

# SCAN

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## Supply chain management and IT critical to today's marketer

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6



8

From the CEO's desk	2
<b>SUPPLY CHAIN MANAGEMENT &gt;</b>	
An academic perspective	3
<b>CASE STUDY 1 &gt;</b>	
Parnell Agencies	6
Action hots up on EANnet	8
EAN New Zealand launches Alliance Partner Group	10
SAP takes on partnership	11
<b>CASE STUDY 2 &gt;</b>	
Pipfruit Industry	12
In-store retail training a BIG deal	13
More support for membership	14
New staff support new management	14
A guide to verifying bar codes	PULL OUT
Goods go to worthy cause	15
Seminar Update	15
EAN New Zealand: helping to manage the supply chain	16
Pride In Print	17
Website upgrade	18
Bar code basics	19
EANnet on the menu	20
Summertime Sizzler Course offer	21
New-look verification report	22
GEPIR "yellow pages" for the global supply chain	24
EAN-accredited companies a growing force	25
New EAN members	26
EAN certificate course powers ahead	27
Team EAN New Zealand	28



10



12



16

## from the Chief Executive's Desk

Welcome to the December SCAN. We wanted to provide you with a "summer read" for this issue, so we have included informative articles on marketing and business topics that we hope you will enjoy at leisure.

Also inside is the latest on EANnet® as well as news from a number of industry sectors. We held an extremely successful EANnet seminar in Auckland a couple of months ago, at which Foodstuffs outlined its plans for adopting this data synchronisation system and leading Australian companies shared their experiences (see p 8 for more information).

On the local front, EAN New Zealand's board has approved a new management structure for the organisation, which includes the development of a senior management team (see p 14). This has been prompted by a steady rise in membership numbers and our coverage of an increasing number of industry sectors, as more and more companies realise the benefits of open, global standards.

General Manager Consultancy Simon Dudding and our new General Manager Finance and Administration Jurjen Geerts have been in Singapore recently for a training session on GEPIR (Global EAN•UCC Party Information Registry).

At present, this registry contains information on more than 500,000 companies in 60 countries which you can look up free of charge either using the company name or their EAN bar codes. We will soon be adding New Zealand companies to the list (see story p 24), as part of our organisation's commitment to facilitating efficient business.

As always, there has been a lot happening on the global scene. One of the key developments has been the formation of EAN International and the Uniform Code Council's joint venture EPCglobal Inc (formerly known as AutoID, Inc). Since our last issue, this company has been formally established and an implementation taskforce set up to drive the adoption of Electronic Product Codes (EPC), the next generation technology on from bar codes.

My interest in EPC has now become a personal one, as I have been appointed to head EPCglobal in Boston from early next year. It is an exciting challenge and I believe my appointment is a tribute to the achievements of the whole EAN New Zealand team and to the support of members. I hope to be able to take pride in the initiatives made by New Zealand companies in adopting this technology – and, through my involvement, you will certainly have a hotline to the latest action!

We have a great team at EAN New Zealand. I have certainly enjoyed working here over the past four years and meeting with so many of our members, and look forward to still being part of the EAN family.

Margaret Fitzgerald  
CHIEF EXECUTIVE





# Supply chain management and IT critical to today's marketer



In this summer edition of SCAN, Professor Peter Thirkell, Head of Victoria University's School of Marketing and International Business, offers readers an academic perspective on the role of the supply chain in the marketing mix.

**In today's mature markets, supply chain management and IT are becoming increasingly important in the marketing mix. Take your eye off the possibilities that IT affords the supply chain, and you could be doing so at your organisation's peril, says Professor Thirkell.**

When we think about marketing, a familiar mantra springs to mind: Product, Promotion, Price and Place.

These are the four Ps that combine to make up the marketing mix.

There's something about the chemistry, the creativity and the mystique of the blend that makes it impossible to elevate the importance of one 'P' above another without upsetting the delicate marketing balance. Right?

"I hesitate to rank them," says Professor Peter Thirkell of Wellington's Victoria University. "But I think Place, or the supply chain, has definitely become more important."

That's a bold statement. But to understand why the supply chain counts and is beginning to count more, we need to return to the roots of marketing, says Professor Thirkell.

Marketing as a discipline began with the process of getting goods and services to the market in a timely fashion.

"Organisations realised that at least half the cost of finished goods was to do with moving them from where they were made to the point of purchase. Later, marketing evolved into other - some might say more sexy - areas such as promotion, communications and advertising.

"Place impacts directly upon all the other elements of the marketing mix. In a supply chain context it is all about getting the right product or service delivered in the right place at the right time. And if you do that well, also at the right price," Professor Thirkell says.

In today's mature markets it's harder to differentiate yourself from a competitor through factors such as quality, brand, advertising and promotion, he says.

"For example, if your quality is good and if the other elements of your marketing mix are together, then you have to look hard at improving factors like efficiency and timeliness. That is where the supply chain, or Place, comes in."

Supply chain management used to be called 'logistics' and still is known by that name in some organisations. 'Supply chain' is not only more trendy terminology, Professor Thirkell says, it's a more accurate description of what the process encapsulates.

"Professor Michael Porter, a leading authority on competitive strategy, popularised the notion of the value chain, which is a powerful concept for supply chain managers," he says.

"It's the idea of links or discrete components where you can think quite differently about what the cost is for each link and what value it's adding to your product. What Porter made clear is that sometimes, for little cost, you can add quite a bit of value - and vice versa of course."

## Full circle

In a sense, according to Professor Thirkell, we've come full circle when it comes to Place in the marketing mix.

"It's not that the other elements have become less important. For example, no one would ever say that quality is unimportant. But the quality card has matured, it's crossed a threshold, and it's now a given."

The challenge for today's professional marketer is to separate the importance of an attribute from whether it actually affects choice at the margin. Product design, quality and branding for example are very important, but they may feature a little bit less in the choice process, whereas supply chain management, or Place, features relatively more these days.

## The great debate

If marketing is increasingly about Place, it naturally follows that supply chain management should sit within the marketing function. However Professor Thirkell says that the question of where the supply chain function belongs is the subject of ongoing debate.

"I believe that the person who oversees the marketing function should have the supply chain function in his or her brief, because marketing is about an integrated approach - getting all the bits together to deliver value to the end customer."

Professor Thirkell adds that, as supply chain management is a specialist function, the marketing manager and the supply chain manager may not be the same person. However, the supply chain function should still reside within the marketing area, he believes.

"This means that supply chain people are part of the approach of adding value to the end customer. Likewise, the marketing manager feels that he or she has an overview of all the elements that count.

"For historical reasons, and almost by default, the people in production might find themselves managing the supply chain. But they have different criteria in mind. They might want to clear the warehouse, for example, which may or may not be important to anyone else in the chain - including, of course, the end customers."

## IT critical to the supply chain

Not only is the supply chain central to the marketing function, but increasingly information technology is becoming central to the supply chain and therefore a critical element in the marketing mix.

"Supply chains are becoming more sophisticated and so an

organisation's capacity to generate, manage and disseminate information becomes a critical part of the marketing mix."

Professor Thirkell cites radio frequency technology as an example.

"Today we can imbed radio frequency chips in clothing that can talk to a washing machine so it knows what wash cycle to use for the fabric," he laughs.

"When we hear about these technologies, we should be saying to ourselves: 'Hang on a minute, we can use that same technology to assist in the supply chain process' - by, for example, using traceability and the ability of objects to talk to each other directly within the supply chain."

A discussion of IT inevitably turns to the impact of the Internet on the supply chain. Professor Thirkell says that, in quite a remarkable way, the Internet has allowed the end customer to interact directly with the source of supply, even if the product goes through one or more layers of distribution.

He cites Procter & Gamble's reflect.com site as a classic example. Visitors to the site provide personal information that is used to customise cosmetics especially for them. The products are then assembled in New York and shipped to the customer very quickly.

"Obviously, you have to have very good integration between your production and your capacity to communicate with the customer and move things through the supply chain for this to happen.

*"The challenge for today's professional marketer is to separate the importance of an attribute from whether it actually affects choice at the margin."*

"This interactivity means that a company's ability to produce and distribute efficiently becomes even more important and will continue to do so."

Originally retailers and wholesalers feared that the Internet would bypass them altogether, but this has not eventuated. Rather, Professor Thirkell says that a hybrid model has evolved - often referred to as 'clicks and mortar' - which sees customers moving seamlessly between on-line and off-line worlds.

"The hybrid model means that supply chain management becomes even more important. You need the capacity to be able to work in the on-line world where that's appropriate and have systems in place to deliver quickly and efficiently, but also manage the process in the physical marketplace, or the off-line world, where you need systems to deal with more traditional channels of distribution."

However, this model does raise some tensions for marketers.

"To what extent do we make the effort to work through and support our established channels, versus putting in place channels for direct contact with customers?"







## Beware the tipping point

Given that new technologies create possibilities, Professor Thirkell concludes that, in general, today's marketers are underestimating the growing importance of supply chain management. He illustrates using a concept called 'the tipping point', coined in a book of the same title by Canadian author Malcolm Gladwell (reviewed in SCAN's December 2001 edition).

*"Supply chains are becoming more sophisticated and so an organisation's capacity to generate, manage and disseminate information becomes a critical part of the mix."*

In *The Tipping Point*, Gladwell highlights that, as humans, we either a) think that something is totally revolutionary, but hugely overestimate how quickly that change happen (like the Internet for example), or b) more typically, think of things as evolutionary or linear. Hence, a marketing professional might say: "There's been a bit of a change here, and it may change a little more next year and the year after that."

Currents of change typically go on below the surface – and when a subterranean trickle bursts unexpectedly into a full-blown flood, that is the 'tipping point'.

Professor Thirkell believes that the tipping point effect represents a potential danger for marketers. Marketing professionals need to be completely on top of the supply chain and the possibilities that IT is creating within the supply chain.

"For example, the move towards standards is gaining momentum. The ability of systems to talk to each other electronically is an important component of an efficient distribution system.

"Even though companies might have different computer systems, the way their data is structured becomes seamless because the data is following a standard that all people in the chain can understand and that enables their systems to talk to each other.

"If your company isn't beginning to think about electronic rather than paper-based invoicing, for example, then you may be caught by the tipping point.

"One of your larger customers might ring up and say: 'We've switched to an electronic procurement ordering distribution system, so if your machine can't talk to ours in a month's time then we'll have to look at another supplier.'"

He adds that the professional marketer also needs to be mindful of the importance of data-mining and bar coding to track products through a distribution system and to gather valuable point-of-sale information.

"In today's markets, it's easy to underestimate the possibilities created by IT in the supply chain and therefore miss the moment – not to mention valuable marketing opportunities." ■

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# Sales efficiency in the palms of their hands

**A hand-held sales system using EAN-13 bar coding is proving to be a timely business solution for gift and homeware importer Parnell Agencies.**

Products as diverse as salad bowls, soap dispensers and cast iron doormats are all part of the mix at Parnell Agencies, a well-established Wellington firm that supplies goods to more than 1,200 retailers throughout the country. The company sources the latest in gift and homeware from overseas, branding a number of items with its own U-B-U brand before selling them to a range of gift shops, home stores, pharmacies and department stores.

Parnell Agencies' product catalogue is so big that the Auckland sales rep has just put wheels on his briefcase. Company Manager Haydn Virtue says they currently supply more than 3,700 different products: "the figure is variable, but gradually increasing".

"This is a fashion business and you have to have new product all the time," he says.

"The buyers are key. No-one develops product for us but, because New Zealand is six months behind the seasons in Europe, we get a head start looking at trends."

After deciding what will appeal in the New Zealand market, the next critical step is to take and process customer orders as

efficiently and accurately as possible. That's where bar coding comes in.

For the past couple of years, the company's sales reps and agents have carried Symbol hand-held computers running the Palm operating system. Each of these incorporates a scanner and a mobile software system.

"Instead of writing out orders and then phoning or faxing them back to the company, our reps and agents now take customer orders by scanning in the EAN-13 bar codes from our product catalogue or directly from the shelf," Haydn says.

The orders are then sent to head office via data-capable mobile phones. No paperwork - and prompt service.

"Using this system, the rep can also check other details on the spot such as the customer's past orders, account status and product availability," Haydn says.

The system is also proving invaluable for taking orders at trade fairs. Haydn says the gift trade association runs three fairs a year: the most recent (the Christmas Stocking Fair in October) was New Zealand's largest trade fair yet with over 400 exhibitors and 6,500 visitors.

"Being able to scan in orders makes a huge difference, as these fairs can be extremely busy. It means we can get them into our system quickly and accurately."

Haydn says Parnell Agencies was the first in its industry to use a palm-based sales system.







"We went to a gift fair a while ago and the other wholesalers were very interested. Then, at the last fair, we noticed about 20 wholesalers using something similar."

When Parnell Agencies first adopted the system, very few of the goods it imported were bar coded. However, the company now requires suppliers to put EAN-13 bar codes on all products as well as on inners and outer cartons.

Haydn says the company has had a lot of direct support from their software firm, which has made a number of modifications to the software so that it better suits Parnell Agencies' needs.

"For example, we sometimes have to include multiple delivery addresses. We also need product details such as quantity multipliers so we can order in threes, sixes or 12s."

The mobile sales system is currently used by about 300 companies in Australasia including Cookie Time, which has 43 franchise agents around New Zealand, and Exide Batteries; with some companies using the system claiming productivity gains of up to 30%. It has taken off since the advent of packet data mobile phones on Telecom's CDMA and Vodaphone's GPRS networks in the last couple of years.

A large percentage of those using the mobile sales system base it on bar coding, with many of them, like Parnell Agencies, scanning in orders from product catalogues.

Parnell Agencies currently has seven permanent staff: Haydn, Ann and Kevin Hanlon (the owners and working directors), three office staff and one sales rep. A further three people have sales agency arrangements with the company.

"This system has saved us a data entry position. It has also meant better service for our customers," Haydn says.

"As a company, we have been growing steadily and this has meant that we've been able to cope with the increased business." ■



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# Action hots up

**Foodstuffs' decision to adopt EAN's electronic data synchronisation service EANnet® (SCAN, August 2003) has prompted other FMCG companies to look hard at the service – so much so that a recent EANnet seminar was a sell-out success.**

Foodstuffs is the first New Zealand company to sign up to EANnet, although the service is already well established across the Tasman. Following the Foodstuffs decision, EAN New Zealand ran a major seminar in Auckland mid October in order to explain EANnet to suppliers and other interested parties, to outline how EAN New Zealand could help with implementation, and to share the Australian experience.

"The excellent turnout for this seminar demonstrated the interest that our membership has in this product," says Margaret Fitzgerald, EAN New Zealand Chief Executive.

"Foodstuffs' announcement that it will adopt EANnet as the primary repository of master product and pricing data has provided the impetus to the New Zealand FMCG community to get involved in implementing EANnet."

At the seminar, Foodstuffs South Island's Logistics & IT Manager Peter Egnelius outlined the benefits that would accrue to Foodstuffs as a retailer and also to its trading partners from implementing EANnet; not least of these, a significant reduction in invoicing errors.

of these projects; and we're very happy to help as much as required," he says.

The key reason for implementing EANnet is to cut costs from the supply chain and, as a report from the Efficient Consumer Response team originally considering EANnet identified, New Zealand businesses could save up to \$10 million per annum from its implementation.

The cost savings, which are now a reality across the Tasman, were highlighted in a presentation from Neale Austen, EAN Australia's General Manager e-Catalogue Services. Neale has been responsible for the successful implementation of EANnet in Australia, where it has now grown to encompass 89 of the top 100 grocery suppliers, with a total of 276 suppliers now subscribing to EANnet.

Of these, 59 suppliers representing more than 21,000 trade items are EANnet Ready™, which means they can synchronise item and price information with trading partners via EANnet. There are also 25 buyer/retailer organisations currently using the EANnet service.

"I found the response to the Auckland seminar extremely encouraging - and there was certainly a high level of interest from a number of suppliers keen to get involved early on with the initial tests with Foodstuffs," Neale says.

"It is important that suppliers in general appreciate that, even though Foodstuffs will now go through a developmental phase before full implementation of EANnet, they can't afford to sit back and wait until Foodstuffs is ready before they do anything.

"Deciding to adopt EANnet and preparing to publish and maintain accurate and standardised product data that will meet Foodstuffs' requirements doesn't happen



NEALE AUSTEN  
EAN Australia's General Manager  
e-Catalogue Services

**"It is important that suppliers in general appreciate that... they can't afford to sit back and wait until Foodstuffs is ready before they do anything."**

## A call to action

Foodstuffs intends to start its internal EANnet project in the first quarter of 2004. Once the service is in place, all of Foodstuffs' 1,500 suppliers will need to synchronise item data via EANnet.

Simon Dudding, EAN New Zealand General Manager Consultancy Services, says this timeline is a call to action for manufacturers to start their data alignment and cleansing projects in advance of the subsequent upload to EANnet. "EAN New Zealand has a suite of consulting services to assist with the planning and implementation



SIMON DUDDING  
EAN New Zealand General Manager  
Consultancy Services

**"EAN New Zealand has a suite of consulting services to assist with the planning and implementation of these projects; and we're very happy to help as much as required"**



# on EANnet®



**PETER EGNELIUS**

Logistics and IT  
Manager  
for Foodstuffs  
South Island

**FOODSTUFFS**

overnight. I would encourage suppliers to start thinking through the process and getting to the stage where they are ready to continuously and automatically share their master data via

EANnet – and that's where EAN

New Zealand can help."

Neale says that New Zealand suppliers will "benefit immensely" from the experience of EANnet in Australia over the last three years.

"There are now a number of tried and proven middleware integration solutions available (software packages that link company systems to EANnet), as well as an excellent network of local representation and support."



**MICHAEL HAIRE**

National Data  
Administration  
Manager for  
Metcash Trading

**Metcash**

## Hands-on experience

As well as presentations from Neale and Foodstuffs' Peter Egnelius, the seminar included case studies from three Australasian companies with EANnet experience: Metcash Trading Ltd Australasia, Colgate Palmolive and Australian Pacific Paper Products. While Michael

Haire, National Data Administration Manager for Metcash, discussed his company's real-life experience with EANnet as a retailer and the significant benefits that it had enjoyed, the other two presentations were from the perspective of manufacturers who, because of their contrasting scale, had faced different experiences and challenges in implementing their EANnet infrastructure.

Simon Pearce, Data Manager for Colgate Palmolive, stressed the need for a large organisation to make a robust and ongoing commitment to the data cleansing and management exercise. Meanwhile, Adam Barkla,

Business Manager for Australian Pacific Paper Products (APPP) and representing a small to medium-sized enterprise, said that APPP was proud to be one of the first five organisations to be EANnet Ready™.

Adam said that APPP had long been frustrated with the time-consuming procedures associated with Universal Buying Forms (UBFs). In his company's experience, a simple change to just one brand with five stockkeeping units (SKUs) meant that separate UBFs had to be prepared manually and sent to each of its 13 trading partners, generating an unwieldy total of 65 forms.



**SIMON PEARCE**

Data Manager for  
Colgate Palmolive

**COLGATE PALMOLIVE**

## Banishing the UBF

In March last year, APPP began working in earnest towards becoming EANnet Ready™ and had some 100 SKUs loaded, checked and verified within four months. This year, APPP sent its last paper-based form to a trading partner – and he said the company had never looked back.

Since then, Adam said the company had enjoyed fewer out-of-stocks, swifter implementation of price changes and promotions, reduced error rates and substantial administration savings. He said the less tangible benefits were equally important, as APPP believed that EANnet's streamlined communications had improved its relationship with its trading partners and enhanced the company's reputation as a serious player in the marketplace. ■

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**ADAM BARKLA**

Business Manager  
for Australian  
Pacific Paper  
Products (APPP)

**APPP**  
Australian Pacific Paper Products



EAN New Zealand is extremely grateful to Gold Sponsor SAP Australia, whose support allowed the organisation to provide such a high calibre seminar both in terms of content and venue. SAP Director of Marketing & Alliances

Len Augustine gave a very thought-provoking presentation on the need for adaptable supply chains and the role played by quality data and information systems.

"We also appreciate the support given to us by Neale Austen, General Manager e-Catalogue Services for EAN Australia, in organising the presentation of case studies by Australian firms using EANnet and for his own presentation at the seminar," says EAN New Zealand

Chief Executive Margaret Fitzgerald. "Neale has spearheaded the introduction and adoption of EANnet in Australia within a number of sectors, including both the retail grocery and liquor industries."

EAN New Zealand was delighted to have eight trade exhibitors, whose stands provided some vital information on products and services that could enable and/or enhance the EANnet environments for member companies.

# EAN New Zealand launches Alliance Partner Group

EAN New Zealand has launched an Alliance Partner Group to drive a more collaborative approach with interested members and provide them with greater recognition and support.

"These days, corporate success depends increasingly on having the best supply chain management practices, rather than on having the best products," says EAN New Zealand Chief Executive Margaret Fitzgerald.

"Companies that build better relationships with their trading partners today are the ones whose products and services will achieve greater competitiveness in the future.

"We believe that the joint interests of our organisation (as administrators of the EAN•UCC system) and of vendor members (who add value to the system by promoting related solutions for e-business and supply chain management), can be best served through an Alliance Partner Group," Margaret says.

"Companies who join this new group will be those who are committed to improving supply chain management and e-commerce, and we will work collaboratively with them to help them achieve those goals."

Vikki James, Manager Training and Sponsorship, says that the Alliance Partner Group has been modelled on a very successful partnership programme operated by EAN Australia.

"We will work closely with all Alliance Partners to promote their products and services to our members, who currently represent more than 4,000 organisations," Vikki says.

"As an Alliance Partner member, an organisation will have the opportunity to work collaboratively with related groups specialising in their area of expertise and to create innovative EAN•UCC solutions that benefit EAN New Zealand member organisations – the end users."

There are three levels within the Alliance Partner Group: Alliance Trade Partner, Alliance Business Partner and Alliance Premium Partner. As well as specific benefits for each level, the group benefits include:

- Representation on the EAN New Zealand Board
- Listing on EAN New Zealand's website as an Alliance Partner Group member
- Special presentations on new technologies and company initiatives from other Alliance Partner Group members
- Regular updates on national and international EAN•UCC initiatives
- Opportunities for profiles of Alliance Partner Group members in SCAN
- Opportunities to submit editorials for SCAN
- Opportunities to sponsor EAN New Zealand seminars and events
- Discounted registration fees for attendance at EAN New Zealand seminars and events
- Opportunities to develop relationships with other Alliance Partners
- Networking with industry leaders

**To find out more about this exciting partnership and specific benefits, please contact Vikki James on (04) 801 2897 or [vikki.james@ean.co.nz](mailto:vikki.james@ean.co.nz)**







# SAP takes on partnership

**Software solutions provider SAP is signing up with EAN New Zealand as the organisation's first premium sponsor, following a successful partnership at the recent EANnet seminar in Auckland.**

SAP New Zealand was a gold sponsor of that seminar and Managing Director Ian Black says the company is keen to continue the relationship.

"SAP Australia is a foundation partner of EAN Australia and we are keen to do something similar here," Ian says.

"As many of our customers are EAN members, we believe that we have a strong synergy with EAN and that we can work together to help companies improve their business."

Ian anticipates that the sponsorship will involve assistance with seminars, joint events and campaigns to the market, "and any relevant trade shows attended by existing or potential EAN members".

EAN New Zealand Chief Executive Margaret Fitzgerald says she's delighted with SAP's decision "and we're looking forward to a very productive relationship".

SAP New Zealand is the top provider of business application solutions and one of the leading independent software vendors in the region. The company currently has more than 400 customers throughout Australia and New Zealand in a wide variety of industries including manufacturing, retail and CPG, utilities and telecommunications, financial services and the public sector.

Many of New Zealand's leading companies use SAP business solutions including Auckland City Council, Click Clack Ltd, Foodstuffs (Auckland), Fonterra, Lighting Direct, Gallagher Group, Griffins, Mighty River Power, New Zealand Defence Force, Redeal Limited, Telecom New Zealand, Tourism New Zealand and Whitcoulls.



## Member surveys *please!*

There has been a great response to our Getting It Right survey, sent out in early November. However, we would still like to receive more replies so that we can provide the services most appropriate to your needs, so please get in touch if you have not yet sent back the form.



Either contact  
Anna Jones,  
Membership Services,  
on 04 801 0833 or  
[anna.jones@ean.co.nz](mailto:anna.jones@ean.co.nz)  
or fax the completed  
survey to 04 801 0830.

# Working to improve traceability



**The New Zealand pipfruit industry, already a market leader in track-and-trace, is working with EAN New Zealand to move traceability further along the supply chain.**

The industry's key body, Pipfruit Growers NZ Inc (PGNZI), and the Produce Industry IT Standards Association (PIITSA) have approached EAN staff to discuss the best way to ensure EAN-128 bar coding is effective at packhouse level.

EAN New Zealand Chief Executive Margaret Fitzgerald says the organisation is delighted to be involved with the industry on such a critical issue.

"The local pipfruit industry has already shown itself to be innovative in terms of traceability, and this demonstrates its continued commitment in this area.

"Traceability will be a legal requirement in Europe by 2005 and consumer concerns about food safety are continuing to drive global standards, so it's essential that anyone marketing fresh produce is up with the play."

The bar coding system currently used by the pipfruit industry is based on the system introduced by ENZA. PGNZI General Manager Paul Browne says that, before deregulation in 2001, ENZA as the sole exporter put a lot of effort into traceability systems on behalf of the industry.

## Packhouses to become involved

"However, there are now 97 individual exporters and around 125 packhouses in operation," Paul says.

"Therefore, it's becoming increasingly important from a traceability point of view that all the packhouses adopt individual responsibility for continuing that work - and each of them is expected to benefit from becoming an EAN member."

Paul says the packer is the key point in terms of traceability.

"While we're probably ahead of most industries, we are very aware of continuing regulatory and customer pressure to provide sound traceability pathways. The use of bar codes is an immediate way to deal with that."

Sorting out how to encode the information needed in the bar codes is another challenge. John Bartley, Chairman of PIITSA and a business analyst for Turners & Growers, says the industry is meeting with EAN staff to determine the best way to bar code both cartons and pallets.

PIITSA provides electronic data interchange (EDI) standards for the pipfruit industry as well as a common repository for key data, including file formats and master data such as product codes and other lists.





## Establishing common standards

"PIITSA's objective is to provide a common set of standards to the pipfruit industry to reduce costs in the supply chain, and we're working hand in hand with PGNZI to carve that out," John says.

"The New Zealand pipfruit industry leads the world in that we can track and trace both ways, from the pack house and back from the market.

"However, as we've moved from having a single desk exporter to a situation where we have a large number of packers and exporters, it's a challenge to come up with standards that meet everyone's needs and mesh with international trends in fresh produce traceability."

One concern is that pipfruit bar coding has followed a format originally adopted by ENZA, which included a GTIN (Global Trade Identification Number) with ENZA's five-digit supplier code and a five-digit product code in the EAN-128 bar code.

However, as individual packhouses started to apply for their own EAN membership, they were issued seven-digit supplier numbers. Because of the way the bar code was formatted, that only left three digits free for a product code – which wasn't enough for the huge range of pipfruit products.

PIITSA representatives have been sorting through these concerns with EAN New Zealand technical staff, looking at carton serialisation and considering where to hold the product code in order to develop an industry standard. Another consideration is to ensure the GTIN data meshes with international guidelines, which include the latest specifications from the US Produce Marketing Association and fresh produce traceability guidelines from EAN International and Freshfel Europe. ■

# In-store retail training a BIG deal

**EAN New Zealand has developed a new in-store training programme for retailers: the Bar code Integrity Group, or BIG.**

The aim of BIG is to make sure that everything retailers do relating to the EAN•UCC System – such as product identification, bar code printing, scanning and inventory control – will boost the accuracy of their operating systems and increase customer flow through the checkout.

Chief Executive Margaret Fitzgerald says that BIG builds on the other training offers that EAN New Zealand has in place, but is specifically designed for staff at retail level.

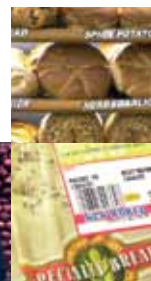
"Shoppers will benefit from increased speed at the checkout," Margaret says, "while retailers will benefit through enhanced inventory control, sales data and efficiency while further improving customer relations."

The BIG programme is an intensive session for key management and supervisory staff, delivered on site by EAN New Zealand consultants within half a day. Staff will be trained in the essentials of the EAN•UCC System and in how to use and maintain in-store printing and scanning equipment, in order to maximise the scanning performance of bar codes produced in-store.

EAN New Zealand will also advise on the best user maintenance practices for in-store printers and scanners, so that retailers can achieve top performance from their equipment.

EAN New Zealand will formally confer BIG status on participating stores as soon as the store's management attests that the training has been passed on to shop floor staff and that equipment maintenance practices are in place. Stores that already provide similar training will have their existing practices compared with EAN best practice. They will also need to have systems in place for recording details of products with faulty bar codes and for reporting these to suppliers and to EAN New Zealand.

**For more information**  
Owen Dance on 04 801 2894 or [owen.dance@ean.co.nz](mailto:owen.dance@ean.co.nz)



# More support for membership

The EAN New Zealand board has approved a new management structure for the organisation in response to strong membership growth, increased coverage of new industries and forecast demand for EAN services in relation to new initiatives such as EANnet (the data alignment catalogue), GEPIR (Global EAN•UCC Party Information Registry) and the Electronic Product Code (EPC) network.

The new senior management team consists of Vikki James (Manager Education and Sponsorship), Matthew Sheehy (Manager Sales and Business Development), Jurjen Geerts (General Manager Finance and Administration) and Simon Dudding (General Manager Consultancy Services). With this team in place, the Chief Executive's role becomes primarily focussed on sales and marketing.

Vikki and Jurjen are both new appointments, while Matthew was previously Territory Manager for the South Island and lower North Island. A new account manager has been appointed for the South Island, the first time this region has had a dedicated position.

## Margaret to head EPCglobal

Meanwhile, current Chief Executive Margaret Fitzgerald has been appointed to head the EAN International- Uniform Code Council joint venture EPCglobal (previously called AutoID, Inc – see SCAN,

August 2003 p19). Margaret was headhunted for the role because of her marketing expertise and her experience with global standards.

She will take up her new job in Boston, USA, in mid January. In the meantime, the board is interviewing for her position and hopes to appoint a new Chief Executive shortly.

EAN New Zealand Chairman Colin Robertson says Margaret has done a great job during her time with the organisation and has no doubt she will make an energetic and positive contribution to the international achievements of EAN/UCC.

"By association, we at EAN New Zealand take great pride that one of our own has been chosen. This is well-deserved recognition of Margaret's talents, and we are pleased that the international organisation is retaining them. EAN/UCC is about to experience some 'Kiwi Magic!'"

Margaret has been Chief Executive of EAN New Zealand since early 2000. In that time, she has driven initiatives that have boosted member satisfaction by 24% and significantly increased new user-pays services.

"It has been a passion of mine over the last three and a half years to educate our members on how the EAN•UCC system can help them achieve greater profits and increase efficiencies in their business," Margaret says.

"I am certainly very proud of what the team at EAN New Zealand has achieved and I believe the success of our user-pays services shows that we are truly adding value for our membership."

NEW STAFF SUPPORT NEW MANAGEMENT



**Jurjen Geerts** has been appointed General Manager Finance and Administration for EAN New Zealand

His most recent position was as Finance & Administration Manager for Winstone Pulp International Ltd, where he worked for six years. While at Winstone, he undertook a number of financial modelling projects including a cost benefit analysis of bar coding spare parts for the company's machinery and a decision-making model for planting new forests.

Jurjen is responsible for EAN New Zealand's financial and accounting functions and will also undertake financial modelling as part of the organisation's consultancy services.



**Vikki James** has joined EAN New Zealand as Manager Education and Sponsorship, and is currently planning the 2004 training programme.

Vikki has a strong event management, training and hospitality background. Her most recent position was Business Development Executive at the Wellington Convention Centre where she worked with government and association sectors. She has also worked at the Institute of Chartered Accountants New Zealand – Wellington Branch as Programme Coordinator.



**Bruce Pollock** has been appointed to the new position of Area Manager for the South Island.

Bruce was most recently Sales Manager for iT Sales, where he developed a new start-up business and managed the company's sales and marketing activities.

Bruce has also worked for Cornworth Systems Ltd, which distributes point-of-sale printing solutions to businesses throughout the South Island, and believes that this printing background will enable him to provide valuable assistance to EAN New Zealand members.





## A guide to verifying bar codes

Verifying your bar codes can be a frustrating experience if those bar codes fail and you are not sure what has gone wrong or how to solve the problem.

Any verifier that complies with ISO/IEC 14426-1 or related standards should report a number of parameters when testing bar codes. This article gives some common reasons for failing those parameters and some possible solutions.

Please note that this article is intended as a guide only. EAN New Zealand's Verification Service also tests for other bar code parameters, as recommended in the EAN.UCC General Specifications (please contact EAN New Zealand if you require further information).

### Grading your bar code

To verify your bar code in accordance with the ISO standard, you need to take ten separate scans. Each scan must be taken evenly across the bar code and measure all the parameters described below.

Each scan is given a **scan grade**, which equals the lowest grade received for any of those parameters.

The **overall symbol grade** is then the numerical average of the ten scan grades. As you will see overleaf, scan grades range from A to F, so you need to convert these to numbers (A=4, B=3, C=2, D=1, F=0) to calculate this figure.

Under EAN.UCC General Specifications, an overall symbol grade of 1.5 is required for a bar code to pass verification. The exception is an ITF-14 bar code with a magnification greater than 62.5%: in this case, an overall symbol grade of 0.5 is acceptable.

There are seven parameters you need to assess for each scan. These parameters are known as: decode; symbol contrast; minimum reflectance; edge contrast; modulation; defects; and decodability.



## Decode

**What this measures:** whether or not the verifier can decode a symbol (including its guard patterns) and whether the check digit is correct

**Grades:** A (pass) if the symbol can be decoded, F (fail) if it can't

CAUSES OF DECODE FAILURE	POSSIBLE SOLUTIONS
Symbol encoded incorrectly	Re-originate symbol; over-label with correctly encoded symbol
Check digit calculated incorrectly	Correct software error in origination system; re-originate symbol; over-label with correctly calculated symbol
Gross element width errors due to excessive print gain/loss or to defects	Apply correct bar width adjustment when originating symbol; adjust press or printer settings
Too many elements detected due to defects	Correct the cause of defects; adjust press to reduce haloing (relief printing processes); replace print head (thermal inkjet printing)
Too few elements detected (failure to cross Global Threshold)	As for Edge Contrast (see later)
Insufficient light margins	Reproduce symbol with correct margins



## Symbol Contrast

**What this measures:** the contrast between the reflectance of the bars and the background

**Grades:** A, B, C, D, F

CAUSES OF DECODE FAILURE	POSSIBLE SOLUTIONS
Worn printer ribbon/toner etc	Replace
Background too dark	Use lighter or less glossy material or change background colour (if printed) to one with higher reflectance
Show-through of contents	Use more opaque material for package or print opaque white underlay before printing symbol
Bars too light	Change bar code for one with lower reflectance; increase ink weight or print head temperature (thermal printing)  <b>Note:</b> watch for consequential increase in bar widths

**Note:** some bar codes will also perform differently depending on the ambient light. A symbol with inadequate contrast or reflectance may scan well in subdued light, but less well (or not at all) in brighter conditions. This is unacceptable, as a good symbol must perform in all situations.

## Minimum Reflectance

**What this measures:** the reflectance value of the bars. At least one bar must have a reflectance value half, or less than half, that of the highest reflectance value for a space.

**Grades:** A (pass), F (fail)

CAUSES OF $R_{\text{MIN}}$ BEING TOO HIGH	POSSIBLE SOLUTIONS
Bars too light	Change bar colour for one with lower reflectance; increase ink weight or print head temperature (thermal printing)  <b>Note:</b> watch for consequential increase in bar widths
Shiny label	Print on a less shiny label and/or increase symbol size



### Artwork Verification

Verification of artwork is recommended as many potential faults can be identified prior to undertaking a full print run. EAN New Zealand provides Interim Bar Code Verification Reports for tests completed on artwork. It should be noted the ISO parameters may change dramatically due to the varying reflective properties and differences in the printing. Please contact EAN New Zealand for more information regarding Interim Bar Code Verification.

## Edge Contrast

**What this measures:** the sharpness of the bars. Is the edge of the bar crisp and clear, or is the colour patchy with poor definition of the bar?

**Grades:** A (pass), F (fail)

CAUSES OF LOW VALUE OF $EC_{MIN}$	POSSIBLE SOLUTIONS
Local variations in background reflectance, eg fragments of darker material in a recycled material	Use a more consistent substrate or one with higher reflectance
Local variations in inking of the bars	Adjust press settings to ensure even inking
Show-through of contents	Use more opaque material for package, or print opaque white underlay before printing symbol
Elements adjoining the edge in question are excessively narrow relative to the measuring aperture used	Increase X dimension; ensure correct measuring aperture is used; ensure correct bar width adjustment applied to film master/original symbol; print bars marginally narrower than spaces of same modular dimension

## Modulation

**What this measures:** Scanners and verifiers do not perceive narrow bars and spaces as clearly as they perceive wider ones. This diminished intensity of narrow elements compared to wide elements is called modulation and the formula for assessing this is:

$$\text{Modulation} = \text{edge contrast (min)} / \text{symbol contrast}$$

**Grades:** A, B, C, D, F

Note that if modulation fails, the problem is either with edge contrast or symbol contrast (and it is usually the fault of edge contrast).

CAUSES OF LOW MODULATION VALUE	POSSIBLE SOLUTIONS
Local variations in background reflectance, eg fragments of darker material in a recycled material	Use a more consistent substrate or one with higher reflectance
Local variations in inking of the bars	Adjust press settings to ensure even or darker inking
Show-through of contents	Use more opaque material for package, or print opaque white underlay before printing symbol
Element(s) adjoining the edge in question appear excessively narrow relative to the measuring aperture used	Increase X dimension; ensure correct measuring aperture is used; apply correct bar width adjustment when originating symbol; print bars marginally narrower than spaces of same modular dimension



## Defects

**What this measures:** Either defects in printing the bar code or flaws in the substrate on which the bar code has been printed

**Grades:** A, B, C, D, F

COMMON CAUSES	POSSIBLE SOLUTIONS
Insufficient quiet zones (also known as light margins)	Increase quiet zones, ensure text and graphics are clear of this space
Defective print head elements (thermal printing or ink jet printing), which will tend to produce an unprinted line running through the symbol in the direction of printing	Clean or replace print head
Satellite ink droplets (ink jet printing)	Clean head, change ink formulation
Haloing (flexography)	Adjust impression pressure and/or ink viscosity
Incorrect matching of thermal transfer ribbons and substrate (poor adhesion of ink to surface)	Use correct ribbon for substrate, use smoother substrate
Measuring aperture too small	Use verifier with correct aperture, eg 0.15 mm for EAN/UPC symbols
Poor quality substrate (mottled)	Change substrate
Pixels not joined up (thermal, dot matrix, laser & inkjet print)	Reassess symbol size
Burnt-out pixel (thermal printing)	Replace print head
Show-through of contents	Use more opaque material for package, or print opaque white underlay before printing symbol



## Decodability

**What it measures:** how closely the dimensions resemble a theoretical "perfect" bar code

**Grades:** A, B, C, D, F

CAUSES OF A LOW DECODABILITY VALUE	POSSIBLE SOLUTIONS
Bar width gain/loss (systematic)	Apply correct bar width adjustment when originating symbol; adjust press settings
Element width gain/loss (non-systematic)	Correct missing pixels (burnt-out print head elements, blocked ink-jet nozzles); rectify cause of defects
Distortion of symbol (uneven stretching of flexographic plate; non-linear disproportioning in plate-making process)	Print symbol with height of bars parallel to direction of printing; do not disproportion barcode image in plate-making
Rescaling of digitally originated images	Ensure symbol is created in correct size initially; ensure software matches module widths to integer number of pixels after all adjustments
Irregular element edges (ink-jet, photogravure, screen process printing)	Change print technology; increase X dimension/magnification factor; re-orientate symbol relative to cylinder engraving angle/screen mesh



## Goods go to a worthy cause

The packaged goods sent in to EAN New Zealand for verification aren't wasted. They are either returned or, if you don't want them back, put to the best possible use. Suitable products go to the Wellington City Mission for distribution in food parcels or for meals at the Mission's drop-in centres. Goods are also supplied to other worthy organisations such as Women's Refuge and the SPCA.

"We are always thrilled to receive your boxes," wrote Wellington City Missioner Des Britten in a recent letter to EAN New Zealand.

"Not only are they like a lucky dip, our food bank receives such a big boost and that is the most wonderful part.

"Our five current programmes are proving to be a great success in helping the folk who are disadvantaged. Mission for Work, Mission for Youth, Mission for Families, Mission for Seniors and Mission for Independence care and support the growing number of people who call on us.

"It is our pleasure, with your help, to be able to respond to that call."



wellingtoncitymission



## Seminar Update

### FEBRUARY

Auckland, Wellington, Christchurch

- Bar code foundation
- Essentials of e-business

### MARCH

Auckland, Wellington, Christchurch

- EANnet
- Warehouse and inventory solutions

### APRIL

Auckland, Wellington, Christchurch

- Bar code verification

### MAY 26-27

Auckland

- EAN New Zealand inaugural conference (tbc)

### JUNE

Auckland, Wellington, Christchurch

- Industry-specific seminars

### JULY

Auckland

- EANnet

Auckland, Wellington, Christchurch

- Bar code foundation

### AUGUST

Auckland, Wellington, Christchurch

- Supply chain management

### SEPTEMBER

Auckland, Wellington, Christchurch

- EAN e-business update
- Industry-specific seminars

This is the latest information available at SCAN's publication deadline: please visit the EAN New Zealand website [www.ean.co.nz](http://www.ean.co.nz) for current details on seminar dates, times and locations.

If you would like to sponsor a seminar, please contact Vikki James on 04 801 2897 or [vikki.james@ean.co.nz](mailto:vikki.james@ean.co.nz)



# EAN New Zealand:

## helping to manage the supply chain

Take a look at the current business climate:

- Increased globalisation means that companies are moving into unfamiliar markets and must respond even faster to new challenges
- Many industries now produce more goods than the economy can handle, so they have to develop new ways to market these
- What's more, customers want goods and services tailor-made – and they want them right away

If you're in business, that means becoming a lot more streamlined and flexible in your operations. The key to this is standardising business processes and information systems along the supply chain; so that links between raw material producer, component supplier, manufacturer, distributor, retailer and customer operate as quickly and cost-effectively as possible.

Managing your supply chain not only helps you reduce inventory levels but also improves your delivery performance, lowers costs and increases profits.

That sounds straightforward enough – but not everyone is doing it. For example, most small to medium-sized businesses still fail because of poor inventory control. Their income doesn't exceed their outgoings, but they don't have enough up-to-date information to realise this until it's too late.

### Some common supply chain problems are:

#### Purchasing

- Your sales aren't accounted for in real time and your demand forecasts are poor, so you overbuy "to be safe"
- Your customers want traceability, but the information isn't available

#### Manufacturing

- Goods are made in batch-type operations and no-one really keeps track of what raw materials have been used at any one time
- Your warehouse has an open door policy so that more goods are brought into the factory than actually used, the manufacturing process generates by-products and these aren't accounted for... all this adds up to manufacturing variances or "shrinkage" at the end of each month

#### Sales

- Your business has grown, but your customer ordering system hasn't kept pace. Customers aren't getting the right order in the right time, goods are returned but credits aren't sent out promptly
- Traceability is again an issue: there's no system to identify exactly where products came from and which customer they went to, so a product recall potentially involves every product

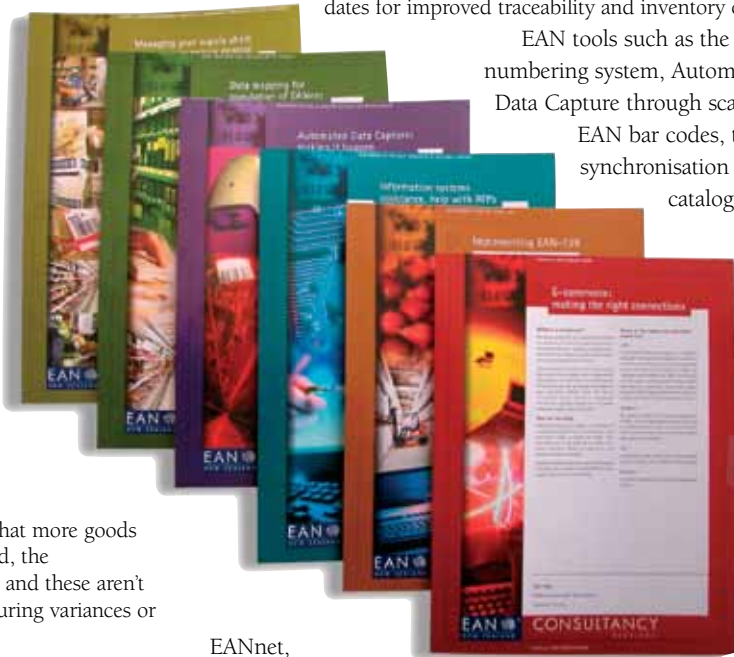
### How EAN New Zealand can help

EAN New Zealand's consultants are experienced in supply chain management and other business processes such as enterprise resource planning. They have the benefit of access to EAN's global business tools and are backed up by the organisation's expertise in supply chain management and e-commerce worldwide.

EAN New Zealand consultants can take an "outside look" at your supply chain, help you identify key areas for efficiency gains and, if required, help you put in place any specific business solutions. These may involve:

- Using e-commerce to send documents such as purchase orders and invoices electronically. This reduces processing time and printing costs, and ensures more accurate information.
- Employing Automatic Data Capture through scanning products into and out of your organisation to improve accuracy, reduce errors and remove the need for re-keying the same data many times.
- Implementing EAN-128 bar codes to allow you to encode detailed information such as batch numbers and expiry dates for improved traceability and inventory control.

EAN tools such as the unique numbering system, Automatic Data Capture through scanning EAN bar codes, the data synchronisation catalogue



EANnet, and standards for e-commerce, Electronic Data Interchange (EDI) and XML have all been developed to standardise the exchange of information throughout the supply chain – with the end result of speeding communications and cutting costs.

**For more information on EAN New Zealand's consultancy services, please contact Simon Dudding on 021 704 703 or**



[simon.dudding@ean.co.nz](mailto:simon.dudding@ean.co.nz)

Some years ago when I was the IT Manager for a manufacturer, one of our larger clients called all its suppliers to a meeting and told us that, if we weren't electronically enabled within a short timeframe, we would no longer be considered for supply.

Being young and keen, I set out immediately to comply with their demands and was proud to be their first supplier to enable purchase order receipts and responses. However, I then had to sit back and learn a valuable lesson. The problem was that the electronic messaging system this client wanted us to support was entirely proprietary, so that, without significant extra cost and effort, I wasn't able to migrate it to our other clients.

Suddenly, the importance of standards hit me... but far too late! Had I known then about the EAN global messaging standard EANCOM, I would not have been in this bind (this was in the days before XML – since its advent, EAN has developed an XML standard called Simpl-eb).

I share this experience, not just to reveal that I have made an error or two over the years, but also to emphasise that you don't have to repeat my mistake. If your organisation is planning for an electronic messaging project, I urge you to contact EAN New Zealand to discuss the global standards available to you in both EDI and XML. We also have technical and business process consultants who can help with your project should you need their support and experience.

**Simon Dudding, General Manager Consultancy Services**



# PrideInPrint

**For the first time in its history, the Pride In Print Awards will consider bar code quality as a specific attribute of entries.**

Organisers of the 2004 Pride In Print awards have approached EAN New Zealand to assess the bar code quality on all short-listed entries. Chief Executive Margaret Fitzgerald says she is delighted that EAN New Zealand has been asked to take part.

"Bar code quality is vital right throughout the supply chain," Margaret says. "Scanning delays at checkouts alone cost the industry hundreds of thousands of dollars a year".

"Our involvement with such a prestigious competition as Pride In Print will help to raise awareness of these issues and will highlight the correct technical standards across the design and printing industries, to everyone's benefit."

Short-listed entries will have their bar codes checked by EAN New Zealand Technical Consultant Owen Dance, who will report to the other judges on the bar codes' technical correctness and print quality. The assessment will be carried out with the same test equipment and against the same ISO parameters that are used to verify bar codes on real products. Features tested will include bar code size, height, light margins, correctness of number structure, location and print quality.

If a bar code on an entry does not meet EAN specifications, its shortcomings will be explained to the other judges. However, non-compliance won't mean sudden death for an otherwise meritorious entry.

"We want to be fair to printers, because we know that sometimes their customers instruct them to print non-compliant bar codes, for example by insisting on truncation," says Pride In Print Awards Manager Sue Archibald.

"As the Pride In Print awards recognise excellence in print, it follows that a printing fault in the bar code (such as registration) would be taken seriously," Sue says.

"However, if the bar code doesn't comply because of a design fault, this won't carry the same weight with the judges when they are assessing the entries."

**The Pride In Print awards are a forum for recognising the achievement of excellence in New Zealand print. Entries close January 31 2004 and full details are at [www.prideinprintawards.co.nz](http://www.prideinprintawards.co.nz)**

## website\_upgrade\_brings\_special\_services\_for\_members



EAN New Zealand members will soon be able to go online to:

- access their verification reports
- register for EANnet
- book and pay for EAN seminars
- obtain account information and update their contact details
- access sector-specific business information such as case studies

"This upgrade will give members the latest services that technology will allow," EAN New Zealand Chief Executive Margaret Fitzgerald says.

"The integrated package of services will be smart, immediate and easy for members to access."

Christchurch-based web design company Hairy Lemon is managing the upgrade, while Omega Financial Solutions (OFS), EAN New Zealand's partner for its IT infrastructure, will develop the backend systems to support the site's enhanced functionality.

OFS recently upgraded EAN New Zealand's membership system. The new membership system integrates with Exonet, a financial system it installed for the organisation last year.

Hairy Lemon web designer Ian Edwards says that the upgraded website will go live in two stages during the first quarter of 2004.

"During the first stage, members will gain access to a password-protected, private area where they can register for EANnet, access sector-specific information and update contact details.

"The second stage will extend functionality so that members can access verification reports, basic account information and book and pay for seminars online," he says.

"At the same time, we are rebranding the site to reflect international and local EAN brand changes," Ian says.

"The navigation will also be fine-tuned, so visitors and members will be able to find their way through the public and private areas with ease and at speed."

A new private area is being created on EAN New Zealand's website to give members more information and personalised service.

We are proud to assist EAN in the development of this project.

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## Bar code basics

### Getting location right on shippers

There is a simple solution to the age-old problem of placing trade unit (shipper) bar codes exactly 32mm up from the base of the unit: cheat!

The issue arises because corrugated board can move by up to 5mm during manufacture and printing. This can makes it difficult to place bar codes within the 3mm tolerance allowed by EAN standards.

A simple solution is to print the bar code with higher bars than the minimum required by the specifications. You can then position the printed symbol so that a few millimetres' movement during printing will still leave a strip 32mm to 64mm above the base filled with the correctly printed bar code.

"It doesn't matter if there's a little more bar code above and below the specified area, or that the actual bottom of the symbol may not be 32mm up from the base," says Owen Dance, EAN New Zealand Technical Consultant.

"What matters is that the place where the scanner will look in an automated scanning environment has bar code in it."

Goodman Fielder NZ was the first New Zealand company to deliberately print over-height shipper bar codes, after Packaging Development Manager Greg Shipton saw the possibility while attending an EAN seminar. Amcor Kiwi Packaging also routinely suggests this option to customers. EAN in Australia and New Zealand support the practice, despite the technicality that the bottom of the bar code may be the 'wrong' distance from the unit's base.

### A question of measurement

An interesting question that stumped everyone at EAN New Zealand was raised recently by David Couper, Logistics manager for Foodstuffs (Wellington). (We were stumped only temporarily, we hasten to add!)

Why, asked David, is the height of a retail bar code measured from the top of the bars to the bottom of the human-readable numbers, while the height of every other symbology is measured simply from the top to the bottom of the bars?

The question was answered by Technical Consultant David Buckley at EAN International in Brussels.

When the EAN•UCC system began, David explained, it was thought that bar codes would be only a temporary medium and that Optical Character Recognition (OCR) technology would soon read the numbers directly. Therefore, the original bar code specifications required OCR-B font to be used for human-readable numbers, with a defined relationship between symbol size and number size.

In the event, bar code technology developed faster than OCR technology and was cheaper, so bar codes were never superseded. This was apparent by the time ITF-14 and EAN-128 were added to the specifications, so those symbologies are specified differently.



Printed at more than the required minimum height, this bar code more than fills the space that must be occupied by bar code (dotted lines) and will always be well placed for reading by an automated system's scanner (red line).



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# EANnet on the menu

## at NZ Food and Grocery Council conference

Participants in the highly competitive, low margin grocery industry are always looking at ways to increase their cost effectiveness and efficiency, says NZ Food & Grocery Council Chief Executive, Brenda Cutress. This year, delegates at the Council's annual conference heard how e-commerce and EAN's electronic data synchronisation service EANnet can help to improve supply chain efficiencies.

"We've all been doing a lot of talking about the role of efficient supply chain management in helping to drive down costs," Brenda says. "But, to make efficient use of e-commerce and EANnet, for example, there first needs to be greater upskilling and learning in these areas."

This year's conference, held at Sanctuary Cove on Australia's Gold Coast, was attended by 250 delegates, partners and guests, including representatives from EAN New Zealand. The programme included presentations on the importance of collaboration between suppliers and the importance of data accuracy.

The conference was the first to be held under the NZ Food & Grocery Council's new

For further information see [www.fgc.org.nz](http://www.fgc.org.nz), or contact the NZ Food & Grocery Council on 04 473 9223 or [admin@fgc.org.nz](mailto:admin@fgc.org.nz)



**BRENDA CUTRESS**  
Chief Executive  
NZ Food & Grocery Council



name (it was previously called the Grocery Marketers Association of New Zealand).

"Our previous name caused a lot of confusion," Brenda explains.

"People assumed we were a marketing organisation - which we're not.

"We represent food and non-food suppliers to the grocery industry and our new name more accurately reflects that. It also aligns more closely with our strategic objective, which is to raise the profile of an industry which is important to New Zealanders and the New Zealand economy."

Another Council project, which was presented at the conference, is an education initiative designed to attract high calibre people to the industry and retain them.

"If we want to be a dynamic industry and attract high calibre people, we need to offer defined career paths. As a first step, we've identified about 80 different levels of jobs within the industry and we're now developing a matrix for our website that details career paths and training support."



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# Summertime Sizzler

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EAN New Zealand's Certificate In Automatic Data Capture Standards provides you with the knowledge tools to enable you to introduce bar codes into your organisation and bring a whole new world of management information and process efficiencies. This technology is driving the development of global supply chain process technology.

This course is at the leading edge of global developments in Automatic Data Capture standards training. Study at your own pace to receive a qualification that will soon be internationally recognised and which will help you bring day-to-day efficiencies to your employer's business.

The Course programme includes bar coding retail items, non-retail items, and logistics units. The course will also look at the Australian and New Zealand Grocery Industry Guidelines, designing and printing bar codes and developing your own industry guidelines.

### **SPECIAL SUMMERTIME SIZZLER PRICE:**

The cost of the course is just \$540 plus GST. This one-time offer is only available until the end of January 2004.

### **TO REGISTER:**

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Website: [www.ean.co.nz](http://www.ean.co.nz)  
Head Office: Level 2, Mainzeal House  
181 Vivian Street, Wellington,  
New Zealand



# New-look verification report

**EAN's new-look verification report, in use since late October, has been designed to be more user-friendly and easier to understand.**

The verification report now uses the terminology of the current ISO bar code verification standard and includes extra information on scanning environments and ISO figures. However, while the report format has changed, the bar code testing process and standards used remain the same.

- 1 Conclusion: Pass or Fail (indicates whether the bar code meets the requirements of the EAN•UCC Standards).
- 2 Indicates whether the bar code meets


scanning requirements in each of three environments: retail point of sale, an automated distribution environment, and using hand-held scanners. Comments explain any issues that may affect the bar code's scanning performance.

- 3 Indicates whether the bar code is located correctly on the unit.
- 4 Gives the result of the verification test (on a scale of 0.0 to 4.0). A grade of 1.5 or higher is required for all retail bar codes, EAN-128 bar codes, and ITF-14 bar codes printed at sizes below 62.5%. A grade of 0.5 or higher is required for ITF-14 bar codes printed above 62.5%.

5

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PO Box 11 - 110, Wellington  
Email: [ean.nz@ean.co.nz](mailto:ean.nz@ean.co.nz)  
Website: [www.ean.co.nz](http://www.ean.co.nz)

**Issue Date** 24 November, 2003  
**Expiry Date** 24 November, 2004

**1**  **Complies with EAN.UCC guidelines and ISO grades**

**Description:** Super Blueberries 125g  
**Type of bar code:** EAN 13  
**Number encoded:** 9421018420016  
**Print method:** Thermal  
**Number of bar codes on product:** 1

**Please Note:**

- This measurement is based on meeting the minimum EAN.UCC standards.
- To ensure efficient scanning, companies should strive, if possible, to exceed the minimum.
- The scan rate given on this report is only a guide for the sample provided. If the bar code print quality is being kept to the standard, this scan rate should be maintained.

**Testing Summary**

EAN-UCC Specifications	
Omni-directional Retail Point of Sale	✓
Automated Scanning (General Distribution)	Not Assessed
Hand Scanning (General Purpose)	✓
Complies with EAN-UCC Location Recommendations	3.6
ISO Grade (0.0 - 4.0)	100%
Scan Rate	

**Business Critical Comments**



A general indication of whether or not a bar code is likely to scan. This is the result of a simple scan check on a supermarket scanner - its only purpose is to suggest whether or not a bar code that has failed under Item 1 above may be used until an improved bar code can be produced. **Note:** scan checking is not a scientifically valid test and the result is indicative only.

6 Comments made here are essential to improving the bar code so that it complies with EAN•UCC General Specifications and other industry requirements.

7 Physical parameters tested during EAN verification (failures are shown by a red cross instead of a tick). Where

appropriate, measurements are given to show the extent of any non-compliance such as insufficient bar height


8 ISO parameters tested during verification (failures are shown by a red cross instead of a tick).

9 Comments here will suggest improvements to the bar code, even though it may meet the specifications.

EAN New Zealand recommends that all users of the EAN•UCC System obtain EAN verification reports as evidence of full compliance with the specifications. The grocery trade in Australia and New Zealand require the reports for all new products. Grocery buyers may still accept a product with a failing verification result, depending on the reason for the failure.

For full details on the new-look report, go to [www.ean.co.nz](http://www.ean.co.nz)

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**EAN**   
NEW ZEALAND

**Bar Code Verification Report**  
Report Number: NZ33141  
Page 2 of 2

Parameters	Comment Reference	Assessed	Within Standard Range	Required
Magnification		77%	✓	80% - 200%
X-dimension		0.2526 mm	✓	0.264mm - 0.660mm
Bar Code Height			✓	20.73mm
Quiet Zone (Left)			✓	2.90mm
Quiet Zone (Right)			✓	1.85mm
GTIN Check Digit			✓	
General Representation			✓	
Validity of GTIN			✓	

➤ EAN NZ confirms that the structure of the number meets the guidelines

➤ Where possible, EAN NZ also checks that a correct prefix has been used

ISO Parameters	Comment Reference	Grade ISO/ANSI	Within Standard Range	Required
Overall ISO Grade		3.6/06/660	✓	1.5
Decode		4.0	✓	1.5
Symbol Contrast		4.0	✓	1.5
Minimum Reflectance		4.0	✓	1.5
Edge Contrast		4.0	✓	1.5
Modulation		4.0	✓	1.5
Defects		3.9	✓	1.5
Decodability		4.0	✓	1.5

➤ Information on conversion between ISO and ANSI grades may be found on the EAN New Zealand web site at [www.ean.co.nz](http://www.ean.co.nz)

Additional Tests	Comment Reference
Location	
Bar Widths	1

1 > Bar widths are slightly wide – suggest re-evaluation of printability range.

**General Comment**  
Within EAN.UCC Specifications  
Acceptable

**Educational Comments**  
Acceptable

**Notes:**

- This report is valid 12 months from the date of issue
- Unless otherwise advised, product details will be publicly available 28 days after being submitted for testing
- All samples will be disposed of within 7 days of report
- The scan rate is an indication of how the barcode performed on one scanner. As various scanners decode bar codes in different ways, any shortcoming of a barcode may result in a varied level of performance across different scanners.
- The correct allocation of the number is the responsibility of the owner
- Rejection of products should not necessarily be based only on an out of specification results
- It is the responsibility of the member company to ensure correct use of the EAN.UCC Company Prefix

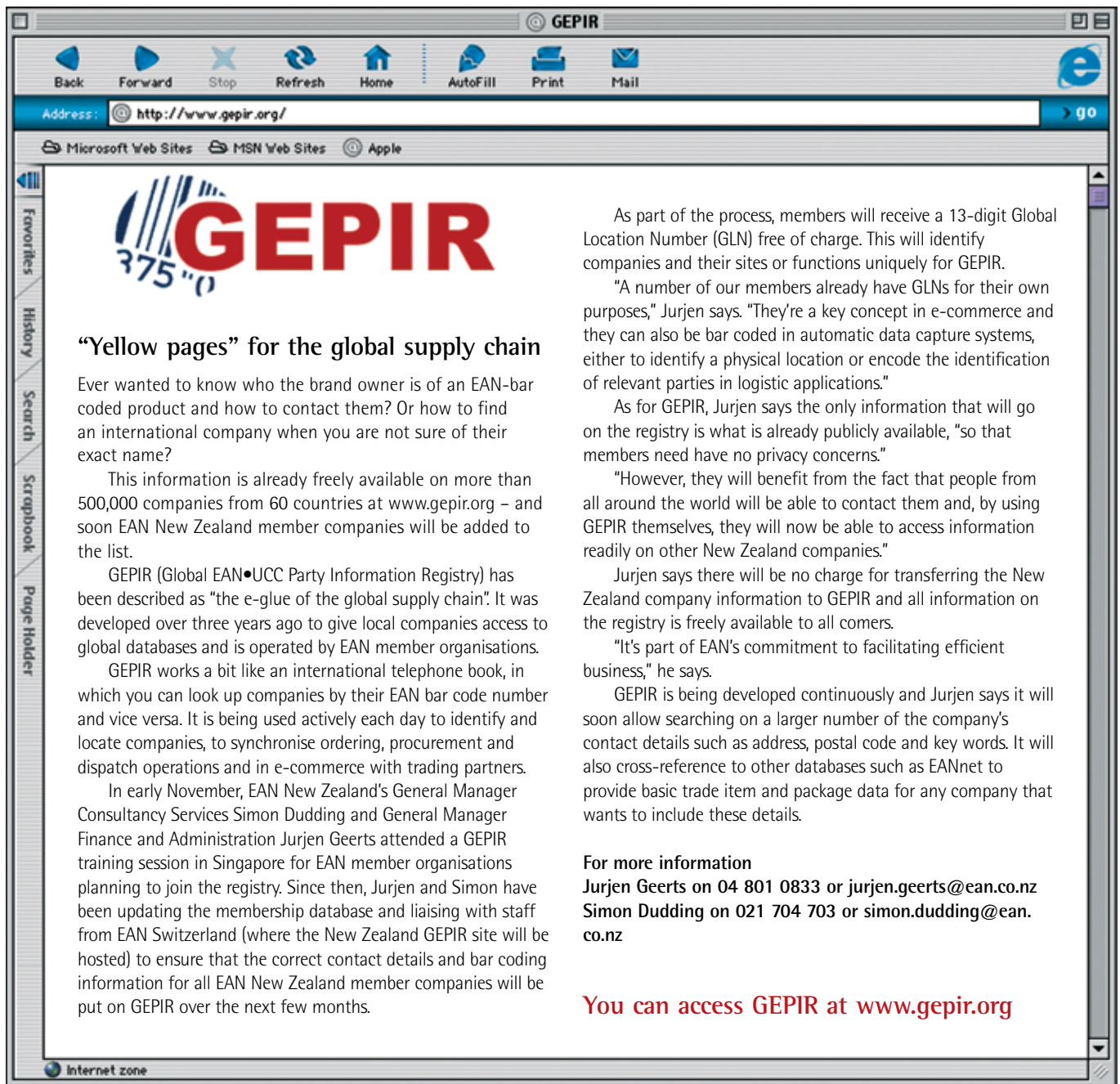
**Important Note**

➤ This Bar Code Verification Report may contain privileged and confidential information intended only for the use of the addressee named above. If you are not the intended recipient of this report you are hereby notified that any use, dissemination, distribution or reproduction of this message is prohibited. If you received this message in error please notify EAN New Zealand.

**Disclaimer:**

- This report does not constitute evidence for the purpose of any litigation, and EAN will not enter into any discussion or respond to any correspondence in relation to litigation
- Every possible effort has been made to ensure that the information and specifications in the Bar Code Verification Reports are correct, however, EAN expressly disclaims liability for any errors

**--- END OF REPORT ---**



**GEPIR**

## “Yellow pages” for the global supply chain

Ever wanted to know who the brand owner is of an EAN-bar coded product and how to contact them? Or how to find an international company when you are not sure of their exact name?

This information is already freely available on more than 500,000 companies from 60 countries at [www.gepir.org](http://www.gepir.org) – and soon EAN New Zealand member companies will be added to the list.

GEPIR (Global EAN•UCC Party Information Registry) has been described as “the e-glue of the global supply chain”. It was developed over three years ago to give local companies access to global databases and is operated by EAN member organisations.

GEPIR works a bit like an international telephone book, in which you can look up companies by their EAN bar code number and vice versa. It is being used actively each day to identify and locate companies, to synchronise ordering, procurement and dispatch operations and in e-commerce with trading partners.

In early November, EAN New Zealand’s General Manager Consultancy Services Simon Dudding and General Manager Finance and Administration Jurjen Geerts attended a GEPIR training session in Singapore for EAN member organisations planning to join the registry. Since then, Jurjen and Simon have been updating the membership database and liaising with staff from EAN Switzerland (where the New Zealand GEPIR site will be hosted) to ensure that the correct contact details and bar coding information for all EAN New Zealand member companies will be put on GEPIR over the next few months.

As part of the process, members will receive a 13-digit Global Location Number (GLN) free of charge. This will identify companies and their sites or functions uniquely for GEPIR.

“A number of our members already have GLNs for their own purposes,” Jurjen says. “They’re a key concept in e-commerce and they can also be bar coded in automatic data capture systems, either to identify a physical location or encode the identification of relevant parties in logistic applications.”

As for GEPIR, Jurjen says the only information that will go on the registry is what is already publicly available, “so that members need have no privacy concerns.”

“However, they will benefit from the fact that people from all around the world will be able to contact them and, by using GEPIR themselves, they will now be able to access information readily on other New Zealand companies.”

Jurjen says there will be no charge for transferring the New Zealand company information to GEPIR and all information on the registry is freely available to all comers.

“It’s part of EAN’s commitment to facilitating efficient business,” he says.

GEPIR is being developed continuously and Jurjen says it will soon allow searching on a larger number of the company’s contact details such as address, postal code and key words. It will also cross-reference to other databases such as EANnet to provide basic trade item and package data for any company that wants to include these details.

**For more information**  
**Jurjen Geerts on 04 801 0833 or [jurjen.geerts@ean.co.nz](mailto:jurjen.geerts@ean.co.nz)**  
**Simon Dudding on 021 704 703 or [simon.dudding@ean.co.nz](mailto:simon.dudding@ean.co.nz)**

**You can access GEPIR at [www.gepir.org](http://www.gepir.org)**

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# EAN-accredited companies a growing force



The value of EAN New Zealand's ACERT accreditation programme is being recognised by a growing number of companies, with 18 manufacturers and 38 suppliers now fully accredited and a further 28 companies enrolled in the programme.

EAN-accredited companies complete extensive training in the EAN•UCC system. They must have well-documented quality assurance procedures to ensure the integrity of their bar coding, and they must maintain these procedures on an ongoing basis.

Accredited manufacturers are licensed to issue their own product verification reports without reference to EAN New Zealand. The benefits are improved quality control, time savings and – for any company launching more than 15 new products or promotions a year – lower costs as well.

Accredited suppliers issue verification reports that prove that the bar codes they have produced are fully EAN-compliant when supplied to the customer, so the risks and extra costs associated with non-compliance are minimised.

## **EAN-accredited**

### **manufacturers are:**

Champion Flour Mills North Island - Mt Maunganui

Champion Flour Mills South Island - Christchurch

Goodman Fielder New Zealand Bluebird Foods - Wiri

Goodman Fielder New Zealand Irvines - Wiri

Goodman Fielder New Zealand Limited - Auckland

Goodman Fielder NZ - Ernest Adams - Palmerston North

Goodman Fielder NZ - Quality Bakers - Christchurch

Clorox New Zealand Limited

Coca-Cola Amatil (New Zealand) Limited

Foodstuffs Auckland Limited

Huhtamaki Henderson Limited

Montana Wines

New Zealand Dairy Foods

PSM Healthcare Limited

Puhoi Valley Cheese Co

Inghams Enterprises (NZ) Pty Ltd

Griffins Foods Limited

The New Zealand Wine Company Limited

### **Accredited suppliers are:**

Adhesif Print

Admark Visual Imaging Limited

AEP Filmpac (Auckland)

AEP Flexipac (Christchurch)

Amcor Cartons Australasia - Auckland

Amcor Cartons Australasia - Christchurch

Amcor Cartons Australasia - Lower Hutt

Amcor Kiwi Packaging - Auckland

Amcor Kiwi Packaging - Christchurch

Amcor Kiwi Packaging - Hastings

Barcode Technologies

Carter Holt Harvey Carton Division (Auckland)

Carter Holt Harvey Case Central

Carter Holt Harvey Packaging Case

Carter Holt Harvey Packaging Case Auckland

Carter Holt Harvey Paper Bag

Chequer Packaging (Speciality Flexibles) -Auckland

Chequer Packaging (Speciality Flexibles) - Christchurch

Danaflex Packaging Corporation

Flexoprint and Packaging - Auckland

Gravure Packaging Wellington

Hally Labels Auckland

Hally Labels Ltd

Huhtumaki Packaging - New Lynn

Huhtamaki Henderson Limited

Jenkins Labels Limited

Leading Label Limited

Overprinter Identification Systems

Packaging Press Specialists (PPS)

Reynolds Group

Sealed Air New Zealand Limited (Porirua)

Visy Board (NZ) Ltd

Walker Datavision Limited

Checkpoint Systems Limited

FPS International

Kiwi Labels Ltd

Label & Litho Ltd

Logan Print Ltd

## **Those in the accreditation programme are:**

### **Manufacturers**

Cadbury Confectionery

Cerebos Greggs Limited

Colgate-Palmolive Limited

DB Breweries

Foodstuffs (Wellington)

Frucor Beverages

Hansells (NZ) Limited

Heinz-Watties Limited

Mainland Products Ltd

Nestle New Zealand Limited

Old Fashioned Foods Limited

Progressive Enterprises Limited

Rio Beverages

Sweetline Limited

Unilever Australasia

### **Suppliers**

Charta Packaging Limited

Colorite - Auckland

Cryovac, a Division of Sealed Air New Zealand Limited (Hamilton Branch)

Label Express Limited

Logan Print Limited

Milestone Lithographics Limited

Murdoch Manufacturing Limited

National Can Industries

Rapid Labels

Saito New Zealand

Southern Colour Print Limited

Tecpak Industries Limited

Visy Specialties New Zealand

This list was current at the time SCAN went to publication.

For more information, contact Owen Dance, Accreditation Consultant, on 04 801 2894 or [owen.dance@ean.co.nz](mailto:owen.dance@ean.co.nz) or go to the accreditation section on the website [www.ean.co.nz](http://www.ean.co.nz)

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# EAN certificate course POWERS AHEAD



Mohammed Yudiantoro of Foodstuffs (Auckland)

Ranjith Rajaratnam of Foodstuffs (Auckland)

Andi Thompson and Tony Uren of Peacock Brothers

## The EAN Certificate in Automatic Data Capture Standards course is growing steadily within New Zealand – and is making itself felt internationally.

“Our certificate course is at the leading edge of international developments in Automatic Data Capture standards training,” says EAN Chief Executive Margaret Fitzgerald.

“The benefits it offers to those who complete it and to their employers can only increase over time.”

Brad Blake of Montana Wines, along with Tony Uren and Andi Thompson of Peacock Brothers, Ranjith Rajaratnam and Mohammed Yudiantoro of Foodstuffs (Auckland), have joined the growing list of graduates. The course now boasts 42 students.

“We also have over 20 people wait-listed by companies who are putting their staff through one or two at a time,” says Owen Dance, EAN New Zealand’s Accreditation Consultant.

“Because these companies are letting their staff study in work time, they don’t want the whole lot doing it at once.”

Internationally, a major planning exercise is underway to coordinate the training initiatives of several EAN organisations and to integrate them with EAN International’s e-learning site, which is

already integrated into the New Zealand course. International Training Manager Eddy Vandervaeren in Brussels is chairing a global group of training managers from 20 nations, including New Zealand, as a worldwide curriculum is developed.

Eddy says EAN International is developing a multi-level EAN certification with clearly defined competencies.

“Ultimately, the certification will cover the full breadth of supply chain management and eventually we would like to identify one or more universities to cooperate with.”

That would continue an international trend: for example, EAN Colombia has become that country’s authorised agent for the British Institute of Logistics and Transport Diploma in Logistics (in New Zealand, that course was formerly offered through Massey University and is now delivered by Palmerston North-based Logistics Training Group, a Private Training Enterprise). EAN Hong Kong also contributes to logistics courses offered at Hong Kong University.

EAN New Zealand’s certificate course takes only 35 hours to complete at the student’s convenience. The self-administered course is very suitable for studying over holidays or during periods of reduced workload such as the New Year.

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