

# SCAN

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## Right information right places right times

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## CAPTURE AND SHARE information...it's important!

The Fonterra whey protein contamination scare was a false alarm. There was no actual food safety problem, no harm to consumers. But there has definitely been commercial harm to Fonterra, to other businesses and to New Zealand as a global food producer. We await the outcome of compensation claims and formal inquiries to know just how much harm – and to fully understand how it could have been avoided or reduced.

Two things are already crystal clear however. First, once decisions were made to recall both suspect whey protein and the infant formula containing it, everything hinged on the speed and effectiveness of recall processes. Limiting the harm – both the commercial harm to Fonterra and others, and the potential harm to human health – required that the protein and finished product be pulled back from the market as quickly and completely as possible.

The scare has actually revealed very positive facts about our biggest food industry. Fonterra and its supply chain partners clearly do have a strong orientation towards food safety and capabilities to act when risks (potential or actual) appear. Their processes were not as 'tidy' as everybody might have wanted but the Ministry for Primary Industries has confirmed that all potentially affected product was eventually tracked, right down to an individual bag of it sent to a girl's high school!\*

The Fonterra and Government-commissioned inquiries now underway will tease out many questions around these facts and particular aspects of the scare. The quality and timeliness of whey protein testing practices will, no doubt, be scrutinised. But so also will the speed and effectiveness of recall processes once a problem has, rightly or wrongly, been identified.

The second thing that is crystal clear is New Zealand's financial and reputational vulnerability on food safety issues. We live largely by exporting protein – dairy and meat products – to global markets where they have a value premium because of their safety and quality. These are core attributes of "Brand New Zealand". If they are lost or diminished, so will be the value of our food and beverage exports, perhaps across the board. Maintaining food quality and safety is, arguably, more imperative for us than any other country. Having fast and effective supply-chain-long recall processes in place must surely be part of industry meeting that imperative.

From GS1, I am delighted to report that our food and grocery businesses are increasingly attuned to the merits of having just such processes for recall and withdrawal of raw materials, ingredients and finished products. We see this in the increasing numbers of companies registering on **ProductRecallINZ**, the GS1-based online service for initiating, and reporting on, recalls and withdrawals.

New Zealand actually has a good record on food safety and recalls. That said, we have just had a big reminder that recall processes can really, really matter – and I urge everyone in the food and grocery sector to make **ProductRecallINZ** an integral part of how they do business. It puts at your fingertips a proven tool for

sending and receiving information with the clarity and completeness required when urgent action is needed.

**ProductRecallINZ** is part of a positive groundswell in businesses capturing and sharing online data for many purposes (recalls among them). Having the right information, in the right places and at the right times can add huge efficiencies to business! And of course, GS1 Standards and services facilitate exactly that.

This SCAN reports on progress with four "right information" capturing and sharing initiatives: the DHB National Catalogue, the imminent issue of New Zealand Business Numbers (NZBNs) and launch of GS1's **ProductFlow** service, as well as **ProductRecallINZ**. Our feature interview is with Pierre van Heerden, FGC Chairman – and we greatly appreciate his insights on the rising importance of clear, meaningful information in this key sector of the New Zealand economy. Happy reading.



Dr Peter Stevens  
Chief Executive

\* For MPI report: [www.mpi.govt.nz/food/food-safety/whey-protein-contamination](http://www.mpi.govt.nz/food/food-safety/whey-protein-contamination)

**GS1 New Zealand**  
PO Box 11 110  
Wellington  
T +64 4 494 1050  
0800 10 23 56  
F +64 4 494 1051  
E [info@gs1nz.org](mailto:info@gs1nz.org)

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

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

**For editorial or advertising enquiries please contact:**  
Pauline Prince on 04 494 1067 or [pauline.prince@gs1nz.org](mailto:pauline.prince@gs1nz.org).  
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# Big move to ProductRecallNZ

Hundreds more food and grocery product suppliers are registering on **ProductRecallNZ** in response to calls from New Zealand's two major supermarket groups for industry-wide use of the system in all recalls and withdrawals from 2014 onwards.

**ProductRecallNZ** has been well proven since launch in July 2012. To date\*, the system has been used in six product recalls and more than 40 withdrawals – each implemented with more efficiency than generally possible with older, more manual processes for pulling products back in grocery supply chains.

The Foodstuffs Group and Progressive Enterprises have formally asked their food suppliers to register on **ProductRecallNZ** in preparation for its use, if ever needed. To date\*, 295 suppliers have registered and the pace of new registrations is increasing rapidly.

Foodstuffs South Island and Foodstuffs North Island have asked their food suppliers to get on board by the end of 2013.

"As of January 2014, Foodstuffs envisage all recalls and withdrawals via this online system, and hence we now call on those suppliers who have yet to register to do so by the end of December," Foodstuffs South Island said in a recent letter to suppliers.

A Foodstuffs North Island supplier letter states: "Please note, from January 2014, we will find it difficult to support recalls managed or communicated outside of **ProductRecallNZ**. This being the case, there may be a need to investigate the recovery of recall costs incurred by Foodstuffs and its member stores."

The Foodstuffs companies are in the process of rolling out **ProductRecallNZ** to all their member stores: New World, PAK'nSAVE and Four Square grocery stores, and the Gilmores, Toops and Trents food service outlets.



## PROGRESSIVE ENTERPRISES NATIONAL FOOD SAFETY AND COMPLIANCE MANAGER MARK BELL:

*"There's great benefit in ensuring suppliers provide the right information faster whenever they are initiating a withdrawal or recall."*

*"By merging **ProductRecallNZ** with our PWRM system, we are able to flow notices out to all our stores with more speed and accuracy. **ProductRecallNZ** is helping our system to work even more effectively."*

## FOODSTUFFS NORTH ISLAND MANAGER – REGULATORY SERVICES MARK CASEY:



*"**ProductRecallNZ** is fast proving to be an efficient tool for initiating recalls, tracing recall action store-by-store and accounting for the recalled product in question."*

*"The expectation is that as of 1 January 2014, **ProductRecallNZ** will fully replace the current manual recall processes with online notification of the right people whenever this is needed, and with seamless reporting back on their actions and on the status of recalled product."*

*"By exception we will only have to follow-up with identified member stores where **ProductRecallNZ** clearly indicates that recall or withdrawal actions have not been taken and or where product has not been fully accounted for."*

When a food product supplier sends a recall or withdrawal communication on **ProductRecallNZ**, this will arrive at every store. Suppliers are asked to also immediately make person-to-person contact with their designated regional Foodstuffs point of contact.

Progressive Enterprises has a seamless interface between **ProductRecallNZ** and its own Product Withdrawal and Recall



Management (PWRM) system. All food and grocery suppliers to Progressive are also being asked to initiate recalls and withdrawals using **ProductRecallNZ**.

Their notifications are received at the corporate office for Progressive's Countdown supermarkets and the support base for the franchisee-operated Super Value and Fresh Choice stores. Once approved for distribution through PWRM, withdrawal and recall notices flow directly to all stores. If the product in question reaches a checkout operator, he or she will receive an alert notice: In the case of a recall notice, point-of-sale bar code scanning will be blocked.

GS1 New Zealand Chief Operating Officer Shaun Bosson says work is now underway to develop **ProductRecallNZ** for its wider use in recalling and withdrawing other forms of (non-food and grocery) consumer goods. It is expected that a pilot scheme for a broader range of goods on **ProductRecallNZ** will begin before mid 2014.



#### FOOD AND GROCERY COUNCIL CHIEF EXECUTIVE KATHERINE RICH:

*"The recent Fonterra whey protein recall is a timely reminder for all grocery companies to sign up to **ProductRecallNZ**. Having an efficient recall system is an essential part of doing business in the food and beverage sector where issues can arise within even the best managed and most reputable companies.*

*"That Fonterra picked up minute contamination, with affected product identified down to specific batches and appropriate recall actions taken, is actually demonstration of how well New Zealand's food safety system works. But we need to build on that, and protect our high national reputation for food quality and safety, by ensuring the whole sector has fast and accurate traceability and recall systems in place at all times."*

## More global visibility on recalls

Consumer product safety is a global issue and the OECD\* has recognised this through a web portal for reporting product recalls in many countries. This is supported by GS1 Standards.

The OECD's **GlobalRecalls** portal brings together public information on mandatory and voluntary recalls of food, pharmaceuticals, vehicles and other products in Australia, Canada, the European Union and the United States. The aim is to encompass more countries over time (including New Zealand). All the information is reported by government agencies and has already been made public in the countries concerned.

**GlobalRecalls** is designed to improve information sharing across jurisdictions and to support regulators in their work. In addition, consumers can use it to check whether there are safety concerns about the products they intend buying, which is particularly useful for cross-border online purchases. Businesses can use **GlobalRecalls** to track emerging hazards from around the world, which can help them to move quickly to address problems.

The OECD initiative has official support from six government agencies, including the Australian Competition and Consumer Commission, and GS1 Global as the international organisation that leads in developing standards and solutions for greater efficiency and visibility in supply chains.

At its launch in October 2012, **GlobalRecalls** contained over 2000 entries. The portal is updated on a regular basis with new and historical data. Each jurisdiction decides how often and when it sends information to the portal, and this may be daily, weekly or monthly. Recall information will remain up for as long as the jurisdiction of origin decides – and some could be displayed indefinitely.

There are slight differences between countries in the definition of "consumer product." For instance, some countries will include cosmetics as part of their consumer product recalls, while others may include vehicles.



To learn more see  
<http://globalrecalls.oecd.org/>



\*OECD is the Organisation for Economic Co-operation and Development of which 34 countries are members including New Zealand.



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# Progress on new DHB National Catalogue

More than 280 suppliers to District Health Boards (DHBs) have so far indicated their commitment to joining a DHB National Catalogue for purchasing based on GS1 Standards. Crown entity Health Benefits Ltd (HBL) is building the catalogue on behalf of the DHBs, with support from GS1 New Zealand.



HBL was set up in 2010 to help the DHBs save money by reducing their administrative, support and procurement costs.

The DHB National Catalogue is intended to include any products used in patient care, including medical devices and pharmaceuticals, and in the running of DHBs (office equipment, stationery, cleaning and packaging products etc). HBL's intention is that any product or service that can be ordered by one or more DHBs using a GS1 Global Trade Item Number (GTIN) will be available through the catalogue.

The 20 DHBs spend around \$1.3 billion annually on products and services – and HBL wants to shift most of this purchasing onto the DHB National Catalogue as soon as possible.

Last March, HBL declared that loading product master data into GS1net™ – the multi-industry data synchronisation tool that uses GS1 Standards – would be the preferred path for suppliers to populate the catalogue. HBL now reports that more than 280 companies have committed themselves to doing this.

By mid October, 27 suppliers had completed publication of their product master data to GS1net™ and 84 suppliers were actively working with GS1 to obtain their GS1net™ Ready certification for the DHB National Catalogue.

The product data includes GTINs, product descriptions and classifications, packaging hierarchies, regulatory identification details, weights and measures, and all pricing information. Suppliers are recognised in the catalogue with a Global Location Number (GLN).

HBL has set an expectation that all relevant suppliers – more than 400 on the basis of current purchasing by DHBs – will have their product data loaded via GS1net™ by the end 2014. Suppliers not currently selling to DHBs are also welcome to join the catalogue. Those companies currently supplying DHB's that are not engaged are encouraged to contact HBL as soon as possible.

The DHB National Catalogue is not a one-off project: It introduces new ways of working with suppliers and creates a foundation for electronic trading, collaborative planning

and other e-business developments in the near future.

The advantages of DHB National Catalogue include:

- current, accurate and standardised information will be used across the entire supply chain;
- there will be one standardised way of providing and managing item and price data for all DHBs;
- order errors will be reduced, as will be supply costs associated with invoice reconciliation, credit claims, refused deliveries, etc; and
- the need for invoice reconciliations will be reduced.

The first three DHBs to use the catalogue for their buying are scheduled to begin doing so in early 2014, with the remainder to come on board progressively thereafter.

HBL says it appreciates the efforts that suppliers have made getting ready for the catalogue and wants to thank each of the people in supplier organisations who have been involved in the project.

## NIGEL WILKINSON, CHIEF EXECUTIVE OF HEALTH BENEFITS LIMITED:

*"The current processes of buying goods and services for the health sector are cumbersome and costly. By building one platform with one version of the truth about every product required by DHBs, we can add clarity and efficiency to purchasing across the whole sector."*

*"There will be major advantages to DHBs and to suppliers – and it will ultimately bring big savings to the New Zealand health sector."*

## Contacts for the DHB National Catalogue



### Sebastian Stancescu

Project Manager – DHB National Catalogue  
P 021 244 6306  
E info@healthbenefits.co.nz



### Gary Hartley

General Manager – Sector Development  
P 04 494 1063  
E gary.hartley@gs1nz.org



# Will the *bouncing fruit* take off?

Cranberries are a crop waiting to be discovered in New Zealand by both growers and consumers, says Marjorie Allan. The antioxidant-packed, tasty little berry is easy to grow and process, and apparently there is huge unmet demand on global food markets.

"Cranberries have many health benefits ... and they're fabulous as relish, jelly or sauce with venison, chicken and other meats, on cheese boards, as pizza toppings and so on," says Marjorie.

It's a view that she and husband Tony Allan have backed with a passion while developing their cranberry farm near Hokitika and creating the Cranberries Westland range of retail products. The rich red-coloured relishes, jellies, sauces and marmalades are sold online and through various delicatessens in New Zealand.

The business has joined GS1 to support marketing efforts in New Zealand and internationally. Marjorie says a Chinese importer has begun buying the products for retail into an increasingly affluent and health conscious segment of that country's consumer market. Sales to Dubai are also in near prospect. "To be able to sell our products here and internationally with the same labels and bar codes is fabulous," she says.

Marjorie and Tony are no strangers to small-scale exporting from New Zealand:

They previously had a lucrative business selling hand-made wooden fish landing nets to the world market.

Eleven years ago, they moved on from that Christchurch-based business to build a tourist fishing lodge in the Arahura Valley, inland from Hokitika. Cranberries Westland grew out of seeing the success of another small grower in the Westport area and consulting with HortResearch – and out of the Allans' life-long passion for good food and healthy living.

It has been four years since they planted cranberries on a hectare of sandy soil adjacent to the lodge grounds. The berries grow on easy-care low trailing vines that, through summer, require frequent irrigation from stored rain water and a nearby creek. "They grow very well here, in a climate that is similar to Wisconsin which produces most of the cranberries for America's traditionally large appetite at Thanks Giving and other times," says Marjorie. In fact, Wisconsin (around latitude 44 north compared with Hokitika's 43 south) produces more than half the world's cranberries.

The Allans have imported from there a traditional wooden cranberry sorting machine: The berries are tumbled several times to remove the inferior ones that do not bounce during the tumbling process. (In the US, cranberries are known as "the bouncing fruit" because of the air contained in each ready-to-harvest berry.)

Marjorie and Tony are planting another hectare on their Arahura Valley property, using vines propagated from the established block. They also supply plants to other growers in Westland and other regions, convinced that New Zealand can and should become a major international supplier of cranberries. "It will happen," says Marjorie, "but first we have to get the New Zealand public to appreciate cranberries for their taste and for their health benefits. As a crop, they could eventually become as important to the West Coast as grapes are to other regions."



To learn more see  
[www.cranberrieswestland.  
blotspot.co.nz](http://www.cranberrieswestland.blotspot.co.nz)

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# Fun, fluffy... and spoilt



  
**CHINCHILLA**  
PET WEAR



Four legs are needed to strut your stuff in this fashion brand. Chinchilla tees, collars and blankets are for dogs and cats – and obviously for the enjoyment of adoring two-legged owners.

Chinchilla is the creation of two fashion hounds in a burgeoning New Zealand market for pet accessories. Erin Hassall and Jane Francis have applied professional experience and knowledge from the human fashion industry to the design, manufacture and marketing of stylish gear for dogs and cats. And this year's range of Chinchilla casual tee shirts, fur lined beds, cuddly blankets and leather collars blankets have been leaping off the shelves.

"Our products are for the small pooch or cat who is a very spoiled family member," says Erin. She and Jane launched Chinchilla Pet Wear in 2012, providing pet lovers here with fun and colourful – and tasteful – products of the kind long available in upmarket European and North American pet accessory stores. "I used to travel a lot in my previous jobs and couldn't believe the wonderful stuff available for pets, especially in the States."

The Chinchilla range includes blankets, beds, bowls, toys, leads and harnesses, as well as some other-brand items that include "treat canisters", hoodies and special "cuddle cups" for cats and small dogs. The leather items are all made in New Zealand, while the company designs and sources other products from China under the Chinchilla brand.

Between them, Erin and Jane have more than 30 years' experience on the commercial side of the fashion industry, having worked at various times for

most major New Zealand retailers of clothing and accessories. They know how to identify market trends, and how to manage the design, sourcing, marketing and distribution of products. Their knowledge and experience has simply been transferred to pet accessories.

For many dog and cat owners today such items must match their fashion tastes in clothing and/or home furnishing, says Erin. "If you have a dog or cat bed sitting in your lounge, for example, you want it to coordinate with your décor." This year, pet accessory fashion trends have favoured animal print patterns and fur in black and white colour schemes. Brighter colours in graphic prints have been injected into the range for summer.

As fashion industry veterans, Erin and Jane already knew the value of putting GS1 numbers and bar codes on all their products at the point of manufacture. They want the supply chain efficiencies that come from standardised identification and automatic data capture, especially as sales volume builds and they now foresee need for a distribution centre in Asia to handle online sales. Chinchilla Pet Wear sells domestically and internationally off its website catalogue, and through selected gift and home-ware stores mainly in Auckland.

The brand name is not, of course, strictly accurate since chinchillas are neither dog nor cat. But Erin believes the name does

speak for all fun, fluffy and precious animals – just like any dog and cat lucky enough to sport a Chinchilla jacket or collar.

And Erin's own pet? Fox terrier cross Chilli leapt from Auckland's Manukau-based pound into the lap of luxury earlier this year, and the love she gives far more than pays for a beautiful dinner bowl and chi chi accessories.



To learn more see  
[www.chinchillapetwear.com](http://www.chinchillapetwear.com)



# NZBN – your own, globally-unique business number



Each of the 1.1 million New Zealand businesses on the Companies Register is expected to receive its own, globally-unique New Zealand Business Number (NZBN) by the end of December. The Government has been supplied with a large block of GS1 Global Location Numbers (GLNs) for use as NZBNs.



The Companies Office will issue NZBNs to all businesses currently on the register and to each new one as it joins. Company owners and managers will find their NZBN increasingly used as a key identifier in their interactions with numerous government agencies. Over time, the numbers are expected to have wide application also in business-to-business e-commerce.

GS1 New Zealand believes the NZBN – and the decision to adopt a global identification standard for the purpose – will add efficiency and international

credibility to this country's business sector over time. The use of GS1-supplied GLNs means each business is uniquely identified with a number that is reliably allocated, and consistently available for a broad range of purposes involving government-to-business, government-to-government and business-to-business interactions.

The Government says eight agencies support the implementation of the NZBN: ACC, Callaghan Innovation\*, Customs, Inland Revenue, MBIE\*, MPI\*, NZTE\* and Statistics NZ. They have made a commitment to ensuring that the NZBN is compatible with their online systems.

In the Government's NZBN announcement (30 August), Economic Development Minister Steven Joyce said: "Having a single business number means that by 2016 businesses will only have to provide government with their information once, which will be automatically shared across government departments.

"The process will make dealing with Government and other businesses easier and quicker for firms.

"From early 2014 businesses are expected to be able to use the NZBN when paying each other via automated invoicing. Businesses will be able to use their NZBN to interact with government agencies, such as NZTE and Callaghan Innovation, from June and this will be progressively widened over time to other government departments," the Minister said.

Prominent GS1 members have welcomed the NZBN and the decision to adopt GS1 GLNs for the purpose.

Fonterra Cooperative Group's Director for Group Optimisation and Supply Chain, Ian Palliser said: "In New Zealand's open export-oriented economy, companies need international compatibility in their systems and processes for doing business. Basing the NZBN on the globally-standard GS1 identification system will help promote exporting and other valuable forms of international connection over time."

The Warehouse Group believes the NZBN will facilitate greater efficiency in basic business processes right across the New Zealand economy. Des Flynn,



\*Callaghan Innovation is a new Crown entity to promote R&D and innovation among New Zealand businesses, MBIE is the Ministry of Business, Innovation and Employment, MPI is the Ministry for Primary Industries, and NZTE is New Zealand Trade & Enterprise.

General Manager for Customer Service, said: “We know from our thousands of BizRewards customers that small and medium-sized businesses hunger for more streamlined, less-costly ways of handling everyday transactions. The NZBN, especially based on the GS1 system, creates plenty of new opportunities to do exactly that.”

The New Zealand Retailers Association sees the NZBN having particular merit to smaller businesses. Association Chief Executive and GS1 New Zealand Board Member John Albertson said: “The NZBN can benefit retail and other businesses by simplifying their interactions with government, and by supporting the use of e-commerce tools in everyday business-to-business transactions. The benefits should be more easily attained by basing the NZBN on the GS1 identification system.”

*“We know from our thousands of BizRewards customers that small and medium-sized businesses hunger for more streamlined, less-costly ways of handling everyday transactions. The NZBN, especially based on the GS1 system, creates plenty of new opportunities to do exactly that.”*

THE WAREHOUSE –  
DES FLYNN



## What GS1 Members Need To Know ...

### ***An NZBN looks like a GLN because it is one!***

Each NZBN will be a 13-digit number and the first two digits will always be 94 to represent New Zealand as the country of issue. The other digits (including a check digit) will ensure the validity and global uniqueness of the NZBN. It can be used in just the same way that a GLN can be.

### ***Only the Government can issue NZBNs.***

The Government has acquired from GS1 New Zealand the right to use 10 million GLNs and the Government will issue these to all appropriate business entities, including GS1 members. Being issued an NZBN does not, in itself, turn any business into a member. GS1 New Zealand has long issued GLNs to members as part of their membership entitlement but these numbers cannot be used as NZBNs.

### ***Members will be encouraged to use their NZBNs like every other business.***

The NZBN scheme is being established with a new registry of primary identifiers – one for each appropriate business entity, including those which are GS1 members. Members will have to use their Government-issued NZBN whenever asked to do so by a government agency. It is important to note that NZBNs are separate from GS1 membership and from GS1 New Zealand’s past practice of issuing GLNs.

### ***Over time, members should turn their NZBNs into their primary identifiers.***

GS1 New Zealand will encourage members to start using their NZBN as their primary identifier and in some cases, this will mean switching over from a GLN previously issued by GS1 New Zealand. Over time, NZBNs will become the most widely-recognised type of identifier for each business. For existing GS1 members, this will involve replacing an older GLN with a NZBN. Once the latter are issued, GS1 New Zealand will ask each business joining as a member to provide us with their NZBN. GS1 will then use this NZBN as the primary means of identifying that members – and over time, we will make the same use of all members’ NZBNs.

### ***GLNs will continue to have various other roles.***

GS1 New Zealand will continue to issue GLNs to members as and when they are wanted for various purposes. For example, a company might use GLNs to identify its different business units or physical locations (eg dock doors, store locations, manufacturing assembly lines).

### ***Members can use NZBNs for many different uses too.***

Government agencies are expected to notify businesses on when and how to begin using NZBNs for their business-to-government interaction. At this stage, eight agencies are committed to implementation of NZBNs and it is anticipated that more will follow in time. In addition, businesses will be able to use their NZBNs for business-to-business transactions such as invoicing, order-to-cash transactions and purchase orders, just as GS1 members currently use with their primary GLNs. NZBNs are expected to become increasingly used in e-commerce applications.

### ***GS1 will have a record of all NZBNs issued.***

Under a commercial agreement with the Government, GS1 New Zealand will be notified of each issued NZBN along with the name and contact details of the relevant business (regardless of whether that business is a GS1 member). The information will automatically be added to a GS1 database to facilitate global visibility through GS1’s federated systems such as GEPIR [www.gepir.gs1.org](http://www.gepir.gs1.org). Anyone will be able to search the database and identify a business by its NZBN. Of course, anyone will find the same information by searching the New Zealand Companies Register as they have long been able to.



# Keeping consumers happy

## REQUIRES THE RIGHT INFORMATION, IN THE RIGHT PLACES

Pierre van Heerden is a food industry leader who knows the importance of good data to marketing, to tracing products, and to building brands and businesses. Pierre is Chairman of the Food and Grocery Council and New Zealand representative on the APEC\* Policy Partnership on Food Security (PPFS). In his 'day job', he is General Manager – New Zealand for Sanitarium Health and Wellbeing. He assumed this role in 2007, having spent the previous 11 years with Sanitarium in Australia.

Pierre was raised and educated in South Africa where he completed four business degrees including a Master in Business Leadership and qualified as a Chartered Accountant. In 2012, he received the New Zealand Institute of Food, Science and Technologies (NZIFST) award for Excellence in Leadership.

**Q Consumers everywhere seem to be demanding more information on products before they buy. How do you see the trend in New Zealand?**

In New Zealand and Australia we have a lot of information on packaged foods already. If you look at the nutrition panels on labels, there's an enormous amount of information and sometimes, almost too much to understand. We try and provide whatever the consumer is looking for in regard to information. That's not always possible because sometimes consumers want to know where every single

ingredient came from. With the global supply chain, you might have two or three suppliers and you can't necessarily put the country of origin on every single ingredient. You can say where the majority comes from, and that it's made from local and imported ingredients. We are really trying to make sure that we keep consumers happy because, at the end of the day, they're the ones who drive our brands ... if you don't take your consumers with you, they are going to go somewhere else.

Information demands actually vary a lot. Walking down a supermarket aisle,

consumers have a few seconds in front of a product when they make a buying decision. A lot of people are saying, 'we want more information, we want to see more and hear more'. But when you really look at their purchasing decisions, you find they might have a good look initially and after that they are almost on auto pilot. I think there's a bit of tension between some people saying they want more information, others saying they have sufficient ... and then when you look at what drives behaviour, decisions are being made in a matter of seconds.

\* The Asia-Pacific Economic Cooperation group of 21 economies with a mission to support sustainable growth and prosperity across this region.



**Q So are consumers unsure of what they really want?**

When you look at the global problem of obesity, for example, the people who need information the most are unfortunately not the ones who are actually using the information. It's a matter of understanding who we provide information for and what is the best way of getting it across. Some of that information needs to be educational, with both industry and government educating people about the qualities of foods, the portion sizes that are appropriate and the value of exercise as well as diet. Many of our members do an enormous job of trying to get education out to consumers in schools and various other forums ... providing nutritional information so that people make better choices. At the end of the day, you have to make sure you provide information and guidance but you can't legislate for consumers to make the right choices.



**Q What specific food information issues are facing the industry today?**

At the moment, it's front-of-pack labeling on products. This is an issue driven more by people who are educated, rather than those who need it most. With front-of-pack labeling, the FGC and industry are working very closely with government to make sure that whatever goes on the pack will actually be useful. It all comes back to education – without education you can put any information on a pack and it's not going to work much. It's about getting information through to consumers but with education behind it.

The industry doesn't believe that some form of 'traffic light' labeling will, on its own, solve the problems. With red, green and amber indicators, where do you draw the line between them? To a large extent a traffic light approach puts a focus on negatives, without taking account of how

much of any particular food can be eaten and enjoyed in different contexts. There aren't necessarily good and bad foods, but there are good and bad choices. It's not about saying 'chocolate is absolutely terrible for you', when we all love a bit of indulgence. What is important is looking at moderation in the diet and, along with that, the level of exercise people are getting. People know inherently what is healthier and if you can say 'this is a healthier choice here', that is probably a lot better for society than 'stop/go' traffic light approach to food labeling.

**Q What new forms of meaningful consumer guidance are coming?**

There is currently an Australia/New Zealand group working with Ministers on an alternative model (to traffic lights) and as soon as that has been determined, it will be announced by government. It will be a voluntary system so that industry can participate and refine a few things.

It's important to see the differences between food groups, between dairy and dry goods for example. We don't just eat from one category. It's all a matter of making sure that within each food group, you are making good, sensible choices.

Some people feel the relevant information can be put on an app ... you can just scan a product and the app will tell you exactly what you need to know. It might be a good way to get some information across, but again when I look at the way consumers shop, I don't see them stopping and taking a lot of time to look up information. It's that initial process of getting information through to people and then they almost go on auto pilot after that. Generally, it is with new products that people look at information and make judgments about 'where does this fit in my diet'.

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*“With front-of-pack labeling, the FGC and industry are working very closely with government to make sure that what goes on the pack will actually be useful ... it's about getting information through to consumers but with education behind it.”*

# SYNCHRONISE YOUR GS1NET DATA PERFECTLY

## A TRUSTED SUPPLY CHAIN PARTNER IS ESSENTIAL TO PROVIDING YOU WITH THE BEST POSSIBLE GS1NET EXPERIENCE

As GS1net's first certified middleware partner, Bizcaps Software contributes to the smooth operation of some of New Zealand's and Australia's leading suppliers, wholesalers/distributors and buyers in healthcare, grocery, hardware, office supplies and other industries, by helping create, maintain and synchronise their product data catalogues with their trading partners through GS1net.

Compared to manual preparation, our proven EziView web-based tools dramatically simplify the creation, validation, maintenance and synchronisation of supplier product and pricing data for GS1net in accordance with trading partner requirements. Our acclaimed services team also supports customers on both sides of the Tasman with specialist data skills and ongoing user support.

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Above all, Bizcaps Software forges close relationships with its customers, building a thorough knowledge of each business, and providing full product support.

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## EXPECT MORE THAN JUST SOFTWARE

We provide the best possible  
GS1net experience, including:



Rapid implementations. A recent example includes getting an iconic NZ manufacturer's master data catalogue GS1net/GDSN ready in 15 days.



Visibility and Control. Includes the ability to view the online status and contents of EDI messages being exchanged between trading partners from within the EziView catalogue.



Simplified Master Data Management.  
Our tools and services work in  
harmony with your current systems.





**Q How is the industry using digital communications to promote consumer interests?**

In New Zealand, quite a lot is happening on the digital/online side of things. We are working closely, for example, with GS1 on ProductRecallNZ, which has enormous advantages for the industry and for consumers.

In New Zealand and Australia, I think we are really leading the world as far as such systems are concerned because all the master data is in one place. Manufacturers have put their data in and retailers know what is happening. In the case of a recall – and this is just one aspect of traceability – we can push a button and the right information will flow through the system to where it's needed. Retailers can get the right product off the shelf. There are some really good advances being made, taking time and human error out of the whole process.

ProductRecallNZ makes everything so much easier in a world where we know that recalls will happen. We can't get away from it. There will always be something that needs to be recalled whether it is

voluntary or precautionary. For whatever reason, we need to be set up so we can do it very efficiently.

**Q How do you rate the industry's efforts with Product RecallNZ?**

I think we are doing a great job. You can always do better and anyone who says they have arrived is fooling themselves. As an industry, we are really helping a lot of companies, especially smaller ones, to see the advantages of coming onto ProductRecallNZ. When there is an issue with a product, we can make sure there is a very seamless and quick process for pulling it off the shelves. Speed is crucial in a lot of these things and online systems help us to make sure we get recalls done very quickly.

**Q We have had a scare recently with the recall initiated by Fonterra. Were there learnings for the industry as a whole?**

I think as an industry we can learn out of every recall that happens. To me, communication is always the key. If it is a precautionary recall that needs to be

clear in all the communications going out and we also need to make sure that we don't get overreaction by consumers. Communication is something that you can never do enough of. You always have to communicate with your consumers because that's the way you're going to keep them onside.

When you look at the whole industry and the number of recalls per annum, in both New Zealand and Australia, there are a lot happening and they're being done very well. There are a few hiccups here and there, but in general they are being done very well. In Fonterra's case, they did the right thing because it was a precautionary recall. No-one got sick and no-one got injured ... it was good that they did that recall at that stage.

Within Sanitarium, we constantly review our systems and testing regimes, and the way that we operate. Has any recall in the recent past changed anything that we do in that regard? No. We believe that our systems are sufficient and to me, it's the way that you handle it that is the key element in any recall situation.

**Q Generally Fonterra handled the situation in line with standard practices in New Zealand?**

Yes. And I think that as an industry, New Zealand has a good reputation because we aren't cowboys and we really make sure that what we do is in the interests of our consumers. Their safety is paramount so if there is doubt on anything, we would rather do a recall. Having good recall processes is really important to us as an industry and to our reputation globally.

At the same time, we do not want overreaction from consumers and that is where communication comes in. You really have to make sure that you communicate your key messages very effectively. At Fonterra, like any other recall, I am sure they're going to look at how the process ran to get learnings from it.

I think every single company needs to make sure that they regularly update their emergency response manual. If you have that right, it's almost ticking the boxes as you go through rather than having to ask yourself: 'Where do we go in this particular situation?' Having good master

*Continue over page* 





*“We don’t just eat from one category. It’s all a matter of making sure that within each food group, you are making good, sensible choices.”*

data becomes crucial as a starting point. If you have the data and the systems in place, you know you can act effectively and quickly.

**Q What importance do you place on standardised identifiers, automatic data capture and data synchronisation?**

These really are the engine driving everything in terms of consumer information, traceability and product recalls. If you have the right data in the right places, the rest can happen almost automatically ... we don’t have to get involved and have human error to creep in.

As a food industry, it is great to have consistency of data between manufacturers and retailers ... we know where our products were sold and we have traceability so that recalls become easier. On a broader front, the whole issue of counterfeiting also needs to be taken into account. Let’s say a product comes into New Zealand, imported by someone who isn’t the official supplier and something goes wrong with that product. Who does the consumer call about the product? What happens if a recall is required? You have product that has come in and is sitting here in limbo and consumers can be at risk. If we have global traceability, you can trace the product in question back to its source and put measures around it.

Global standardisation is really important and that is something we are discussing at APEC as well. How do we really drive this approach internationally and show the benefits to other countries who are members of APEC so they understand that if you are part of a global data system, it makes these things very easy. You can have products moving around but you can also trace them very quickly. Traceability is crucial in all that we are talking about. Without it, you are lost.

**Q What is your general assessment of how the New Zealand food industry is doing on traceability?**

I think with packaged consumer goods, traceability is good. If, for instance, Sanitarium needs to trace anything we can tell you which DC it went through and which retailers it went to, and the retailers can then tell you about sales store-by-store. With all the loyalty cards now in place, they can almost say the product came into this particular area. So you can target a recall into a certain area if necessary.

Where I think we can still do better with traceability is on ingredients, where one manufacturer supplies another manufacturer in bulk and it goes into a final product that is then packaged and on-sold. The challenge is to make sure that the links between the manufacturers are strong so that traceability can be followed through as well.

Most manufacturers who do bulk and supply others do have those processes in place. With ERP systems these days, you can really interrogate down to the finest detail, with regard to the inputs used in your products, to your production processes and to your products as they go out to consumers.

Let’s say there is a raw material coming in with a contaminant – you need to be able to trace it back to the supplier and to also have them keep you informed. You want to see that the ingredient was used in this particular batch of your product and so on. This whole-supply-chain-traceability is very important.

**Q Is there a big disconnect now in traceability between raw ingredients and finished food products?**

In general, no disconnect. At Sanitarium, for example, we can trace back the brewery that supplied a particular batch

of yeast and the same with other raw materials, like wheat or vitamins, to their suppliers. A lot of ingredients are not manufactured within New Zealand, so we have to go abroad to get them and we can tell you which supplier it came from, when it came in and which product it is used in. It is all batch traced with all the data going through. Again this is where it is really good to get other countries on board with a global data system. Everything in the supply chain is global these days and we need traceability to be the same.

**Q What is your vision for the NZ food industry?**

Looking at the future, we are going to have to be a lot more innovative in the way we approach things. We need more IP (intellectual property) because we have been great at exporting agricultural and raw materials but the value add component has come from other countries. We should be looking at how we can add value to our products ourselves or developing IP that we sell or license to others for them to add value abroad, with us earning royalties on that IP.

As a small country, we can only do so much when it comes to manufacturing, agriculture and other things. But when it comes to IP we can go global. There’s an enormous potential for us to play a role there. And Kiwis are innovative!

*“If you have the right data in the right places, the rest can happen almost automatically ... we don’t have to get involved and have human error creep in.”*



It's about looking at our traditional foods and seeing how we can do them differently. At Sanitarium, we have the example of our 'Up and Go' product ... if you went back 20 years and said to people, 'here's something you can drink on the way to work if you want a nutritious start to your day', they would have had no idea what you were talking about. As a nation, we need to be redefining categories and thinking outside the square. Having great nutritional information and traceability are part of us doing that – they are part of a bigger jigsaw puzzle and if we can put more of the pieces together, the outcome can be fantastic.

Information and knowledge are really the core from which you can pull out new ideas and products. New Zealand has the capabilities, the research institutes and great people working in areas of potential.

There are lots of challenges facing us. But at the end of the day, people have to eat, and that's an enormous positive for this industry and for New Zealand. We need to be more

innovative in the way we bring products to consumers – and we need to ensure we take those consumers with us on the journey because they trust our brands.

At the FGC, one of our roles is helping connect smaller companies to centres of research excellence in the food industry and to global best practices. New Zealand is quite unique in having an industry structure that makes it much easier for a small company to get started. You can go to one supermarket and say, 'I have a fantastic product' ... you're then in the market and can grow from there. When I look across the board, we probably have more innovative start-up businesses than a lot of other countries. It's about growing those innovative companies to a size where they can be on-sold and the entrepreneurs can use those funds to start up other companies.

In overseas food markets, many people are prepared to pay a premium for New Zealand products because New Zealand is seen as safe. That's been

proven time and time again. When we do have a problem, we address it and we don't hide ... that's all very important.

**Q No hesitation in saying that the GS1 Standards are in the middle of what we need for building and maintaining that reputation?**

That's right, they help pull everything together. If we don't have the data we are really working in a bit of a vacuum.



#### Correction

*The previous issue of SCAN (No. 35) incorrectly referred to Sir Graeme Harrison as a mid-Canterbury farmer (page 11). While Sir Graeme has family connections to farming business in mid-Canterbury, he is not currently a practicing farmer. The error is regretted.*



# GS1 solution will ease your path to market

GS1 New Zealand has been working on today's challenges in getting food and grocery products into the consumer marketplace as quickly and cost-effectively as possible. Part of the solution will be **ProductFlow** – a new set of web-accessed services available to GS1 members from early in 2014.

**ProductFlow** will help food and grocery suppliers assemble and share product data and images with retailers so that products can move more efficiently along the supply chain and, ultimately, into the consumer's shopping trolley.

GS1 is aiming to make it easier, less time-consuming and less costly for members to make proper use of the GS1net™ data synchronisation platform and to meet information requests from the supermarket groups.

**ProductFlow** will also support the aspirations of Foodstuffs and Countdown for more timely and accurate data flows on new or updated products – and for product images of sufficiently high quality to be used in planograms, and mobile and online sales channels.

GS1 New Zealand Chief Operating Office Shaun Bosson says GS1 has wrestled with the problems faced by suppliers in assembling and sharing product data and images to the standards required for supply chain efficiency. "Everyone can see that getting the right data together and ensuring it is in the right places, at the right times can involve substantial time, effort and cost – and the benefits don't always seem to be immediately forthcoming.

"But ensuring that products are accompanied by standardised data and

images is becoming critical to success in the marketplace. It definitely is in the interests of food and grocery suppliers to heed signals on this from the supermarket groups," says Mr Bosson. "Everyone wins when new or updated products get into the market quickly, supported by all the right information and imagery."

**ProductFlow** will help suppliers identify exactly what they need to do, and to

source external support tailored to their specific situation and requirements. It will enable members to more easily access: help in assembling their product master data and images to GS1 Standards; verification of data, images and bar codes; and support in the uploading of data and images to GS1net and to the new Australia-New Zealand image repository known as GS1 SmartMedia.

Mr Bosson says **ProductFlow** will build on GS1's established offering of data synchronisation and bar code verification services. "Thousands of our members are very familiar with verification for bar codes. **ProductFlow** will, in effect, be extending that model into further product attributes that are important to successfully merchandising of products."

The new solution will be available to all members as a web portal accessed through MyGS1 on [www.gs1nz.org](http://www.gs1nz.org). Users of **ProductFlow** will be presented with a series of checklists and options that enable them to clearly see the steps required in supporting their product along the supply chain and then, to select the GS1 services they may need in achieving this.

The solution will streamline access to, and use of, GS1net by enabling members to upload only master data on products that they are about to take to market:

*"ProductFlow is designed to unlock the potentially huge value for trading partners in being able to quickly use GS1net when it matters most – just when products are about to come into the marketplace."*

GS1 – SHAUN BOSSON



# David Pollard

## FOCUS ON BUILDING SECTOR PRODUCTIVITY



GS1 standards can help the building sector secure much-needed gains in productivity, says new Board member David Pollard.

"We need data-driven supply chains, from the consenting process right through to on-time delivery of the products required for each building project," he says. "GS1 standards have a huge contribution to make."

As General Manager of Technology for Fletcher Building's New Zealand distribution businesses including PlaceMakers, Mr Pollard is well placed to see the potential – and to analyse the building sector's current performance. Productivity is low, he says, because of its fragmented nature, slow adoption of information technology and diversity of consenting processes. "We need highly adaptable and flexible supply chains because of New Zealand's small but

fragmented industry, and of the high demand for new buildings."

Mr Pollard is encouraged by current Government interest in creating an online consenting interface between authorities and builders, and in modeling tools for use on building projects. So much depends, he says, on having complete and accurate information on particular building products.

"Having the right information, in the right places at the right times is a foundational element for all the industry developments we want to see." Mr Pollard says such information requirements are certainly critical to PlaceMakers' own transition to being a provider of solutions that are based on products and services from many different suppliers.

He has had long engagement with GS1 standards, and with GS1net in particular, having been a consultant to Foodstuffs Auckland on technology and change management before joining Fletcher Building three years ago. Earlier Mr Pollard was General Manager of Retail Insight Limited, a New Zealand-based developer of software and hardware for marketing. He has an MBA from the University of Auckland in addition to his computer science degree from Canterbury.

Mr Pollard is delighted to be joining the GS1 New Zealand board at this stage. "GS1 have put in a lot of hard work over a long period in various sectors and developments are now coming to fruition."

**ProductFlow** will provide a pathway into data synchronisation that is much simpler and quicker than current practices whereby members attain "GS1net Live" status only after data on all their products has been uploaded and verified.

"**ProductFlow** is designed to unlock the potentially huge value for trading partners in being able to quickly use GS1net when it matters most – just when products are about to come into the marketplace," says Mr Bosson.

**ProductFlow** will be launched after further trialing with a group of members

and after development of a new "GS1net Process Live" status for members who are progressively uploading data to the platform and, in the meantime, using it for their new and changing traded products.

"We are particularly grateful to the supermarket groups for the encouragement and support they have given GS1 in developing this solution, and we will be trialing it in close concert with them," says Mr Bosson.

***ProductFlow will be coming to GS1 members in the first quarter of 2014 – worth watching out for!***

***For more information on the development of ProductFlow and on how food and grocery suppliers can get more involved, contact GS1:***

***Email: [info@gs1nz.org](mailto:info@gs1nz.org)  
Phone: 0800 10 23 56***



# Distributor for the DHB National Catalogue

Pacific Commerce is expert in the requirements of the National Product Catalogue and has helped many healthcare suppliers become DHBNC Ready.

Distributor for the DHBNC is a GS1 certified solution developed by Pacific Commerce for validating and uploading product and pricing data to the NPC and the DHB National Catalogue.

Suppliers to the healthcare industry use Distributor to upload their product and pricing data to become DHBNC compliant for tendering and trading with private hospital groups and all healthcare jurisdictions in Australia and New Zealand.

Distributor provides business rule validation for your product information ensuring that all data uploaded (and downloaded) is clean and error-free.

Double handling of product data is eliminated by Distributor as it integrates with your existing ERP systems to automatically upload your data directly to the DHBNC with no extra effort on your part.

Data extracts from your business systems can be scheduled for automated updates or pushed manually to the DHBNC.

Pacific Commerce ensure that even clients new to the concept of GS1net and the DHBNC completely understand what is expected in order to be GS1net compliant, simplifying what can otherwise be a daunting experience to the uninitiated.

*Call us today to begin your migration to the DHBNC.*

## Integrate seamlessly

Pacific Commerce is an eCommerce service provider facilitating services to industries including hardware, healthcare, consumer electrical, grocery and retail.

Originally established to provide hosting and management services for electronic trading, Pacific Commerce has grown to facilitate a range of complementary services that can be customised to meet the most complex of business needs.

### Trading Exchanges

Pacific Commerce hosts and operates business-to-business eCommerce exchanges for electronic trading of business documents. These include the Pacific Health Exchange, NARTA Trading Exchange, Pacific Commerce Exchange and the Timber & Hardware Exchange.

### Data Synchronisation

Distributor is a GS1 certified solution developed by Pacific Commerce for validating and uploading product data to GS1's data synchronisation platform - GS1net, to the National Product Catalogue and to the DHB National Catalogue.

### Product Data Management

Boulevard is a powerful browser-based Product Data Management System, which can interface with numerous data sources (ERP or CRM systems, spreadsheets, etc.) to allow data maintenance and access, with a number of different output options.

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We build Custom Online Ordering Systems to suit your Web and business needs. Business-to-business ordering systems are suitable for companies trading with a large number of small buyers. Pacific Commerce is also capable of producing advanced online stores so you can start selling products directly from your web site.

## For more information please contact

Martin Eley, National Business Manager on

**Phone:** +61 4 03 585 171

**Email:** martin.eley@pacificcommerce.com.au

John Rix, Remote Sales Manager

**Phone:** +61 2 9468 3333

**Email:** john.rix@pacificcommerce.com.au

## Address

Level 4, 500 Pacific Hwy St Leonards NSW 2065

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# GS1 Staff



**Sharon Coad** joined in October as Healthcare Engagement Manager, helping deliver GS1 New Zealand's support for the DHB National Catalogue and other initiatives in this sector. Sharon has spent the past seven years with Roche Diagnostics NZ, most recently as that company's Market Manager – Diabetes Care. She is a University of Auckland graduate with a BSc (Biology major) and a Graduate Diploma in Business. Sharon lives in Auckland with her husband and outside work, she spends her time in home renovation, socialising with family, walking and travel.



**Sally King** joined in August in the new role of General Manager, Government Relations. Sally manages GS1 New Zealand's engagement with policy-makers, regulators and many other organisations which have a stake in GS1 standards development and implementation in this country. She gives the Chief Executive and the other General Managers support in working with individual stakeholders.

Previously Sally held various manager roles with the Inland Revenue Department from 2002 onwards. Most recently she was Strategy and Policy Lead for "Result Area 10" – the Government's programme for enabling New Zealanders to complete their transactions with State agencies easily in a digital environment. Before IRD, Sally spent seven years with Air New Zealand including a role as Service Delivery Manager for Inflight Services. She holds an MBA degree from the University of Otago. Sally lives in central Wellington with her partner and 10 year-old daughter.



**Shikha Kumar** joined in June as a Services Support Analyst after five years in various IT support roles. Most recently Shikha spent three months in Canberra on a contract with NEC. Previously she worked for two and a half years on the IT services desk at PricewaterhouseCoopers in Auckland. Shikha holds a Bachelors degree in Computer Science and Information Systems from the University of Auckland. Outside work, she socialises with family and friends, and loves walking her dog and quality time on the beach.



**Brian Martin** joined in July as an Applications Architect to work on the continuous improvement of GS1 New Zealand's enterprise level system functionality and interfaces. Brian is also part of GS1 Global's forum of Architects, which develops common or inter-operable data and systems for GS1 member organisations. He was previously a Software Development Manager at EDIS Technologies and prior to that, held a similar role with iP3 Systems for three years. Brian graduated from the University of Auckland with an MSc in Genetics. He lives in eastern Auckland with his wife and two children, and has a range of interests including ontology, astronomy, aviation, New Zealand's natural environments and tennis.



**Julien Matsis** arrived from France to join GS1 New Zealand in June as a Professional Services Consultant. He works mainly in the Healthcare sector. Julien previously spent a year as a project coordinator at the Consumer Goods Forum in Paris and before this, two years as a junior product manager in a pharmaceutical company in New York. He graduated from the French business school, ESSCA, in 2009 with a Masters degree in Management and Entrepreneurship. He is in training to run the Auckland marathon and other interests include guitar playing and European football. Julien lives in central Auckland with his partner.



**Shelley Tildesley** joined as a Verification Technician in May, bringing to GS1 New Zealand her 30 years of experience in the pre-press area of the printing industry. Shelley holds a trade certificate in Typography. She lives in northern Wellington with her partner. Outside of work, she enjoys playing football and softball, and socialising with family and friends. She is also an avid reader and animal lover.



# GS1 Healthcare Standards

## Single Unit Level Standard

GS1 Healthcare has developed a new standard for identifying healthcare products at the single unit level – a standard that could drastically reduce medication errors and the adverse health events that sometimes result.

A GS1 Healthcare work group of 80 supply chain experts has clarified and updated GS1 Standards to include detailed guidance on how to identify healthcare products at the single unit level, which is also referred to as “Level Below the Each”. All point-of-patient-care verification systems and traceability systems rely on the effective capture of data on products at all packaging levels, whenever dispensed, administered, distributed or used. But until now, hospitals have lacked globally harmonised standards on how to identify products at lower levels of packaging such as a single-packed catheter or the individual blister cell from a multi-cell blister card.

The new standard is an addition to the GS1 Healthcare GTIN Allocation Rules which now incorporate guidance on how a “responsible entity” in the Healthcare supply chain should identify a “Level Below The Each” trade item. Examples of such items are: single unpackaged pills; pills packaged in blister cells; unpackaged liquids; single-use non-sterile devices such as screws and pins; and multi-use non-sterile devices such as a blood pressure cuff.



To learn more see  
[gs1.org/healthcare/  
implementation/aids](http://gs1.org/healthcare/implementation/aids)

## Device UDI Compliance

The United States Food and Drug Administration (FDA) has recently established a national unique device identification (UDI) system for medical devices – and GS1 is helping manufacturers to comply as quickly as possible. A new GS1 UDI resource web page has been created to offer guidance on GS1 Standards implementation in respect of the FDA system. The latter has been developed with GS1 Standards, specifically the GTIN, clearly in mind.

GS1 US says the FDA system comes after years of industry demand for ways to identify and address problems with medical devices at a much earlier stage, and for more efficient tracking of device recalls. The system includes the first database of all medical devices, with this database to be accessible by Healthcare providers and patients. Use of consistent global standards will also enable providers to harness data for measuring comparative effectiveness, for research on health outcomes and for population health management. The FDA system for UDI on medical devices has implications worldwide as Healthcare providers and product suppliers in many countries seek to align their identification and traceability systems.



To learn more see  
[gs1us.org/hcudi](http://gs1us.org/hcudi)

## Global Endorsement for GS1

The Health Level Seven International® (HL7) group joined other leading healthcare stakeholders from around the world with a formal endorsement during October of GS1 Healthcare Standards as the best suited for healthcare supply chains. HL7 was responding to the recent McKinsey & Company report finding that implementation of the standards in healthcare supply chains globally could save 22,000-43,000 lives and avert 0.7 to 1.4 million patient disabilities. McKinsey found also that a single, global standards-based system would: keep tens of billions of dollars in counterfeit drugs out of the legitimate supply chain; and enable substantial safety benefits that would cut healthcare costs by US\$40-100 billion.

At GS1's semi-annual Healthcare Conference in San Francisco, GS1 and HL7 renewed an agreement to work together for reduction in medical errors and increase in the effectiveness of healthcare supply chains. HL7 is a global, non-profit organisation based in Ann Arbor, Michigan, with the aim of developing international healthcare informatics inter-operability standards. The latter are used in 55 countries.

## Website upgrade

GS1 New Zealand has upgraded its website – see [www.gs1nz.org](http://www.gs1nz.org). The site now has a strong focus on current developments with GS1 Standards and Services – and on what members need to know. The site design has been simplified for ease of navigation and reading. Members have all the same functionality in the MyGS1 area of the site.

**GS1 New Zealand welcomes all feedback.**

Email us at [info@gs1nz.org](mailto:info@gs1nz.org)  
or call on 0800 10 23 56



# New members/rights to use holders April – October, Welcome!

## New Members

100 Percent Nutz Ltd  
3D Products Ltd  
50 Knots Brew House Ltd  
Abacus ALS  
Abbott Laboratories NZ Ltd  
Abbvie Limited  
Acme and Co Limited  
Advantage Health Care  
Air Flow Products Ltd  
Air Liquide  
Aikens Folly Vineyard Ltd  
Al Brown Bagels Ltd  
Allied Medical Limited  
Alpine Produce New Zealand Ltd  
Aluro HealthcareNZ Ltd  
Amtech Medical Limited  
Apex Medical NZ Ltd  
Applied Medical New Zealand Ltd  
AquaZeal Limited  
Ariohuntleigh  
Armour Ratchet Technology Limited  
Artex Ltd  
Artisan Cakes  
Ashby's Butchery 2014 Ltd  
Aspect Foods Ltd  
Aspen Pharmacare  
Associated Confectioners Ltd  
Astra Zeneca Ltd  
Atom Fasteners Ltd  
Australian Buying Group  
Austina International Pty Ltd  
Azure Group T/A Alfa Pet  
B. Braun New Zealand Pty Ltd  
BB Systems Ltd  
Bach Brewing Ltd  
Baicluha Dairy Ltd  
Barrier Technologies Ltd  
Baxter Healthcare Limited  
Becton Dickinson Ltd  
BEERNZ Ltd  
Benra Services Limited  
Better Choice Crafts Ltd  
Big Green Surgical NZ Ltd  
Bio Rad Laboratories  
Bio Serve NZ Ltd  
Biodecon Ltd  
Biomaxa Limited  
Biomed Limited  
Biomet New Zealand Limited  
BJ & TF Egerton Partnership  
Black Sands Brewing Co Ltd  
Blueskin Bay Honey  
Botanical Ingredients Limited  
Brew Strong Limited  
Buildex NZ Limited  
Burns All Night Firewood  
Bush Farm Trading Post Limited  
C. R. Kennedy New Zealand Ltd  
Cabernet Foods Ltd  
Capes Medical Supplies Limited

Carefusion New Zealand 313 Ltd  
Carrello del Gelato  
Cattani NZ Ltd  
Champion Flour Milling Ltd  
Chinchilla Ltd  
Coastwest Holdings Ltd  
Codemark Ltd  
Colchis Ltd  
Coloplast Pty Limited  
Complete Kids Nutrition Ltd  
Conqra Contracting Ltd  
Country Polo (NZ) Ltd T/A Anisentials  
Covidien New Zealand Limited  
Cryomed Limited  
Culpan Distributors Ltd  
DC Rosser & Co Ltd  
Decor Limited  
Designs For Vision  
Device Technologies New Zealand Limited  
Diagnostica Stago  
Diamond Fusion New Zealand 2012 Ltd  
Disaster Prepare Ltd  
Discoveries Wholesale Distributors Ltd  
Durable Medical Equipment Limited  
Dutch Rusk 2013 Ltd  
Dylan's Food Limited  
Eastern Gardens  
Eco Evolution NZ Ltd  
Ecopoint Limited  
EcoSprings Ltd  
ECP Ltd  
ECS Ltd  
Edgebrook Cider Ltd  
Eken Sports Ltd  
Enable New Zealand Limited  
Endoventure Ltd  
ESL Biosciences New Zealand Ltd  
Estella Skincare  
Eternal Youth Ltd  
Eurotech Design  
Farmlands Co-operative Society Limited  
Fashion Uniforms Ltd  
Feature NZ Ltd  
Fitzpatrick's Brewing Co Ltd  
Flower Power (NZ) Ltd  
Flyhydrate Limited  
Food Productions Ltd  
Fresco Nutrition Ltd  
Freshaste NZ Ltd  
Frezco Beverages Limited  
Frontier Medical (NZ) Ltd  
Futuris NZ Ltd  
G.E.C. Global Electronic Cigarettes Pty Limited  
Gambro Pty Ltd  
GE Healthcare  
General Textiles & Footwear Ltd  
Genesis Imports 2012 Ltd  
Getinge Australia Pty

Gilt Edge Industries Limited  
Gizzy Milk Ltd  
Global Beauty Limited  
Golden Dairy Products NZ Ltd  
Gordon's Limited  
Gough Group  
Gourmet Plus 2012 Ltd  
Grab & Go NZ Ltd  
GT Works Limited T/A Bonsai NZ  
Guang International Ltd  
Hardy Packaging Ltd  
Hauraki Dairy Ltd  
Hawk Packaging  
Healthcare Essentials Limited  
Henry Schein Shalfoon  
Highline Produce Ltd  
HJ & WB Jackson Investment Ltd T/A South City Mkt  
Hunter Safety Lab Limited  
Hussains International NZ Ltd  
Hybridge Ltd  
Icon Images New Zealand Limited  
ID Solutions 1993 Ltd  
ilovesoap.co.nz Limited  
iMonitor Ltd  
Impactwear International LLLP  
Interlab  
International Foods Limited  
Interworld Plastics 2013 Limited  
Irvine Distribution  
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J J H Enterprise Ltd T/A Fleurs cakes  
JA Davey Ltd  
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Jansons Farm (Fiji) Limited  
Janssen-Gilg Pty Ltd  
Janty Kanvan Ltd  
Jenny Dewar's Verjus  
Jetset Pets 2013 Ltd  
John Morris Scientific Limited  
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Lansen Trading Limited  
Lean Pasta  
LED Pacific  
Leica Microsystems Pty Ltd  
Liberty Medical NZ Ltd  
Lifehealthcare Ltd  
Lima Orthopaedics  
New Zealand Ltd  
Local Partners & Associates  
Lowe Products Ltd  
MacSense (NZ) Limited  
Manuka Lab Ltd  
Maquet NZ  
Mark Rattray Wine  
Market Concepts Limited  
Marshall Innovations Ltd  
Matakana SuperFoods  
Mathys Ltd  
MB Wine Limited  
McLeod's Craft Brewery Ltd

Medipak Surgical NZ Ltd  
Medix 21 Ltd  
Medtel NZ Ltd  
Medtronic New Zealand Ltd  
MedXus Ltd  
Melly's Limited  
Mercer Group  
Merck Millipore  
Merck Sharp & Dohme (New Zealand) Limited  
Mette Kristiansen Photography  
Michael Mee Enterprises Ltd  
Micro-Nutrients NZ Ltd  
Mitchell & Kant Limited  
MKM Health (NZ) Ltd  
Mortech Industries New Zealand Ltd  
Morton & Perry Limited  
Mowbray Fine Foods Ltd  
Moynahans Limited  
Mr Grills Holdings Ltd  
Msugar  
Muesli and Co Ltd  
Multivac New Zealand Limited  
Musical Knives Associates Ltd  
Natures Country Gold Ltd  
New Zealand Honey Limited  
New Zealand Jerky Limited  
New Zealand Nougats Co Ltd  
Ngaio Diagnostics Ltd  
Nom Nom Nosh Ltd  
NSK Oceania Ltd  
Nutriacare Group Ltd  
Nutricia Advanced Medical Nutrition  
NZ Kiwi Products Ltd  
NZ Techni-Ice Limited  
Obex Medical Ltd  
Oceanmax International Ltd  
Omaz Limited  
Only Green Ltd  
Optimed NZ Ltd  
Oreania Group Limited  
Orion Laboratories (NZ) Ltd  
Ortho Medics Limited  
Orthomed NZ Ltd  
Otakiri Springs Marketing Limited  
Ottogi NZ Ltd  
Ozospa Ltd  
Pacific Paints (Tonga) Ltd  
Pacific Plumbing Supplies (2012) Ltd  
Pacific Surgical Limited  
pascals.co.nz  
Paynter's Cider  
PetfoodNZ International Limited  
Pfizer New Zealand Limited  
PGNZ Wholesale  
Pioneer Foods Limited  
Piopio Berry Orchard  
Pippins  
Production Partners Ltd  
Promed Technologies Ltd  
Pure Kiwi International Ltd  
Purecoco Ltd  
Pureo Limited

Putake Group Ltd  
Queen New Zealand Pty. Ltd  
Rack Studs Limited  
Rascal's Beer  
Raylab Ltd  
Reality Holdings Ltd (T/A Tub)  
Red Crow Marketing (2013) Ltd  
Redding Cereals Limited  
Reduced to Clear Ltd  
Reem Dairy Products Limited  
Reid Technology Ltd  
Rem Systems Ltd  
Rest In Pets  
Roche Products (New Zealand) Limited  
Roommaster Holdings Ltd  
Rubber Tree Limited  
Rumina Natural Care Ltd  
Satchmo Investments Ltd T/A Fresha Foods Group  
SB Global Pty Ltd  
Seaview Traders 2012 Limited  
Senco Brands NZ Ltd  
Sheffmed NZ Ltd  
Siemens NZ  
Silver Fern Branding Ltd  
Simply New Zealand Ice Cream  
Smart Packaging & Building Decoration Ltd  
Smith & Nephew Surgical Ltd  
Some Thing To Crow About Ltd  
Sound Business Systems Ltd  
South Seas Group Limited  
SP Nutrition Limited  
Spark International Limited  
Spotless Services (NZ) Ltd  
St Andrews Cider Limited  
Starrett (NZ) Ltd  
STEVIANNA International (New Zealand) Limited  
Stoneycreek 2014 Ltd  
Studio Tuatara  
Supafin Pty Ltd T/A Supafin Seafoods  
Super Snack Ltd T/A Foodwise  
Supercell  
Surgical & Examination Lighting NZ Ltd  
Surgical & Medical Systems  
Surgical Specialties NZ Ltd  
Surgical Supplies Ltd  
Surgico Medical & Surgical Ltd  
Sweet As Marketing Limited  
Syrp Ltd  
Tania Beauty Skin Care Ltd  
TasteBubs  
Taurus Wine Group  
Technecult Laboratories Ltd  
TeLabels Limited  
Teleflex Medical New Zealand  
Teng's Family Foods Limited  
The Best Beverage Company Limited  
The Herb & Spice Mill Ltd  
The Naked Baker Ltd

The Naked Scotsman  
The New Zealand Nutrition Institute Limited  
The Savvy Group Ltd  
The Voyager Group NZ Ltd  
Therapy Specialties NZ Ltd  
Thymebank (2013) Ltd  
Tofutree Art & Design Limited  
Toomac Holdings Limited  
Topshelf NZ Ltd  
TOTI Living Ltd T/A BBQ Canvas  
Trade Island Limited  
Triple Rock Ltd  
Tristel New Zealand Limited  
Triton Distributors Limited  
Tui International Limited  
Two Feijoas NZ Limited  
Two Fingers Beers  
Two Rivers Marlborough Ltd  
Tytex Limited  
UA Globalax  
Undo Max Limited  
United Soya Food Co Ltd  
Urotech Limited  
VF Direct (NZ) Limited  
Village Bakery & Cafe  
Vital Health Company New Zealand Ltd  
Viti Foods Limited  
VPM Wines  
VSR (New Zealand) Limited  
Waiheke Vineyards Ltd  
Waitemata District Health Board  
Wellpack Limited  
West Indies Spice Traders  
Whitford Medical Ltd  
Wholesale Bakery Limited  
Wilson & Crowhurst T/A Decor People  
Wingit - Food Group Ltd  
World Pop Trading Ltd  
WS Medical (2004) Ltd  
XS Vision Ltd  
Yaimea Limited  
Yeastie Boys  
Zarbo 2012 Limited T/A Zarbo Cafe & Deli  
Zimmer New Zealand Ltd

## Rights to Use Holders

Active Healthcare Ltd  
Advantage Plastics  
Agritech Products NZ  
Arrow Products NZ Ltd  
Cubro Ltd  
Electroquip Group Ltd  
Furtek Limited  
Hallmark Surgical  
Pestgard  
R & S Trade Centre  
Shelving Shop Ltd  
V Tapes Limited



# 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 is 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.



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