the current trial will be fully reported early in 2013. ■

THE SPECIFIC OBJECTIVE IS TO DEMONSTRATE ROBUST TRACEABILITY FROM THE FARM TO THE RETAILER IN AN EXPORT SUPPLY CHAIN.

loaded into a container before departure from Mountain River Venison. The cartons will also be read when the container is unpacked in Hamburg. The German distributor, Prime Meat, will record each EPC into and out of its distribution facility. All event data, including fluctuations in container temperature, are available online to the trial organisers at any stage. The

Note: This information is sourced from Mark Rance (Chairman) and Gary Hartley (Secretary) of the New Zealand RFID Pathfinder Group. Mark is IT Manager for ANZCO Foods and a Board member of GS1 New Zealand. Gary is GS1 New Zealand's General Manager, Sector Development.

Ultra-rugged portable label printer



RL4

2 year warranty

mitech
Technology Group

do
datamax·oneil
ValuedPartner

Tel: 0800-MITECH (648324) • Email: sales@mitech.co.nz

www.mitech.co.nz





New members / Rights to use holders > April–November. Welcome!

NEW MEMBERS

A & T Timber Solutions Ltd
A2 Trade Partners Ltd
Accessorize (NZ) Ltd
Adept Ltd
Amrita (NZ) Ltd
Annabella Fine Foods Ltd
ANZ Pharma Wholesalers Ltd
Aotea Dairy New Zealand Ltd
Apco Coatings (NZ) Ltd
Arkush Enterprise Ltd
Asia Pacific Brands Ltd
Awa Films Ltd
Aztec Partners Ltd
Bakehouse Packaging Ltd
Baxcod NZ Ltd
BayFarms Ltd
Benefit Healthcare Ltd
BestMate Group Ltd
Bestway Ltd
Biophive Ltd
BJ YHXA International Trading Co. Ltd
Blind River Estate Ltd
BodyPLUS Ltd
Bohemein Ltd
Bonsai NZ Ltd
Briggs & Stratton New Zealand Ltd
Bruntwood Nurseries
BSN Medical Ltd
Business Development Enterprise Ltd
Cafe Coffee (NZ) Ltd
Campaign Ltd
Cassco FMCG Ltd
Cec's Muesli Ltd
Chia Ltd
Chocolate Traders Ltd
CK Import Export NZ Ltd
Craftywitch Ltd
CSBK Ltd
D3 Tape Ltd

Daffodil Enterprises Ltd
David Trubridge Ltd
Designer Desserts
Dolly Boutique Ltd
Dolphin Electronics Group Ltd
Dovedale Int Ltd
Downs Distributors Ltd
Eco Express NZ Ltd
Eco Yoga Ltd
Edward Industries Ltd
Electronic Imaging 2011
Elizabeth Jane
Elliott Corporation Ltd
Emtex New Zealand Ltd
Entire Katoo Ltd
Etailer Ltd
Ever Health New Zealand Ltd
Exotica Enterprise Ltd
Family Time Ltd
Feb (NZ) Ltd
Fiordland Lobster Co Ltd
First National Innovation Brokers
Fiveight
Fix A Tap New Zealand
Flower Box
Freshco Nelson
FRIEND
Frillys Gluten Free
GE Lighting Ltd
Geneva Trading Ltd
Glassons
Global Goods Marketing Ltd
Gluten Free Choice Ltd
Gluten Free Store Ltd
Golden Tuna
Good Honest Products Ltd
Granger Family Trust
Health Benefits Ltd
Health House
Heavens Bakery
Hendersons Fine Foods Ltd
Highford Marketing
Honey Forrest NZ Ltd
Hongkong Red Top Industry Ltd

Horny Goat Ltd
Horsemanship NZ Ltd
Huntfishco New Zealand Ltd
ICB Cleaning Supplies Ltd
Independent Building Supplies Ltd
InterMed Medical Ltd
International Produce Ltd
ITW Industrial Packaging
Jigseen Ltd
Juno Olives
Kawa Natural
Ken Griffiths Distributors 2012 Ltd
Kenso NZ Ltd
Kentsing Trading Co Ltd
Kereru Brewing Company Ltd
Kia Rere Innovations Ltd
Kina Beach Enterprises Ltd
Kindar Ltd
Kiwi Estate Winery
Kiwi Wood Processing Ltd
Landon-Lane/Janssen Family Vineyard
Lasonque Biotech Group Ltd
Life Foods Ltd
Linden Investments
Love & Care Dairy Investment Group Ltd
LPS - Label & Printer Services
M B Agencies
Mainland Media Ltd
Makita (New Zealand) Ltd
Maria's Florist Ltd
Matakana Wines Ltd
Med-Chem Surgical Ltd
Memorymakers (2006) Ltd
Millar Road Ltd
Mootube Ltd
MR Shelf 2006 Ltd
MS Impex Ltd
MyMojo Ltd
Nanobrewing Ltd
Natural Abundance
Natural Fix NZ Ltd

Natures Buzz New Zealand Ltd
Nurtured by Nature
Nelson Supermarket Ltd
New Zealand Fison United Dairy Co. Ltd
New Zealand Godfavor Health Products Ltd
New Zealand Health Shop Ltd
New Zealand Pulilove Dairy Food International
New Zealand Seyala Health Food Group Ltd
New Zealand Wistom International Holding Ltd
New Zealand Yupegn Dairy Co Ltd
Niue Vanilla International
Nlit Promotions Ltd
Numerou New Zealand Company Ltd
Nutribest NZ Ltd
Nutriland Group Ltd
NZ Maori Arts & Crafts Institute
NZ New Paradise Ltd
NZ Palm Company (2012) Ltd
NZNP
O.TU & Co Ltd
Ocean View Olive Estate Ltd
Ohau Wine Shippers Ltd
OHUG Power Equipment Ltd
Old Fashioned Small Goods (NZ) Ltd
One World Restaurant Products Ltd
OneZone Ltd
Ongas Ltd
Original n Crispy Company Ltd
Osmose New Zealand
Over the Moon Dairy Company Ltd
Overland Export Ltd
Overland Products Ltd
Owen Park
Oxide Design Ltd
Pacific Ocean Distributors Ltd
Pacific Plastics Ltd
Pan Pacific Chemicals Ltd
Panprint

Paragon Multiplex Ltd
Pataka Berries
Pharmacy Link
Pineapple Heads Ltd
Plant Works
Tulsi
Pope Jams Ltd
PPL Ltd
Premier Hygiene Ltd
Premium Bait & Tackle
Premium Beverages Ltd
Print & Wrap Ltd
Pucka Products Ltd
Pure New Zealand Trading Co Ltd
Quality Approved Suppliers (2002) Ltd
R C Young Holdings Ltd
R-Line Ltd
Rainbow International Ltd
Reach NZ Ltd
Realize Asia Ltd
Rebecca S Morgan
Reeds Wine Estate Ltd
Remarkable Foods Ltd
Revolution Wine Co.
Robbie Bird Wines Ltd
Rotational Plastics Ltd
Runcade Ltd
Saddleview Greens Ltd
Sahara New Zealand
Salash Ltd
Sanctuary Honey Ltd
Santa Rosa Foods Ltd
Saxon Trading Co Ltd
Seesaw
Segno Safety (NZ) Ltd
Serene Water Estate
Sexton Orchards
Shaws Nurseries (2012) Ltd
Smokai Ltd
Snooky Clothing Ltd
Solutions 4 Life Ltd
South Pole Ice Company 2012 Ltd

Sportpro NZ Ltd
Squires Manufacturing Company Ltd
SRB Pacific
Stepping Stones Nursery Ltd
Telnet Telecommunication Ltd
The Flying Pig Cafe Ltd
The Fudge Cottage Ltd
The One Ltd
The Twisted Hop Brewery
Totara Cottage
Tradelink International Ltd
Trapco Ltd
Tropical Enterprise Ltd
Tropical Island Bottling Co Ltd
Tuatapere Traditional Butcher
Tukkathyme
Tullybarden
Tiki Wine & Vineyards
United Distributors Ltd
Uprite Ltd
Uren Barsal Furnishings Ltd
Veterinary Professional Services Ltd
Vitamenz
W M Bamford & Co Ltd
Water Supply Products
Wholesome NZ Ltd
Williams Trellis Specialists 2012 Ltd
Win & Roam Pty Ltd
Wunderbites
Xtremely Smart Products Ltd
Zeppelin Ltd
Zestico Ltd

RIGHTS TO USE HOLDERS

Alex Distributors NZ Ltd
Amuri Products Ltd
Euroquip
Piccadilly Ltd
Triarc Systems Ltd



New Zealand

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

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

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

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



Owen Dance

GS1 New Zealand Quality Services, Manager

T 04 494 1064
M 021 577 032
E owen.dance@gs1nz.org

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



Bev Gough

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

T 04 494 1050
E bev.gough@gs1nz.org

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

20% FASTER PRINT SPEED
44% FASTER PROCESSING
50% MORE MEMORY
61% LOWER POWER CONSUMPTION

0%

YOUR CHANCE
OF FINDING A
BETTER PRINTER

© 2012 Datamax-O'Neil. All rights reserved.



I-Class Mark II: We made the best better.

Datamax-O'Neil's I-Class revolutionized the barcode printer industry with its award winning modular design, field installable options and rugged reliability.

For the past several years, resellers have named the I-Class the "best channel product" in some of the industry's most reputable independent surveys. Now we've raised the bar even higher, with the redesigned I-Class Mark II. Offering the fastest processor, largest memory and widest selection of communication ports available in a mid-range printer, the I-Class Mark II provides lower operating costs and flawless print quality. For applications as diverse as manufacturing, transportation & logistics, food & beverage and pharmaceuticals, the I-Class Mark II will maintain its outstanding reputation for performance, reliability and value.

Available from your Datamax-O'Neil authorized distributors:

Datacol Solutions Ltd: (09) 912-0850 and **Ingram-Micro:** (09) 414 0100



datamax • o'neil

right by our customers.

A **DOVER** Company

www.datamax-oneil.com

