

SCAN

ISSUE 42 NOVEMBER 2016

GS1NZ.ORG

New Zealand Business Number **cost savings**

- Interview with Economic
Development Minister
Steven Joyce

BUILDING PRODUCT
ASSURANCE

4

SACHIE'S MEALS
FOR KIWIS

7

NEW BOARD
MEMBERS

12

MONDILLO BARCODES
TELL THE STORY

15

Ordering your labels & printers just got easier. Shop Online at Peacocks.



Visit <http://shop.labelnz.com>

Sometimes you need fast access to products and don't want to go through the normal sales cycle. Or maybe you want a mechanism to manage repeat orders. Our online portal lets you buy securely and conveniently - all at terrific online prices!

- Secure and convenient self-service procurement
- Special online discounts for a huge range of products
- Save your shopping carts for instant reordering
- Purchase via credit card or on account

Take the headache out of reordering so you can focus on your operations.

Contact us today to set up an account or visit www.labelnz.com.

✓ **Online discounts for a huge range of labels, printers & data capture equipment**

✓ **Purchase via credit card or on account**

Contact us today to discuss your needs:

09 273 4455

www.labelnz.com

 **Peacock Bros.**
New Zealand



Let's make the most of NZBNs

The New Zealand Business Number (NZBN) is here. The NZBN Act was passed in April and very soon, every business in this country will have its own globally unique identifier. That includes every unincorporated business entity (sole traders, trading trusts and so on).

As most GS1 members know, every NZBN is actually a 13-digit Global Location Number (or GLN) that we supplied to the New Zealand Government specifically for this purpose. It is an example of this country being really smart – we've adopted a form of identifier that is globally recognised, and already embedded in how businesses and government agencies interact here and around the world! (Others have country-specific universal business numbering systems that don't facilitate the types of global inter-operability possible with NZBNs.)

The Government has done an excellent job with the NZBN scheme so far and that will continue with a comprehensive programme for departments and many other Public Sector agencies to progressively adopt NZBNs in their dealings with New Zealand businesses. The benefits will be huge – time and cost saved in the ceaseless interaction of Kiwis with their government, and new efficiencies across the collection, storage and exchange of digital information, economy-wide.

Economic Development Minister Steven Joyce understands exactly how important NZBNs will become with their greater adoption and use by businesses and agencies for an ever-expanding array of purposes. We are delighted to have Mr Joyce's comments in response to our questions in this SCAN.

So, businesses now have – or soon will – their own NZBNs, and Public Sector organisations will progressively make greater use of them

in their dealings with every entity (see the Minister's comments on pages 8-10).

The big question then becomes: How will businesses start extracting the real value of NZBNs to themselves in context of their own trading and financial interactions?

NZBNs should, after all, be giving a huge boost to e-commerce as well as government-to-business interaction. Again, Mr Joyce is very aware of the potential. And the related question is not lost on him: Should the Government, having established the NZBN scheme, now also lead with the standardisation of electronic messaging and other aspects of e-commerce which become easier once all are using universal digital identifiers?

In my recent conversation with the Minister, he certainly indicated an open mind on that. He can see the wisdom of greater standardisation in many areas of routine interaction right across the economy. Of course, it is happening to some extent already thanks to innovation by companies like Xero. But is there a greater role for the Government to promote standards for adoption more quickly and more evenly, New Zealand wide? Mr Joyce is keen to hear what businesses think – and GS1 New Zealand will certainly help with that ongoing dialogue.

It should go without saying that greater standardisation in how businesses interact does nothing to diminish competition in markets. Like all standards in common use

today, new guidelines and benchmarks for e-commerce would enhance competitiveness in the ways that matter most for an efficient, prosperous economy.

Australia has been grappling with the same issues. Last November, a group of Public and Private Sector organisations formed the Digital Business Council with a broad aim of promoting digital business standards. These will start with an "inter-operability framework of standards" for application across the Australian economy. The council is largely a forum for the exchange of ideas and experiences, out of which will emerge broadly-acceptable standards in the areas that matter most for businesses and government agencies.

New Zealand is off to a great start with the NZBN. Of course, the work is only just starting to ensure this tool is put to best possible use so this country does develop a world-class digital economy. The Australian approach will be worth watching. And we need to build the exchange of our own ideas and experiences.



Dr Peter Stevens
Chief Executive

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

SCAN magazine is produced twice yearly for the benefit of GS1 New Zealand members. It has a circulation of approximately 6000 readers throughout the country as well as 114 GS1 member organisations worldwide.

SCAN reaches decision-makers in a wide range of industry sectors including grocery, FMCG, healthcare, logistics, manufacturing, retailing, wholesaling, transport and government. 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, (barcoding) 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:
Annie Davis on 04 494 1057 or annie.davis@gs1nz.org.
Advertising rates are on our website.

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



Focus on building product quality

New Zealand has a big problem with the quality and use of some imported building products. The solution might lie partly in territorial local authorities (TLAs), architects, builders and others having digital access to all relevant product information using GS1 Standards.

The information could include test results, use warranties, certifications and other forms of “assurance information” that relate to particular steel or wood products, hardware items, plumbing supplies and so on. GS1 New Zealand is exploring the potential to have suppliers upload all such information into the National Product Catalogue (NPC)*, for its access thereafter by TLAs and others.

NPC-housed data could become a valuable tool for determining whether products – originated here or overseas – are compliant with the New Zealand Building Code in each particular usage. It would represent a substantial extension of today's growing usage of NPC for supply chain management.

The advantages of NPC include globally unique identification of products, the standardisation of data about them (perhaps including assurance information), the ease with which data is routinely updated and its continuous availability to all registered recipients.

GS1 General Manager (Government) Nick Allison says NPC is New Zealand's biggest digital repository of data on building products today, with the data being uploaded by importers, distributors and suppliers, and then used by merchants and others in the building and hardware sector. Around 100,000 building products are already captured in NPC – and of course, GS1 Standards enable information on these to be uploaded from anywhere regardless of where they originate.

Nick says the number of products will continue to grow, with the prospect that the data fields associated with each can be expanded to include assurance information, and that access can be extended to local authorities and to builders. “NPC gives very high visibility on products. Councils, architects, builders and others could find this extremely handy when deciding on the suitability and compliance of particular products for particular uses, project-by-project.”

*NPC is the GS1 service that enables members to create and maintain cloud-based product data catalogues that can be accessed by multiple data users in New Zealand and Australia.



GS1 is exploring the potential with certain TLAs, industry representatives and BRANZ, the building research, testing and consulting organisation.

BRANZ has been analysing the cost of sub-standard products being used in New Zealand buildings. The organisation's principal economist, Ian Page, puts a preliminary estimate of at least \$120 million on costs associated with the reduced life and performance of sub-standard products, and the additional work required to strengthen or repair buildings in which those products have been used.

GS1 will continue to explore the potential with BRANZ, industry representatives and Public Sector agencies.



Nick Allison can be contacted on
mob. 021 48 58 96

Auckland Council view – NPC would

One national repository of building product information in the National Product Catalogue (NPC) would help fill big gaps in New Zealand's regulation of construction quality. That's the view of Ian McCormick, Auckland Council's General Manager for Building Control, who says this country imports many products on which the information available is inadequate for proper assessment of building code compliance.

“All councils should have access to one list of products and systems that are available for use in New Zealand buildings,” says Ian. “That list needs to include product specifications and standardised data on manufacture and supply, along with information on the purpose of the particular product or system, on any limitations in its use and on its compliance with the relevant clause of the New Zealand Building Code.”

Currently, councils often rely upon self-developed product lists which frequently lack the information needed to support proper decision making on whether a product will comply with the code when used in a particular way, at a particular location, he says.

The problem is compounded by the fact that we have a very open market for building products, some of them

accompanied by quality marks and specifications that are actually fraudulent.

“New Zealand has to be very careful that it is not a dumping ground for products created around the world and intended for very different circumstances than those in which they are being used in this country,” Ian says.



PlaceMakers and Mico move to NPC



PlaceMakers and Mico plan to begin using product data from the National Product Catalogue (NPC) during the early months of 2017.

General Manager, Merchandise Ruth Brash says a “go live” date is planned in January 2017, once testing is completed on a product information management (PIM) system developed by GS1 New Zealand. The system will enable data to be taken from NPC to meet the particular requirements of PlaceMakers and Mico.

PlaceMakers and Mico are two of the trading names of Fletcher Building’s Distribution Division and between the two brands there are 120 outlets around New Zealand. PlaceMakers is the country’s largest building supplies distribution group with over 100,000 products on offer.

Suppliers to PlaceMakers and Mico can expect to hear directly from the company over the coming months about the practical aspects of their NPC adoption. Ruth says suppliers not already uploading their data to NPC will be encouraged to move in that direction although PlaceMakers will continue to receive data through other channels, as well.

It is, she notes, in the best interests of all industry participants that PlaceMakers and other merchants are able to use, as much as possible, the same standardised product data from NPC.



Ruth says NPC and the new PIM system are critical to the implementation of digital strategies for PlaceMakers and Mico. “Our websites and digital tools are becoming increasingly important in our business, and they are heavily reliant on product data being accurate and complete all the time.”

be a step in the right direction

Having all parties use one list that is kept constantly up-to-date and is linked to as much compliance-related information as possible would be a good intermediate step to addressing the problem, he says.

The more information that councils have at their fingertips, the less often they will be required to make difficult judgement calls, Ian says. “Ultimately councils should only need to validate building products and construction systems identified on a national register, and not themselves act as authorities in determining whether a particular product is compliant with the New Zealand Building Code.”

Using NPC as such a repository would put more onus on manufacturers and suppliers to ensure that information is accurate, comprehensive and entirely up-to-date. “We need to get to a situation where industry is taking far more responsibility for the quality of building products and of construction.”

Ian says New Zealand needs to more fully embrace a collaborative partnership approach between designers, builders and regulators. “Having products on a national list that everyone can access, and that manufacturers and suppliers update routinely, would be a step in that direction.”



Enhance your commitment to the environment with EDI

Join the paperless world. Save paper with Electronic Data Interchange (EDI).

How many thousands of purchase orders and invoices end up on paper each month?

Automate these processes using the Pacific Commerce Exchange
and contribute to your organisation's greener, brighter future.

Pacific Commerce, through its EDI exchanges, saves approximately 130 trees per million documents transacted. More documents processed via EDI means less paper is used by both trading partners so your decision can also have a positive effect on other organisations' green policies. Over time, your organisation can help save literally millions of trees.

Join us and add to your environmental credentials.

pacificcommerce.com.au



Level 8, 1 Chandos Street, St Leonards NSW 2065

e sales_enquiries@pacificcommerce.com.au | t 61 2 9468 3333 | f 61 2 9468 3300



Sachie teaches Kiwis to cook authentic Asian meals

Sachie Nomura cannot cook your next delicious Asian meal herself. But she'll do the next best thing – provide many of the right ingredients, including her authentic Asian sauces, and a set of simple instructions so you can easily cook that meal yourself.

The Japanese-Kiwi creator of the award-winning Sachie's Kitchen cooking school, cook book and television series has launched a range of "meal kits" which will enable more people to access her recipes and to expand their own Asian cooking skills.

Sachie now has seven meals on the market, drawn from different Asian cultures and all with familiar-sounding names to New Zealanders. Each kit contains the dry ingredients for a meal, plus the Sachie's Kitchen version of the right sauce(s). The home diner buys separately the fresh ingredients, including meat, chicken or fish, and then follows a recipe on the packet, while also watching Sachie prepare the same on YouTube.

The kits are in high demand with New Zealanders who have an increasing appetite for Asian food, she says. Her explanation: "Asia is getting closer with more affordable air fares to Bali, Singapore and other places ... that means lots more people are exposed to Asian food and they really want those tastes back in New Zealand."

Putting the Sachie's Kitchen brand on supermarket shelves – and joining GS1 along the way – is another way to meet that demand alongside the cooking school in Auckland, and Sachie's print and video content. "There are specifications for our product photos to be in (retailers') catalogues. We had thought of GS1 only in terms of barcodes ... but now realise there are other GS1 services available to help get our products to market," says Sachie.

"I've no intention of opening another school yet and there are so many people in other places not able to come and enjoy the classes. So I did the cook book and TV series as ways of engaging with all those people at home. The kits are the next step in making it simple and inexpensive for them to have simply-prepared, delicious Asian food wherever they are."

More than 50,000 people have attended classes at the cooking school in Parnell since Sachie opened the doors in 2010. It was a bold move but has paid off and is now the #1 rated cooking school on Tripadvisor and by the New Zealand Herald.

The business has taken off on the strength of the knowledge Sachie acquired in her family's kitchen while growing up in Japan, then mixing with Asian chefs in Auckland and touring South East Asia. (She came to New Zealand as a student to learn English at age 19.)

There is also the happy, telegenic personality that is Sachie Nomura!

During 2013, Prime Television aired an 11-episode Sachie's Kitchen show which included a food tour of Japan – dining in three-star Michelin restaurants in Kyoto, visiting the world's largest fish market at Tsukiji, in Tokyo, and collecting wild vegetables and bamboo shoots in the Japanese mountains.

Sachie says the series has since been aired in 45 countries, including China and India. She is now working on dozens of new YouTube videos that will build her following here and internationally as a cook with an extraordinary range of authentic Asian recipes. There is another

big extension of the Sachie's Kitchen brand under preparation (too soon to be served up in SCAN.)

Meanwhile, which of the meal kits is proving most popular in New Zealand? A toss-up between Pad Thai, a stir-fried noodle dish that includes chicken, egg and chives, and Teriyaki Chicken.



For more information,
www.sachieskitchen.com





Minister confident NZBN will deliver cost savings over time

*Agencies on track
with adoption*

The New Zealand Business Number Act became law in April, opening the way for every business in this country to have its own NZBN. Registered companies already have them: NZBNs are now being rolled out to an estimated 240,000 unincorporated entities. Each NZBN is a Global Location Number provided by GS1.



Government agencies are moving to adopt NZBNs for improved efficiency in their interaction with New Zealand businesses. Economic Development Minister Steven Joyce provides SCAN with new insight into progress with the NZBN and related programmes.

**© The Government is rolling out its comprehensive Result 9 programme.
How does the NZBN scheme fit into this?**

Result 9 Better for Business is part of the Better Public Services Programme*. It is a partnership of 10 government agencies which are working together to reduce the effort required by businesses in their dealings with government.

The NZBN Programme is a key initiative of Result 9. The use of NZBNs will reduce the time and energy businesses spend

providing government with the same information in different ways. It is estimated that the benefits to businesses of NZBNs, once these are fully implemented, will be around \$60 million a year.

© How do you see businesses gaining benefit from whole-of-government adoption and use of NZBNs?

One of the major criticisms of government agencies is that they constantly request businesses to provide standard information to each agency they are dealing with.

Over time, adoption of NZBNs will allow government agencies to easily recognise a particular business and to share information between them so that business is required to provide its core information only once, to one of the participating agencies.

Businesses have told us a unique identifier for each New Zealand business will remove road blocks to innovation and to productivity gains in the provision of services between them and government, and between businesses themselves.



Q One of your goals is a target of 25% for reduction in the costs to businesses of interacting with government agencies and Crown entities by the end of 2017. How confident are you of such a saving within this timeframe?

We are confident we will achieve the savings through Result 9 Better for Business over time, but it remains challenging to achieve them by the middle of next year given the lead-in time that is required for some of the key programmes involved.

To track progress towards our targets, the Result 9 Programme uses a rolling Result 9 Business Reference Survey which is completed by 1200 business customers every six months. Between 2012 and December 2015, there has been an overall 12% improvement in business costs incurred in dealing with government – just under half-way towards the target of a 25% reduction. While results were trending positively to June 2015, an increase in effort was recorded for the first time over the six months to December – that increase was 4%.

Agencies involved have identified 37 key initiatives for a “Result 9 Roadmap”, with 18 of these initiatives forecast to deliver a reduction of about \$20 million in the form of time saved by businesses in their dealings with government during 2016-17. Those savings are forecast to rise to \$569 million annually by 2023-24.

There is a significant amount of activity underway across Result 9 agencies. Examples include: Inland Revenue’s eGST platform; ACC digital services for business; reduction by Statistics New Zealand in the number of businesses it surveys; the Ministry for Primary Industries’ and New Zealand Customs Service’s Joint Border Management System Trade Single Window; and the Ministry of Business, Innovation and Employment’s Procurement Sourcing Rules.

Inland Revenue and ACC have transformation programmes now underway and these will deliver changes in customer experience for many businesses. The two transformation programmes have an estimated benefit to businesses of around \$280 million per annum by 2019-20. The programmes will be delivered in stages and their benefits will be realised over subsequent years. For example, it is

estimated by Inland Revenue that by 2023-24, customers will spend approximately 37% less time on GST returns than they do now. This equates to cumulative savings by 2023-24 of somewhere between \$490-840 million. Stages 2 and 3 of the Inland Revenue transformation programme are anticipated to deliver further savings in customer effort.

Q In May, Crown entities were given a Cabinet Direction to join a whole-of-government approach to using NZBNs. What does this Direction mean?

The whole-of-government directions issued in May cover two things - a Ministerial Direction to Crown entities and a Cabinet Directive to government departments. Combined, these require that:

- Eight original Result 9 agencies (ACC, Callaghan Innovation, Customs, Inland Revenue, MBIE, Ministry for Primary Industries, NZTE, and Statistics NZ) need to recognise NZBNs in their key business-facing systems by the end of 2017, in their finance/procurement systems by the end of 2018 and have systems and processes in place to be able to share core business information about an NZBN-identified entity by the end of 2020.
- By the end of 2018, an additional 33 Crown entities and 16 government departments need to be able to identify an entity by its NZBN. They also need to have given consideration to implementing systems and processes for the sharing of core business information about an NZBN-identified entity by the end of 2020.

Q We understand that directions of this kind are rare. What has been the rationale for Cabinet taking this step to push forward with NZBN adoption and use?

Broad implementation by the Public Sector is needed for NZBNs to be successful and for the benefits to be realised. The Cabinet Directive and Ministerial Direction were the most appropriate mechanisms to make that happen.

Both will be reviewed after five years. This will provide an opportunity for Ministers to assess the implementation of the NZBN Programme across the Public and Private sectors during that time and it will provide flexibility for adjustment of requirements on agencies as appropriate.

Q What sort of key business processes are you expecting to be simplified by adoption of the NZBN and data sharing?

We expect to see efficiencies in the following areas:

- financial processes including invoice payments;
- business verification;
- routine transactions like ACC payments and tax payments;
- tax agent activities on behalf of businesses; and
- regulatory compliance in various areas.

A good example is the ability for a business to notify ACC about its formation and to then receive information about levy obligations: This will enable the business to budget accordingly. At the moment,



The use of NZBNs will reduce the time and energy businesses spend providing government with the same information in different ways.



a business has to wait up to two years for Inland Revenue to notify ACC about its existence through the sharing of tax return information, and this means businesses unexpectedly receive invoices for two years' of levies.

Three Crown entities in particular have been directed to use NZBNs for information sharing between them and with central government agencies (as part of the so-called Category B application of NZBNs). What is the rationale for making this requirement of three entities?

The three Crown entities (ACC, NZTE and Callaghan Innovation) are part of the original Better Public Services Result 9 agencies. Along with the other five original agencies (IR, Statistics, Customs, MPI and MBIE) they have been working together since 2012 to reduce the cost and effort required of businesses in their interactions with government. It was a natural progression for these agencies to be the first eight which are required to share core business information between them.

Agencies could meet the direction by simply cross-referencing NZBNs with existing systems. How will government agencies be encouraged to transform their processes and secure the most value from NZBNs through more comprehensive change in their systems?

MBIE officials working on the NZBN Programme will work closely with agencies to ensure a strategic view of implementation is taken and opportunities for joined up services are realised.

NZBNs identify business legal entities based on the GS1 Global Location Number standard (or "GLN"). GLNs are also deployed in New Zealand and globally to support the identification of physical locations for supply chain, traceability and e-commerce processes. What is your view on the potential extension of the NZBN scheme to identification of locations like warehouses, farms, processing and government-registered locations (such as MPI's Risk Management Plan locations)?

The first step is to allocate a NZBN to all registered business entities. Companies and other registered entities such as incorporated societies now have NZBNs. Others such as sole traders, partnerships, trusts and some State sector entities will be allocated NZBNs shortly. Once that is complete, the NZBN Programme managers will consider how to facilitate extension of the NZBN scheme to identification of locations. Some businesses already use location data via GS1 connected to their NZBN now.

The Government has taken the view that growing usage of NZBNs will support greater digital interoperability and e-commerce across the New Zealand economy. How specifically do you see this developing?

Businesses have advised NZBNs will open opportunities for greater digital interoperability and e-commerce. Already there are examples of this - case studies are available on www.nzbn.govt.nz including Air NZ and Veda using NZBNs in their e-commerce activities. Accounting

software firms Xero and MYOB also see NZBNs as a means to streamline their clients' interoperability with other businesses and government agencies.

New Zealand business and government agencies use a plethora of e-commerce standards for electronic messages such as invoices, purchase orders and advance shipping messages. We note that a Digital Business Council has been set up across the Tasman, supported by the Federal Government, to drive interoperability and efficiency. Similar initiatives are led by central government in Europe (Scandinavia, France etc). Do you see merit in New Zealand adopting such a model to enable greater standardised uptake of efficient e-commerce?

To date, we have not had any requests from business stakeholder to adopt such a model. We would keep an open mind on the possibility but our focus in the meantime is on securing the benefits of NZBNs and of the wider Results 9 programme for businesses.

With regard to standardised invoicing and other messages, we haven't had anyone roaring in the door and saying "this is something we want government to do on our behalf". I think everyone understands that government can be influential but it can also be slower than doing it yourself. There are things that government has to do, and should do, like the NZBN because no-one else can but the question is, do we have to standardise other stuff? I am open to hearing more on this.



More information on this Programme is available
www.mbie.govt.nz/info-services/business/better-for-business



Inspired brewing

Not all craft beers are the same. Two Thumb Brewing Co. takes that obvious fact further than most with beverages that are distinctly flavoursome, distinctly Canterbury.

Two Thumb brews a select range of ales and stout using high quality local ingredients – Canterbury wheat and malt, Nelson hops, and clear artesian water from aquifers deep under Christchurch.

The brewing is all done at Two Thumb's central city, Manchester Street address, using brewing kit recovered from another site that was wrecked in the Christchurch earthquakes. The beers are unfiltered and unpasteurised to give them that extra edge of favour and freshness.

Two Thumb was set up by experienced brewer Clayton Wallwork and his brother Brad, in 2013. Their brand name is also distinctively Canterbury: The Wallwork family bach at Lake Clearwater looks up to the mighty Two Thumb range (South Canterbury).

"Having visited there for over 30 years, we think it's natural that our beers are inspired by this region's natural, timeless magnificence," says Clayton. "We like a good beer, having a laugh and the simple enjoyment of the kiwi bach lifestyle."

Two Thumb's biggest seller is a New Zealand pale ale which is darker and maltier than the traditional English brew. The range includes a Kiwi take on German kolsch beer – lighter of colour with more wheat flavour than the original. There is also a full-bodied oatmeal stout.

Two Thumb continues to trial new brews and take feedback from a growing band of beer connoisseurs who gather at the brewery's licensed tasting room three afternoons a week. The business is helping put Christchurch on New Zealand's craft



beer map, with its bottled products now finding their way into the major supermarket chains (supported by GS1 numbering and barcodes).



For more information,
www.twothumb.com



Flooring without re-work

Ovaboard is definitely a product for our times. With the construction industry running hot, deadlines and budgets are top of mind for everyone involved.

Ovaboard is a temporary floor covering that helps builders and other tradespeople (and their clients) deal with both issues. It's an impact-resistant, water-proof product for protecting floors and other surfaces while work continues on new buildings and renovations.

"You can do the flooring when most cost effective during the project, and thereafter prevent damage that might require costly re-work," says Neil Harray, owner and manager of Ovaboard. "It provides a clear, even surface for people to work on which is also great for health and safety."

Ovaboard is a reinforced paper board that can be cut to any size and taped into place for as long as needed. Neil has the product manufactured under licence in Los Angeles, California, and he has joined GS1 to support its sale through New Zealand building supplies merchants.

Ovaboard is a Kiwi innovation, designed by a specialist in polished concrete floors who tired of his beautifully-crafted surfaces being damaged in accidents even before projects were completed. Neil bought the business in 2016 after a 20-year career in education.

"It's my chance to do something very different and be part of an exciting industry."

Its sustainability attributes also make Ovaboard a product for our times. Neil says his Los Angeles supplier makes it from recycled cardboard and sheets of Ovaboard can be recycled again in New Zealand after four or five uses. "It's a substitute for plastic coverings that can't be cleaned and get thrown away after one usage."

Neil says sales are growing 10-15% per month as more people, property developers and householders included, discover Ovaboard as a cost-effective option for an expanding range of uses. The product comes in two grades and there is also an Ovaboard adhesive tape for installation.



For more information,
www.ovaboard.co.nz

Data key to customer experience

Food and grocery companies need GS1 Standards more than ever as they compete with increasing intensity to satisfy customers on product choice, information, convenience and loyalty recognition. So says Peter Muggleston, Chief Information Officer for Foodstuffs North Island and new GS1 New Zealand Board member.

“Customer experience is king. Whether you are providing an enriched in-store shopping experience, an online channel for greater convenience or additional personalisation of your offer to customers, everything must be digitally enabled. And that means having standardised, high quality data and images that can be used in any number of ways,” Peter says, “In the end, the best digital grocers will win.”

GS1 Standards are at the centre of customer service developments across food and grocery, he says. “We’re starting to use many, many more of the data fields that GS1 can provide for capturing and sharing information which customers now demand on product ingredients, allergens and so on ... whether they’re shopping in-store or online.”

Globally, he says, food and grocery retailers have been relatively slow to understand the critical importance of

digital content when it comes to enriching customer experience. International survey work among customers has recently confirmed low rating of the content (about products) typically provided by this sector: Peter sees a strong correlation between poor content and the sector’s low level of online shopping (around 3%) relative to other retail categories (10-12%).

He points out that product manufacturers and suppliers’ creation and sharing of accurate, complete and rich data (based on GS1 Standards) is a key enabler of whatever grocery retailers are doing. “We want suppliers to take full responsibility for the quality of the data they are providing us with.”

Ultimately, all parties will face the same imperatives as e-commerce becomes more prevalent and as grocery competitors seek new ways to satisfy the customer, he says. “Online shines a light on every product and



if you haven’t got high quality data and images, the world will see it pretty quickly.”

Peter is overseeing the North Island implementation of One Data – the Foodstuffs Group’s national product master data system which will enable various new customer service initiatives on- and off-line. He joined Foodstuffs North Island as CIO in 2012, after eight years’ with ASB Bank and its Sovereign Assurance business. ASB was a New Zealand leader in online banking and Peter led the extension of this role into digital full-service banking for retail customers. His earlier career was with Shell Oil and Fletcher Energy.

Supporting ProductRecallNZ

ProductRecallNZ usage continues to grow with support from a dedicated GS1 team that includes Business Analyst Jennifer Tate.

Since joining in May, Jennifer has been busy responding to queries on ProductRecallNZ, our service for enabling efficient and effective recall or withdrawal of products in the supply chain.

Jennifer is also working on future enhancements to ProductRecallNZ’s functionality and plans for extending its usage into Healthcare and other sectors. Launched in 2011, the service has achieved substantial take-up and use in the food and grocery sector (where total recall or withdrawal notifications were 92 during the first nine months of 2016).

Auckland-based Jennifer brings to GS1 previous work experience as Project Coordinator for a software development company in the finance industry. She graduated from the University of Auckland in 2015 with a Commerce degree in Commercial Law and Management, and an Arts degree majoring in Chinese and Spanish.

Jennifer pursued her deep interest in Chinese language and culture by living and studying in Nanjing over the summer of 2013/14. She continues this interest as Director of the Young Associates branch of the NZ-China Trade Association



(a voluntary role in her spare time). Jennifer includes pilates, rock climbing and painting as other interests.

To learn more, see www.productrecallnz.co.nz

Tools for the Health strategy

Making greater use of GS1 Standards is definitely “on-strategy” within New Zealand’s Health system, says Stephen O’Keefe, Chief Financial Officer at the Ministry of Health.



Stephen is part of the Ministry’s executive leadership team for the implementation of the recently-launched “New Zealand Health Strategy: Future Direction” – and he is also now a Board member at GS1 New Zealand.

Stephen says making broader, more consistent use of GS1 Standards in medical supply chains and in clinical settings will help drive two of the Strategy’s key themes in particular: The Health System (including DHBs and various government agencies) operating as “one team”, and also having “smart systems” for data collection and sharing (this to include information availability at point-of-patient-care).

“GS1 has the type of tools that can be a great help to the Health sector,” Stephen says. In particular, GS1 Standards can help create more robust information for consistent use among DHBs, and for sourcing, tracking and monitoring functions across the system. “Specifically we want to see how putting globally unique identifiers on all pharmaceuticals and medical devices will improve our sourcing of these, and the efficiency of how they are tracked and traced when in use.”

Stephen says the application of GS1 identifiers to the more than 100,000 devices (ranged from MRI scanners to theatre swabs) used in the Health system is one area of current priority. In this and other areas, the Ministry has stewardship and leadership roles: It enables new technologies and processes to be spread across the whole system, while identifying and promoting the addition of the best available technologies and processes.

Stephen joined the Ministry in May as part of a major change in its leadership team, coinciding with the new Health Strategy launch (the first big strategy refresh since 2000). As Chief Financial Officer, he is responsible for strengthening the Ministry’s financial governance, including oversight of investment activities and of Health sector-wide financial management.

Stephen was previously General Manager Strategy and Transformation at KiwiRail. His earlier career was with NZ Dairy Board and Fonterra, spending more than 20 years in senior finance leadership roles in New Zealand, Australia, the United States, Middle East and France.

As a GS1 Board member, Stephen says he will be looking at “what GS1 has to offer the Health system particularly in regard to our strategic themes of ‘One Team’ and ‘Smart Systems’”. As a member of our leadership team, I can be a strong link between the Ministry and GS1.”



Starting the flow of product data

Capturing product data and uploading it to the National Product Catalogue (NPC) can be fiddly and time-consuming. GS1 New Zealand Data Analyst Aakash Patel can take the hassle off members as they get started with ProductFlow, our NPC-based service for bringing new products to market or making changes to existing products.

Aakash and three other GS1 data analysts are experts at weighing, measuring, and gathering all other relevant master data, so that products can be properly represented on NPC. Data capture and uploading is the first critical step in ProductFlow – and Aakash and her colleagues are there to help members take that step.

“Becoming proficient with all aspects of ProductFlow is a journey for members and my role is about helping them get started,” Aakash says. “Eventually members have the understanding and the in-house capability to maintain their data in the catalogue themselves and that’s when they start getting the full benefit of ProductFlow.”

ProductFlow was launched as a GS1 service in 2014 and its advantages in getting products to market faster and more efficiently are recognized by an increasing number of GS1 members.

Since joining GS1 in September, Aakash has handled the initial data capture and uploading requirements of dozens of members.

Aakash holds a Bachelor in Commerce and Administration degree, majoring in Information Systems and Management, from Victoria University. Her first role as a graduate in 2013 was with Kiwibank as an Insurance Specialist, and she followed this with a period at Immigration New Zealand working on the business immigrants scheme.

In her spare time, Wellington-based Aakash is keen on hiking, volleyball, cooking, and she is also a guitarist and songwriter.



To learn more, see
www.productflow.org.nz

NZ joins trend to global Healthcare standards – Innovit & GS1 ready to help!

New Zealand's Healthcare sector is turning more and more to global data standards for supply chain efficiency and improved patient care. Progress is encouraging.

It remains critical, however, that Healthcare providers and supplier companies work collaboratively on identifying, capturing and sharing data on pharmaceuticals, medical devices and consumables – and often, that requires complex system changes.

The same challenges are, in fact, being experienced in Healthcare round the world. New Zealand is a fast follower in a global trend to adopt GS1 standards for barcoding, product catalogues and data management that help save time and money while also improving outcomes for patients.

The introduction of GS1 data standards, GDSN data synchronisation, and UDI (Unique Device Identification) across Healthcare globally has introduced an opportunity, but also a challenge to local operators.

Innovit, a GS1 New Zealand Business Partner, is at the forefront of that global trend, designing and delivering PIM/MDM, GDSN, and UDI solutions for Healthcare providers and suppliers in the US, UK and Australia – and also in New Zealand.

Innovit solutions enable suppliers to base their product catalogues fully on GS1 standards and ensure this data is synchronised with Hospitals procurement programs and Healthcare distributors.

Globally, Innovit is a member of GS1 Global Healthcare, an organisation that ensures Innovit maintains its expertise in GS1 standards. In this country, Innovit is a well-established business and a certified solution partner of GS1 New Zealand.

Innovit's expansion to the United States is clear with its certification and partnership with 1WorldSync, the leading US and Europe GDSN data pool. Over the past 12-months, Innovit has helped companies such as Arthrex and B. Braun with solutions for PIM, GDSN and also UDI.

In the United Kingdom, GS1 standards are now mandatory for the identification and description of any product procured by a National Health Service (NHS). England is on track to becoming the world leader in use of these standards. Their program will include the e-procurement of pharmaceuticals and other products of NHS Trusts, and bedside verification of medicines as they are administered to hospital patients.

Innovit is a business partner of GS1 UK, and also a certified solution provider for their local data pool TrueSource. Throughout 2016, Innovit has participated within industry events hosted by GS1 UK (GS1 Healthcare Conference), and also North Tees and Hartlepool (NHS Supplier Forum)

New Zealand's Healthcare sector has various initiatives underway involving GS1 standards, most notably the DHB National Catalogue for e-procurement.

As New Zealand Healthcare DHB's, agencies and also suppliers strive to secure the benefits of mature global standards such as UDI, GDSN, eCommerce, they can be assured that GS1 New Zealand and business partners such as Innovit is poised to share its global knowledge and experience.

For more information about our GS1 Business Alliance partner Innovit please visit our website www.gs1nz.org



Are you now using the **GS1 Product Flow**?
Want to make the **NPC data validation**
and uploading easier?

iICE Validator for NPC helps you to:

- validate data for Product Flow and NPC standards
- simplify the creation of item and price data hierarchies
- support multiple industry data requirements
- remain current with GS1 standards using NPC Certified Software.

DOWNLOAD

a trial copy of the iICE Validator
for NPC software from
www.innovit.com/aus/training-downloads



Telling a brand story

Central Otago wine producer and graphic artist Ally Mondillo is having great fun with barcode design – and so are her customers.

Ally uses the barcode on every bottle of Mondillo wine to tell more of the brand story behind the pinot noirs and rieslings that she and husband Domenic produce at Bendigo, on the north-facing flank of the Dunstan Mountains.

Each barcode is part of an artwork that features some aspect of life on the Mondillo vineyard or the surrounding region, or of the couple's passion for food and wine.

Ally, who ran a design studio in Queenstown for many years, understands the critical importance of high-quality and verified barcodes. She sketches an idea for each wine type at each vintage, and works with designer colleague Nik Sweeney to ensure the resulting barcode/artwork is exactly fit for purpose.

"People love the quirkiness of the designs and they ask questions about the stories behind them," she says. "At our cellar door, visitors are often lining display bottles along the counter and photographing the barcodes!"

Ally and Domenic planted the first grapes on their 22 hectare vineyard in 2001, and they now export to the US and Australia as well as selling locally. Of course, the GS1 numbering and barcodes support every route to market.

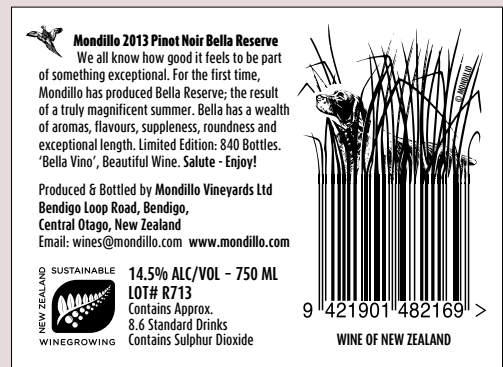
Learn more at
www.mondillo.com

Riesling
2013
MONDILLO
CENTRAL OTAGO, NEW ZEALAND



With Mondillo's 2013 Bella Reserve Pinot Noir, Ally wanted to celebrate the fabulous hunting skills in the vineyard of their springer spaniel (named Bella, Italian for "beautiful") – note the pheasant that got away!

On the 2013 Mondillo Riesling label, Ally captured something of the excellent fly fishing to be had in the nearby Clutha and Ahuriri Rivers (and this wine is a fine complement to a fresh fish dinner, though perhaps not the local catch-and-release trout).



Winning design

Design student Elise Vasta achieved success with this aesthetically pleasing label and packaging design that includes a GS1 Barcode.

Elise is studying for a Bachelor of Creative Technologies degree, majoring in Graphic Design, at the Wellington Institute of Technology (WelTec). Her design could be applied to a boutique beverage as offered for sale in the consumer marketplace.

Elise has been awarded 1st place by GS1 New Zealand after being judged the best of 15 entries submitted by second year students as part of a branding and packaging design project.

WelTec tutor Craig Anderson says the students had to meet the challenge of integrating a verified GS1 barcode into a label or package design. "There is a world of possibilities and we see that in how various contemporary designers integrate barcodes into artwork. It's very important for students to grapple with the challenges involved because their clients will be always looking for the x factor that differentiates their product from all others and good artwork can be essential to that."





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

New Members

A&A Food (2013) Limited
Ablaze NZ
Ace Food Limited
Adherium (NZ) Limited
AFC Group Holdings Limited
Aire Natural Science Laboratories Limited
All Green Group (NZ) Limited
All Organic NZ Limited
Amgen (New Zealand) Limited
Anbolac Nutritionals Limited
Aotearoad Limited
Arahia 11 Limited
Auckland Rescue Helicopter Trust
Audmet New Zealand Limited
Ball Agencies Limited
Banjo Brews Limited
Batch Winery Limited Partnership
Bayley Produce Limited
Bee Fresh Farms Limited
Besoca Limited
Bilimora Food Limited
Billy Limited
Biohealth Limited
Biohoney Limited
Black & Robinson Limited
Blue Sky Meats (N.Z.) Limited
BNB Products Limited
Bostock Holdings Limited
Brand Centrix Limited
Brix & Co Limited
Bullet Proof Samples LLC
Bykareen Limited
Canterbury Honey Limited
Canterbury Landscape Supplies Limited
Cashmere Cuisine (2010) Limited
Cathedral Cove Naturals Limited
Cave Du Cochon Limited
Chantal Organics Limited
Chiba Enterprises (2016) Limited
Chrizona Trading Company Limited
Cocavo Limited
Cook Vintners Limited
Cottier Estate Limited

Cria Limited
Crozier's Free Range Limited
CRP Industries Ltd
D'liah Limited
Delamore Estates Limited
Diligent Enterprises Limited
Diplomat New Zealand Limited
DKG Products Limited
Don * Geo Global Trading Limited
Double Vision Brewing Limited
Dovetail Solutions Limited
Dr. K.M. Deva Limited
Dragon Foods Limited
Drilokor New Zealand Limited
Drycreekmeats Limited
E Way Trading Limited
E X O Limited
Ecobagsnz Limited
Elation Brewing Company Limited
Electropar Limited
Endotherapeutics NZ Limited
Enriched Baking Limited
Esk Valley Olives Limited
Everlaid Group (NZ) Limited
EZ Covers Limited
Famous Vodka Limited
Farmlands Mathias International Limited
Fashion Uniforms 2015 Limited
Ferg's Sauces Limited
First Growth Limited
Frogmere Holdings Limited
Fronds New Zealand Limited
G & J Steenkamer Limited
Gerrard Cusack
Ghost Tech Limited
Giovese Limited
Gourmet Brands NZ Limited
Gruff Limited
GTL Distribution 2014 Limited
H2M Plus (NZ) Limited
Handmade Foods Limited
Harbour Head Growers Limited
Hawthorne Coffee Roasters 2006 Limited
Heebah Foods Limited
Hennessy Hall Wine Co Limited

Her/Collective Pty Ltd
Hi-Q Electronics Limited
Hoki Smoke (2016) Limited
Home Style Chocolates Limited
Horizon Agresources New Zealand Limited
Hortigro Limited
Hummingbird Coffee Limited
Hydrowater Limited
Iclean Limited
Iconex (New Zealand) Limited
Ideaim Limited
Initial Skincare Limited
Intenza NZ
Inz International Limited
ISO Products Limited
J & S Barker Limited
James A Shand & Mary P Jamieson Partnership
JB Brothers Limited
Jumpflex Limited
Kahu Veterinary Equipment Limited
Kai Ora Honey Limited
Kaleido Limited
Karven Distilling Company Limited
Kiwi Spirits New Zealand Limited
Kiwi Wool International (NZ) Limited
Lian Huat Trading Co Limited
Libelle Group Limited
Lifeguard Health Limited
Like Kiwi Limited
Lizhimei (Shanghai) Investment Co Ltd
M2S1 Films Limited
Macarons.co.nz Limited
Made In Heaven Limited
Makmar (2016) Limited
Mana Kai Limited
Mango Business Services Limited
Manuka Honey NZ Limited
Maza Limited
Mazurans Vineyards Limited
MDR Sound & Lighting Limited
Meatco NZ Limited
Mellifera Honey Limited
Mercury Bay Estate Limited
Miceltech Limited
Mike's Holdings Limited

Misiluki Company Ltd
Mitoq Limited
MKA Enterprises Limited
Moosebaby New Zealand Limited
Mr.Tea Limited
My Petkit Limited
MyRepublic Limited
Naked Glass Limited
Nanny Goat Soap Limited
National Spring Fresh Water (Fiji) Limited
Natural Food Technology Limited
Nature's Way Cooperative (Fiji) Limited
New New New Limited
New Zealand Dairy Development Limited
New Zealand Mistik International Trading Limited
New Zealand Natural Meat Products Limited
New Zealand Secret Limited
New Zealand Soft Golden Limited
New Zealand Sports Nutrition Limited
Newcol Limited
Nicola White T/A The Larder Project
NSG Trading Limited
Nutritn
NZ Allure.Floral Limited
NZ Loah Fishing Limited
NZ Nature Enterprise Limited
NZmade.com Limited
NZPT International Limited
O2 Design, Inc.
Oh La La Chocolate Limited
Ok Robot Limited
Onuku Limited
OPR Limited
Oranutrition Limited
Ouch-le Powder Company Limited
Outlier Cartel Limited
Ovaboard Limited
P&J Entrepreneurs Limited
Pacifica Global Trading Company Limited
Peerage Products Limited
Pet Nutrition Nz Limited Partnership

Petit Fine Foods Nz Limited
PGR Brands Limited
Pilot Brewery Limited
Plate Me Foods Limited
Portadown Farming Limited
Pouatu Honey Limited
Principal Products Limited
Pro Tools Solutions Limited
Pure Food Limited
Pure Kiwi
Pure Vitality Limited
Purizon Limited
Quadrant Wine Company Limited
Qualchem Products Limited
Quality Focus Limited
Quality Global Supply Australia Pty Ltd
Rainline (2015) Limited
Raw Glory Limited
Real And Vital Limited
Rekahoney Co. Limited
Retail Management Group Limited
Revolution Kitchen Limited
Rhondium Limited
Romack Industries Limited
Roofing & Profiles (Fiji) Ltd
Roundpizza Limited
S And J Pine Partnership
Sambal Of The Gods' Limited
Samoa Coconut Cluster Distributor Limited
Scarlet City Limited Partnership
Sea Treasure Seafoods Limited
Shackleton Enterprises Limited
Shandong Shushui Foods Co. Ltd.
Sheppard Cycles New Zealand Limited
Sing Lee Limited
Sirovina Group Co.,Ltd
Smith Biomed (NZ) Limited
Snack Pack 2016 Limited
Sobax Bees Limited
Sonnies Sensations Limited
Sourcing Direct Nz Partnership
Southland Food Services Limited
Sparrow Goods Limited
Stantom Limited
Steel Press Cider Limited

Stephen & Caroline Castle
Sub Tropical Nurseries 2016 Limited
Superiormaker Limited
Synnex New Zealand Limited
T & I Brands Limited
Tailor Group Limited
Tantalus Limited
Tasman Bay Berry Company Limited
Te Hue Rongoa Limited
Tea 9 Biotech Limited
Terratrencher Global Limited
The Farmer, The Foodie, & The Flossie Limited
The Food Import Co Limited
The Hazelnut Company Limited
The Kvas Company Limited
The New Zealand Rose Company Limited
Ti Kouka Estate Limited
Timbercraft Nz Limited
Touch Of Colour Limited
Twenty-Seven Names Limited
Upstart Oils Limited
Village Distillery Limited
Vinestar Limited
Voe Superfoods Limited
Waiheke Aquifers Limited
Waiuku Flora Limited
Waka Limited
Warburton Tags & Labels Limited
Whatnatureintended Limited
Whole Harry Limited
Williams Trading Limited
Worldwide Enterprises Limited
Xoom Distribution Limited
Y & Y Frozen Food Limited
Yetiman Supplies Limited
Zeelandt Brewing Company Limited
Zestel International Limited

Rights to Use Holders

Aaron & Willoughby Limited
Agritech Products Limited
Te Pari Products Limited
PBI Height Safety Limited
Counting On Your Toes Limited



Questions? Please contact the GS1 New Zealand Team



Vijay Todkar

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

Territory Manager,
South Island & Sector Manager
Food & Grocery

T 03 310 8082

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.



Georgina Randall

Products & Services
Engagement Lead

T 09 820 3792

M 027 534 8708

E georgina.randall@gs1nz.org

Georgina is based in Auckland and is responsible for assisting members to implement Digital Asset Management, ProductFlow and Product Photography.



Bev Gough

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.