

# SCAN

Issue No. 33 • May 2012

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## Food and supply chain efficiencies



**Food – its production, storage and distribution – is a continued source of major concern in every society, whether economically developed or still developing. And greater efficiency in food supply chains is inevitably part of the solution in every society.**

In developing economies, the concerns are often about shortages of food for hungry people and about the breakdown of supply chains. In affluent economies, we worry more about food quality and safety – and even about over-supply and wastage. If only we could get the right quantities of healthy foods to people at the right times, and in the right places, so they can benefit most from its consumption!

New Zealand, as a food producer and food exporter to other societies, has a naturally strong focus on food supply chain efficiency. In this regard, our economy performs better than many others, even developed economies with higher per capita income. The range of choice, food quality and pricing in our supermarkets, for example, is superior to that in many countries we benchmark ourselves against. But New Zealand, like everywhere, still has plenty of room for improvement in food supply chain functioning.

Think about food wastage – the outcome of over-supply against demand, of poor product handling and labeling, and/or of ignorance. New Zealand is far from immune to these. Research in recent years has suggested that the average Kiwi throws out \$500 worth of food each year, contributing 100s of thousands

of tonnes of food to landfills. Similar research in the UK put a figure of 18 million tonnes on the volume of edible food wasted in a year, sourced in equal thirds from households, retailers, and producers and distributors. In Sweden, one study found that 50% of food produced there “disappeared” in various ways before it could reach the dining tables of Swedes.

Food wastage has huge costs in terms of the energy and resources used to produce that food in the first instance, and in direct costs like waste disposal. And of course, we all can feel deeply uneasy about dumping food while so many people on the planet go hungry.

Supply chain-based solutions can take many forms. Better monitoring and control of temperatures during the storage and transport of perishable foods can drastically cut food losses. RFID (radio frequency identification) technologies are being applied for such monitoring and control on shipments of fresh produce and meat. On packaged foods, there can be much more clarity around the application of “best by” dates and expiry dates: Retailers and consumers often confuse the two such that perfectly edible food is dumped. Clearing away misinformation and ignorance at each stage of production and supply is definitely part of the solution to wastage.

Of course there are times when food should definitely not get all the way along the supply chain. When it is damaged or contaminated, we need it pulled back quickly to protect the health and safety of consumers. Supply chain efficiency, therefore, also requires efficient processes for the recall or

withdrawal of food products. It's the flip side of worrying about the wastage of good food: There is never a right time or place for bad food to get to consumers!

GS1, internationally and in New Zealand, is working on many aspects of food supply chain efficiency – and global standards for best practice product recall and withdrawal are a critical component of this. New Zealand is near the forefront in developing these standards as, indeed, a food-producing nation like us should be! During May – July, GS1 New Zealand, and leaders in the food and grocery sector, are launching ProductRecall™ as the next big improvement to food supply chain efficiency in our economy (see feature pages 10 – 12). It will help us all address concerns about food quality and safety – and I hope, too, it will sharpen our focus on related supply chain issues of over-supply and wastage.

  
Dr Peter Stevens  
Chief Executive



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

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

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

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



## GS1 members more satisfied

GS1 New Zealand members have indicated higher levels of satisfaction with all our services, in a survey during February-March. All ratings are up from a comparable survey in 2009. Members indicate most satisfaction with GS1's bar code verification service and technical help desk, and with the service given by territory managers.

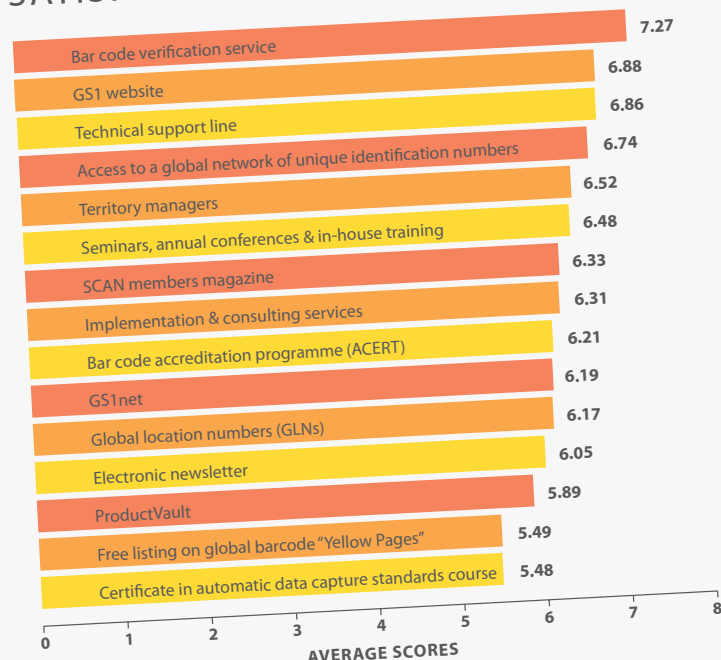
The independently-conducted survey by Andrew Fletcher Consulting asked a sample of members to indicate their overall satisfaction with GS1 on a 9 point scale, where 1 is extremely dissatisfied and 9 is extremely satisfied. Survey responses give an average rating of 6.49 on overall satisfaction with GS1 – a significant improvement from surveys in 2009 (6.01) and 2007 (6.13). In the 2012 survey, 55% of respondents rated their satisfaction at scores of 7, 8 or 9.

Furthermore, ratings are up for all 15 of GS1's specific services on the same 1-to-9 scale (see below). ▼

Members were asked to apply the same scale to the quality of service they receive from GS1 staff – and again, results show higher satisfaction across-the-board. The average scores for service quality from bar code verification staff, help desk staff and territory managers are 7.51, 7.30 and 7.16 respectively. Average scores for contact with membership administration, implementation and consulting staff, accounts, and seminars and conference are all above 6.50.

The survey shows that most contact members have with GS1 is for bar code verification, followed by help desk and territory managers. The least contact is for implementation and consulting services and accounts. Contact over membership administration and accounts has fallen between 2009 and 2012, which seems indicative of there being fewer problems in these areas. Conversely, the contact with territory managers has increased, in response to previous feedback from members calling for GS1 to "put a face on the organisation", and to provide a point-of-contact for questions and support: the latest satisfaction rating suggests this has been a positive step.

### SATISFACTION WITH GS1 SERVICES\*



MyGS1, our members-only online portal, has relatively high awareness among members and the survey shows 52% of them now make use of this website. General awareness among users and non-users is 84% (60% in 2009).

The average satisfaction rating among MyGS1 users is up to 6.99 compared with 6.31 in the previous survey. Self-service allocation of Global Trade Item Numbers (GTINs) and the on-line bar code verification service are rated the two most useful MyGS1 services. ProductVault is so far only used by 9% of members.

ProductVault v2.0, which gives members who joined GS1 prior to 2008 the ability to use this service, has introduced a more complicated user interface. GS1 has a project underway to improve the interface.

Members indicate their awareness of GS1 is highest in relation to the GS1 website, the bar code verification service, the technical help desk and the fact that GS1 provides access to a global network of global identification numbers. Of those surveyed, 28% indicated they have undertaken GS1 training in the past 12 months with off-site seminars the most popular form of training.

Members were asked for suggestions on how GS1 could improve its service. The most common responses were requests for the organisation to make its website more "user friendly", to have greater personal contact with members, and to simplify processes further.

The survey had an effective sample size of 1284 GS1 members (all businesses with annual turnover of more than \$1 million), of whom 250 or 19.8% responded to the online questionnaire. The response rate was up from 17.5% in 2009.



## TEKAPO RABBITS

### From pest to pet food

The rabbit pest is back in Canterbury's Mackenzie Basin. But Bob Thomson and Tony Goddard have found a way to claw back some dollars from this grim economic fact.

Their business pays a bounty to rabbit shooters and processes their harvest for supply to lucrative pet food markets. Each week, Tekapo Rabbits supplies up to two tonnes of meat for export to North America or local consumption – that's a lot of rabbits which would otherwise be decimating the farmland and steep hillsides of the Mackenzie.

The noxious animals are resurgent on rising immunity to the calicivirus which was released illegally as a form of bio-control in 1997. The virus worked well in the first years after release but Bob Thomson says on best estimates today, 86% of rabbits in the Mackenzie and nearby Central Otago are now immune. The scourge is back for farmers across these regions.

Tekapo Rabbits has more than 90 shooters on its books, some of them very active during the late afternoon and night feeding times of rabbits. The business pays up to \$2.50 per kilogram for meat delivered to its processing facility on Maryburn Station near Tekapo. From there, carcasses are sent to Christchurch for blast freezing and supply to the pet food trade, local as well as export. The rabbit skins are mostly exported to Australia and China where they are prized for use in the manufacture of clothing and personal accessories.

Around 50 farmers, spread between Burkes Pass in the north to Queenstown in the south, provide Tekapo Rabbits' shooters with free access to their land as a low-cost alternative to poisoning for pest

control. "The farmers who take us on board are very happy with what we do," says Bob. "In fact, we have been able to clean up some areas that were really plagued ... generally, where we are active the rabbits are held at bay."

Even so, Bob and Tony see plenty of growth in the rabbit business. They have invested in their own freezing facility at Leeston, near Christchurch, and created "Big Mountain Naturally" as their own brand for taking frozen rabbit meat into the New Zealand pet food market. Tekapo Rabbits has joined GS1 New Zealand for the numbering and bar coding that will soon appear on packs of its frozen product in major supermarkets. The product will be packed and presented in 1 kilogram packs of frozen, diced meat for ease of feeding.

The business builds on the diverse business experiences and knowledge of both men, including Tony Goddard's involvement with Prime Foods New Zealand, a Canterbury-based specialist in smoked salmon meals. So, will Tekapo Rabbits one day put lean rabbit meat into supermarkets as human fare, not just pet food? Bob says that would be a long way off given New Zealand's stringent meat processing and inspection requirements, and the big commercial considerations involved.



Bob Thomson is available on mobile: 027 240 5638

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## New Board Members



### Andrew Dennis

Fonterra Co-operative Group is planning to leverage the power of GS1 standards throughout its international trading business, says

Andrew Dennis. As General Manager Information Technology for Trading and Operations, Andrew will oversee the transition to GS1 numbering and bar coding on products and logistical units in the dairy giant's largest areas of business.

GS1 standards are well embedded in the supply chain management of Fonterra's branded products, but not in its production and trading of bulk milk powders, butter and cheese. "As New Zealand's biggest exporter and importer, we are planing to leverage the power of GS1 standards in all areas, especially for speeding up the movement of product through ports and for the easing of potential choke points in the supply chain," says Andrew.

He takes up the GS1 Board seat previously held by Joe Coote, Fonterra's Director of Supply Chain, and brings substantial understanding of GS1 standards from his present and past roles. Andrew joined Fonterra a year ago after 20 years within the Cadbury Schweppes group, where he held manufacturing, supply chain management and IT roles in Australia and the United States. A native of Melbourne, Andrew is an industrial engineering graduate from Monash University.

Fonterra's reliance on legacy systems along with sheer complexity in the business have, until now, posed significant challenges to the adoption of GS1 standards in Trading and Operations. However Andrew says the transition to GS1 will become easier as new systems are rolled out over the coming years, including the further extension of SAP within Fonterra.

"We are planning to adopt SSCCs (Serial Shipping Container Codes) for pallet identification and traceability as we migrate across to new systems," says Andrew. The company will also adopt GS1 standards internally for better identification and management of all products and SKUs (stock keeping units). "We have a lot of master data and we're looking to standardize all of this with the use of GTINs (Global Trade Item Numbers)."

On the GS1 Board, Andrew says he will also promote the greater use of GS1 standards across the rural supplies sector with recognition of the big advantages that will flow to Fonterra subsidiary RD1 and other companies in this sector.



### Sean Goodwin

Consumer product companies must help build GS1's role as a trusted source of data in consumer markets, says Sean Goodwin. "As consumers

get more active with demands and we get more into the era of hand-held devices for information access, having GS1 as that trusted source is definitely in the interests of suppliers."

New Zealand General Manager for Pepsico, Sean joins the GS1 Board with a particular focus on promoting GS1net™ and on the new, consumer-facing services that such data synchronization will enable. "It's taken a while for GS1net to get to the point where people understand its potential," he says. "I'm keen to help complete that process and then enable new opportunities that have great benefits to consumers and suppliers."

Sean brings a wealth of experience in fast moving consumer goods (FMCG) that has included, at various times, hands-on response to public pressures over product ingredient sourcing and business restructuring. He joined Pepsico this year, having previously been General Manager, Sales for Cadbury in New Zealand. In that role since 2008, Sean helped lead Cadbury's integration in New Zealand with the local businesses of new owner Kraft.

Sean was previously Sales Director in this country for Unilever. He originally joined Unilever's graduate programme after completing degrees in Physical Education and Commerce at the University of Otago. During his initial six years with the company, Sean worked in a variety of marketing, sales, supply chain and logistics roles in New Zealand and Australia. This was followed by a two-year stint with NZ Dairy Foods as Trade Marketing Manager, before the return to Unilever.

As a GS1 Board member, Sean will be talking with FMCG sector colleagues on the benefits of promoting the trusted data source role. "At the forefront of my mind is the need to ensure that retailers are on board and that suppliers can see all the opportunities that arise as GS1net becomes more and more that trusted source."





## Nuts about peanut butter

**Had your peanut butter "fix" today? A growing number of New Zealanders crave the spread on their morning toast or lunchtime sandwich – that's the word from Pic Picot, peanut butter expert and Nelson businessman.**

Pic, (aka "Bruce") started producing his own brand five years ago by roasting and crushing imported peanuts, and by leaving out the sugar and emulsifiers that are added to some competing peanut butters. He says "Pic's Really Good Peanut Butter" (Really Good) has met steadily rising demand among consumers who love its fresh taste and lack of additives. The product has taken off through word-of-mouth and through Pic's enthusiasm for introducing, or re-introducing, people to peanut butter through taste tests in local markets and shopping malls.

"People treat it as their own discovery... they tell friends and buy it to give away. With our encouragement they pestered their local supermarkets to stock it and now we are in just about every store in the country," says Pic.

Over the past year, Pic has begun supplying both Foodstuffs and Progressive Enterprises – and Really Good has joined GS1 for the numbers and bar codes which enable this to happen. The business has taken the extra step of applying a GS1-128 bar code to each carton of jars produced in its Nelson plant. At dispatch, Really Good produces bar coded courier tickets, using a stand-alone system provided by its transport supplier. It scans product and carton numbers, and relevant dates, into a spreadsheet with the consignment's invoice number. Pic says this provides full product traceability and a near foolproof check on dispatch accuracy.



The plant, which now employs eight people, began with a converted concrete mixer for a roaster. Last year Really Good installed a 10 metre continuous oven and a fully automated filling line, and it is now exporting peanut butter to Australia. The plant operates under a New Zealand Food Safety Authority-approved HACCP plan audited by an independent analyst.

Pic usually sources his peanuts from the Queensland district of Kingaroy, although flooding has necessitated a temporary switch to Argentinian supply. He has no doubt that the high quality of his product is due, in part, to the use of very fresh peanuts.

Without additives, the oil and solids do tend to separate in each jar of Really Good – and Pic recommends that consumers keep the product upside-down on their shelf. The peanut butter can easily be mixed again by hand before eating.

But why does peanut butter attract such an ardent following among people of all ages? "It's hard to know exactly why people like it so much," says Pic. "I guess it's a convenient, tasty and healthy way to get the protein we all need." He believes it also works as an appetite suppressant because relatively small quantities leave the eater feeling satisfied.

Peanut butter has been a passion for Pic Picot since boyhood lunches of peanut butter and lettuce sandwiches in Auckland. Pic ran a sailing school in Nelson before coming ashore to experiment with making his own product in the home kitchen. First sales were in Nelson's weekend market and Pic's passion still includes giving taste tests to passers-by wherever he can. In 2012, plans include taking Really Good around the country with tastings and sales from Pic's distinctive Airstream caravan.

See [www.reallygood.co.nz](http://www.reallygood.co.nz) for more information



## RETAIL AUSTRALASIA SUMMIT & EXPO 2012

**23, 24 May – Aotea Convention Centre, Auckland**

GS1 New Zealand's Gary Hartley will join a high profile line-up of speakers at this major event. Gary, General Manager – Sector Development, will give a presentation entitled, "Beyond the label: Providing digital information consumers can trust". Gary will focus on the consumer's challenge in accessing authentic data on products, and on business strategies for delivering this through standardisation and mobile applications. Gary will discuss the emerging importance of these to retail and product brands.

Presentations at the summit from leading figures in New Zealand retailing and local government will range across topics that include big trends in retailing, retail property management, customer service and store layout. There will also be presentations on multi-channel and online retailing, social media, customer conversion strategies, and loss prevention and security.

The summit programme, speaker line-up and online registration are available on [www.abcevents.co.nz/retail](http://www.abcevents.co.nz/retail)

Organisers offer GS1 members a **discounted registration fee of \$795 plus GST** per head. Those who book two delegates will be entitled to a third attendance without charge. To register for this, GS1 members can call **09 280 3330**.



## SEMINARS

More GS1 Seminars are available to members during May. There are GS1 Bar Code Foundation Seminars, GS1net™ Foundation Seminars and GS1net™ Browser Template Training Seminars in Auckland, Wellington and Christchurch. For details and registration, see the Education & Events pages on [www.gs1nz.org](http://www.gs1nz.org)



## ADC CERTIFICATE

GS1 New Zealand congratulates Oliver ter Ellen on attaining the Certificate in Automatic Data Capture during January. Ollie is a science student and part time staff member in GS1's bar code verification service, based in Wellington.

## New Staff



## Peter Woolacott

Peter Woolacott joined GS1 in April as Sector Manager, Healthcare – a new Auckland-based role to support the take-up of GS1 standards across the sector. Peter recently returned from Australia where he was

a consultant to healthcare agencies of the Victorian state government, with a particular focus on the restructuring of accident and illness rehabilitation services.

He has deep experience of healthcare in New Zealand as well, having worked 13 years in management roles within the pharmaceutical industry and, earlier, trained as a nurse. Peter maintains a current practicing certificate by doing occasion weekend shifts in Auckland hospitals through a nursing agency. In 2000-01, he furthered his business knowledge by completing an MBA at the University of Otago and thereafter helping establish the Institute for Strategic Leadership.

Peter grew up near Opotiki, on the East Coast, and returned there for an extended period to care for his ailing father prior to his recent two-year stint in Victoria. He was keen to resettle in New Zealand after a visit home last year for the Rugby World Club. Peter retains a passion for Aussie Rules – he still barracks for the Geelong Cats – as well as rugby, tramping and fishing. At GS1, he will be working closely with Gary Hartley (GM Sector Development) to progress developments in the Healthcare sector (see pages 14–15).

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# Product Recall<sup>nz</sup>

## Managing risk around product recalls



ProductRecall<sup>nz</sup> will enable companies to manage some of the risks when product recalls and withdrawals become necessary.

It is an efficient online tool for manufacturers and suppliers to notify retailers and others in the supply chain that a product must be pulled back for safety or other reasons. ProductRecall<sup>nz</sup> will be launched first in the food and grocery sector, from 23 July.

Companies must register with ProductRecall<sup>nz</sup> before using it for sending or receiving product recall or withdrawal notices. Being registered means the easy-to-use tool is at your fingertips whenever needed – and it prepares your business to avoid worst-case outcomes in terms of customer injury, lost sales, broken supply chains and brand damage.

The standardised notices on ProductRecall<sup>nz</sup> will be targeted, precise and immediately actionable.

## Developed with industry

GS1 New Zealand has developed ProductRecall<sup>nz</sup> in collaboration with leaders in the New Zealand food and grocery sector, including the Foodstuffs Group and Progressive Enterprises, and with regulatory advice from the Ministry for Primary Industries (MPI, formerly the Ministry of Agriculture and Forestry). It is intended to replace existing, largely manual processes for recall and withdrawal that rely on paper-based communication, emails and phone calls.

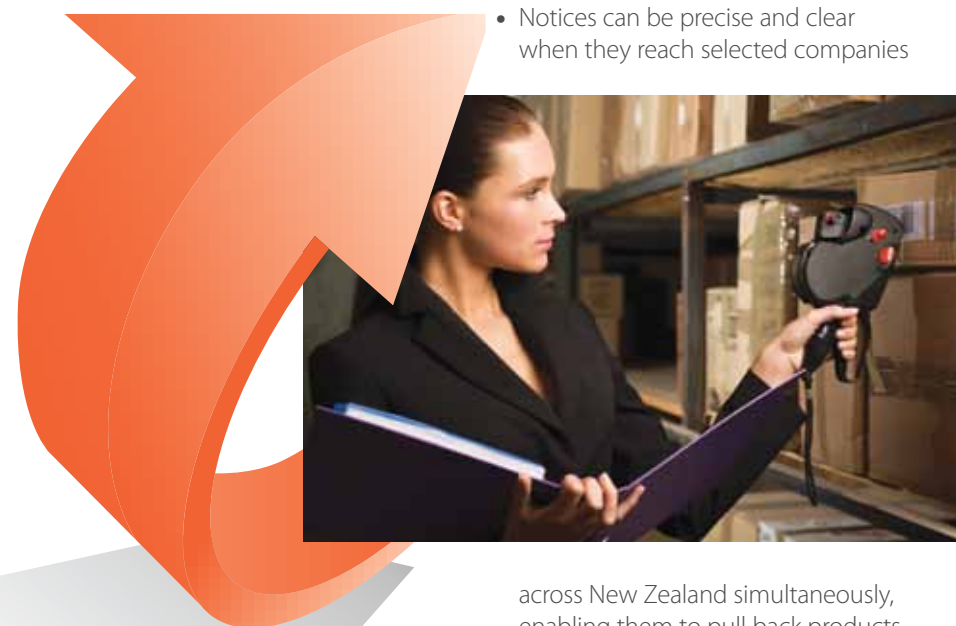
No system for recall or withdrawal (including ProductRecall<sup>nz</sup>) can prevent the necessity for recalls or withdrawals at times. Nor can it remove all the risks when these do become necessary. However ProductRecall<sup>nz</sup> will enable faster, more complete pull back of a product to minimise the human stress and business damage that might arise when notification and action are partial, slower and less reliable.

ProductRecall<sup>nz</sup> has been proven during pilot operation in and between the businesses of Foodstuffs, Progressive Enterprises, Cadbury, DB Breweries, Fonterra Brands, Goodman Fielder, Kimberly-Clark and Nestlé. The new tool has strong support from the New Zealand Food & Grocery Council. Operation of ProductRecall<sup>nz</sup> in the food and grocery sector will be subject to ongoing review by an Australia-New Zealand Advisory Group of interested parties.

ProductRecall<sup>nz</sup> is based on the GS1 System of global standards as already integrated across much of the New Zealand business community.

Virtually all suppliers to the Foodstuffs Group and Progressive Enterprises are GS1 members, using GS1 identifiers for their businesses, products and locations. ProductRecall<sup>nz</sup> has been designed to:

- use existing GS1 identifiers as applied within New Zealand businesses and supply chains;
- avoid ambiguity and lack of precision in identifying and describing products subject to recall or withdrawal;



- enable notification and information exchange in real time; and
- introduce to New Zealand, global best practice on product recall and align our processes with similar developments in Australia.

GS1 New Zealand intends to roll out ProductRecall<sup>nz</sup> to other sectors after further consultation and piloting with businesses in those sectors.

## The business benefits

Once companies have met registration requirements, they will have ProductRecall<sup>nz</sup> at their fingertips whenever necessary. They can also do “mock” recalls

or withdrawals to build and maintain capability within their particular business and supply chain relationships.

ProductRecall<sup>nz</sup> will replace current ad hoc recall and withdrawal processes with these benefits:

- The process is easy and intuitive for employees to follow so that recalls and withdrawals are quicker and less costly to initiate.
- Notices can be precise and clear when they reach selected companies

across New Zealand simultaneously, enabling them to pull back products as quickly as possible.

- Notices can also be easily and quickly generated for reporting to the regulator overseeing food recalls.
- Companies are positioned to minimize the worst-case outcomes from recalls and withdrawals in terms of customer injury, lost sales, broken supply chains and brand damage.
- Companies are much better enabled for tracking, tracing and reporting on products moved through the supply chain, when these activities are likely to matter most.

To register for ProductRecall<sup>nz</sup> visit [www.productrecallnz.co.nz](http://www.productrecallnz.co.nz)

See over the page for full details on registration ►

## What experts say...

*“The FGC is fully supportive of this initiative and believes that members will gain benefits from using a single industry solution to facilitate product recall and withdrawals. It is further demonstration that the Food and Beverage Manufacturing Industry takes a leadership role on self-regulation around important public health issues.”*

**Katherine Rich,**  
Chief Executive Officer,  
Food & Grocery Council.

*“Foodstuffs actively support the efficient management of recalls and withdrawals as this, in turn, assists in minimising any possible risk to the consumer. ProductRecall<sup>nz</sup>, as an industry-led initiative, will certainly help fulfill this and we are looking forward to working with GS1 New Zealand and our trading partners to continue to enhance the process surrounding recalls and withdrawals.”*

**Rob Chemaly,**  
General Manager Retail,  
Foodstuffs (Auckland).

*“Countdown plays a key role in ensuring consumer safety through the products we sell. We are very supportive of this industry initiative and encourage our trading partners to adopt this service.”*

**Richard Manaton,**  
General Manager Strategy and  
Corporate Affairs,  
Progressive Enterprises.



## Register for ProductRecall<sup>nz</sup>

To use ProductRecall<sup>nz</sup>, companies must first be registered (in addition to being full members of GS1). This is not a tool to be picked up ONLY if and when your business has an incident. Registration involves identifying the individuals who will be approved users of ProductRecall<sup>nz</sup> on behalf of their companies.

In future, companies will be able to make first use of ProductRecall<sup>nz</sup> eight weeks after they register. The more companies that register – and the earlier they do so – the more efficient and effective ProductRecall<sup>nz</sup> will become for all.

The eight-week post-registration period has been waived for food and grocery companies that register between now and 23 July. They will have use of ProductRecall<sup>nz</sup> immediately after 23 July.

Registration will remain open continuously for food and grocery companies. No dates have yet been set for the launch of ProductRecall<sup>nz</sup> – and for ProductRecall<sup>nz</sup> registration – for companies in other sectors.

Registered companies will pay an annual subscription fee that helps meet the costs of ProductRecall<sup>nz</sup>. Subscriptions are based on annual turnover, with a scale of fees that starts at \$95 + GST per annum for small businesses with a turnover in the \$0 – \$1 million range.

Food and grocery companies can register for ProductRecall<sup>nz</sup> at [www.productrecallnz.co.nz](http://www.productrecallnz.co.nz)

## Product Recall<sup>nz</sup> How it works

- A manufacturer or supplier (called an 'Initiator') registered with ProductRecall<sup>nz</sup> logs into the ProductRecall<sup>nz</sup> portal and completes the recall or withdrawal notification forms. Multiple products can be pulled back in one notice.
- The Initiator selects which retailers and other parties will receive notification by email and/or, in some cases, by text message.
- Retailers and other selected parties (called 'Receivers') receive the notices, along with any attachments of detailed product information, images and/or disposal instructions.
- When necessary, recall or withdrawal initiators can send notices to the Ministry for Primary Industries and other regulators.
- Retailers and others are able to report back to notice Initiators on actions taken and on other factors relevant to the outcome of a recall or withdrawal.
- Initiators can monitor progress of notice receipt by Receivers.

### Notification starts on this screen:

### Product details on the next screen:

# Dive in with confidence

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

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### ADVERTISING

## BIZCAPS LAUNCHES NEW BUSINESS PLATFORM

Bizcaps Software has launched an entire new business platform along with a timetable for additional enhancements throughout 2012. These will include FlowScribe, a revolutionary new business process design tool, and other simple integration tools.

Over 50 guests including clients, retailers and local partner EDIS<sup>tech</sup> attended a launch event in Auckland on 7 March. Events were also held for the launch in Melbourne and Sydney in February–March.

"It's the most significant release of products in the company's history," says Development Director Bill Blinco. Bizcaps' entire range of web-based Master Data Management (MDM) and Business Process Management (BPM) software is now even easier to use and has a range of new features.

Bizcaps contributes to the smooth operation of some of Australia and New Zealand's largest health, grocery, liquor, office and hardware suppliers by



Attendees at the launch of Bizcaps new business platform

helping create, maintain and synchronise their product data catalogues with trading partners through the GS1<sup>net</sup>™ and NPC datapools. It also provides complementary software for food and beverage retailers, Healthcare providers and other trading partners.

The new release offers an enhanced user interface and far more seamless interactivity with back-end systems such as SAP and Oracle. Food industry MDM customers will have access to "FoodTech," enabling the secure creation and management of multiple versions of recipes which can be plugged into other catalogues and workflows for labelling, compliance reporting and more.

Healthcare MDM clients will gain access to a tender submission workflow process template, allowing them to more easily

respond to Healthcare sector tenders. Grocery sector clients will be able to incorporate workflows into their product lifecycle processes.

FlowScribe, due for release in June, will enable users to construct workflows that move dynamically to create readable diagrams. "Until now only the largest companies could afford to implement detailed workflow processing, but FlowScribe will make easy workflow development and adjustment affordable for smaller organisations," says Mr Blinco. Other planned enhancements include the Liberator product for easy integration of data across platforms, due for launch later in 2012.

For further information please contact EDIS<sup>tech</sup> on 09 271 0316 or [www.edis.co.nz](http://www.edis.co.nz)



# Growing support for use of GS1 standards in Healthcare



New Zealand may be behind other countries in implementation of GS1 standards in Healthcare but there

were very positive signs at the recent Global GS1 Healthcare Conference in Sydney.

At the opening session, New Zealand's Dr Richard Medicott strongly linked GS1 standards for identification and traceability of medicines and medical devices to gains in patient safety and greater supply chain efficiency in the delivery of Healthcare services.

Dr Medicott, Chairman of the Health Information Standards Organisation (HISO), said he wants to "get moving" on implementation in New Zealand after HISO's formal endorsement, last August, of GS1 standards for application across the Healthcare sector. Dr Medicott said HISO is closely watching developments

in Australia, where GS1 standards are enabling various eHealth initiatives including a national catalogue of medicines and devices, and a standardised eProcurement system for use by every public Healthcare agency across that country.

"We are not quite at the same level (as Australia) but we are ready to go and to move things forward," Dr Medicott told the conference. He said key decision makers on the next steps in New Zealand will meet soon.

Last August, HISO announced that it endorses GS1 standards for automated product identification of all pharmaceutical products and supplies, with this to include the use of GS1 bar codes, Global Trade Item Numbers and other data standards. HISO said it will consider full endorsement of GS1 standards for automated identification of all medical devices and equipment after consultation with relevant bodies and stakeholders, and reference to similar developments in other significant jurisdictions. In addition, HISO's announcement supported the use of

GS1 standards in a national product catalogue for the Healthcare sector.

Dr Medicott told the conference the key drivers for this endorsement of GS1 standards are a new national IT plan for Healthcare in New Zealand and behind this, concerns with patient safety, and the search for operating efficiency and economic gains.

Dr Medicott, a general practitioner in Wellington's Island Bay, is in no doubt that by applying standards-based systems and thereby ensuring that clinicians always have the right information at the right times, "we are going to reduce medical errors".

He said some New Zealand based pharmaceutical companies are now making use of Australia's GS1 standards-based National Product Catalogue and this is endorsed by HISO. On standardised identification of medical devices, he said HISO is waiting for the Federal Drug Administration in the United States to issue a final report on its long process of adopting unique global identifiers for such devices. +

## eHealth for Australians

Australia has made big progress on eHealth over the past six years – and the use of GS1 standards has been central to this. "We've built GS1 into the very fabric of how we operate," NeHTA Chief Executive Peter Fleming told the conference.

NeHTA, the National eHealth Transition Authority, was set up to lead the uptake of eHealth systems across Australia, and to accelerate that process by delivering the right infrastructure and standards for health information. Mr Fleming's presentation outlined progress and next steps, based largely on the National Product Catalogue (NPC) – an electronic catalogue of accurate, standardised supply chain and clinical information on medical products and devices. The primary product identifier for every NPC record is a Global Trade Item Number (GTIN) from GS1, and the catalogue is hosted on GS1net™ which enables synchronisation of product and pricing data throughout supply chains.

The NPC is now used by hospitals and health system administrators in Australia's five largest states, and it holds more than 230,000 items drawn from more than 370 suppliers. Mr Fleming said the NPC's contents and usage continue to grow rapidly, with major benefits in clinical outcomes and cost management.

NEHTA is rolling out an eProcurement solution using data loaded into the NPC and GS1's global eMessaging standard. Hospitals in New South Wales and Victoria are due to implement eProcurement from this July, following the lead set in Western Australia. Benefits listed by Mr Fleming include reduced

order errors, improved inventory management and greater patient safety. Indeed, full implementation of the NPC is forecast to save up to \$A200 million per annum in public Healthcare spending per annum.

Stressing the importance of GS1 standards to the NPC, eProcurement and other eHealth initiatives, Mr Fleming said: "We believe working with you allows us to achieve the 'Five Rights' of the Healthcare supply chain\* and to manage the realities of not having an ever-expanding healthcare budget."

Like other speakers, Mr Fleming emphasized the role of eHealth and GS1 standards in helping to address the unsustainability of current growth rates in health spending worldwide: Australia now spends 9.8% of gross domestic product on health, this ratio having trebled since 1970. He says "GS1 is part of the answer" when it comes to making health expenditure sustainable. +

\* Right patient, right product, right place, right time, right treatment path.

## Bar codes part of the prescription

Patients suffer medical misadventure when doctors and others lack good information, says eminent Australian physician Mukesh Haikerwal. For him, patient safety is inextricably linked to the accuracy and relevance of information within healthcare systems.

"The best use of eHealth is to ensure the best information gets to clinicians so that they make the best decisions ... and that people get better," Dr Haikerwal told the conference. Personally, he says, it is always re-assuring when prescribing a



medicine to see the packet has a GS1 bar code because this means the medicine's identity has been checked and confirmed by others in the supply chain.

Dr Haikerwal's roles include being the Chair of the World Medical Association's Council, the Head of Clinical Leadership and Engagement for NeHTA and a general practitioner in Melbourne. He is a strong advocate for bar code scanning right through to the point-of-patient-care to ensure:

- medicines' identification and validation, especially at point-of-care;
- identification of the patient (by using a bar coded wrist band);
- supply chain traceability and reduction in the risk of counterfeit products; and
- sound management of the items used in operating theatres so these can be reconciled with hospital and patient records.

Opening his conference remarks, Dr Haikerwal told GS1: "We underestimate the importance and value of the work you do ... it is done so well, we often don't even notice it". +

More than 320 delegates from 33 countries including New Zealand attended the latest Global GS1 Healthcare Conference in Sydney during 20-22 March. The event's popularity reflected rapid growth in recognition worldwide of the role that GS1 standards can play in improving patient safety and adding efficiency in Healthcare supply chains. The first such conference, in 2004, had 40 attendees.

Entitled "When Supply Chain meets eHealth", the latest conference included representatives from governmental bodies and regulators, healthcare providers, pharmacists, manufacturers, distributors and wholesalers, logistics providers, and industry associations as well as GS1 member organisations.



# Trade Single Window open to GS1 identifiers

New Zealand is moving to a Trade Single Window (TSW) for border control of exports and imports – and this is expected to involve greater use by traders and government agencies of GS1 standards for identifying and describing products and logistical units.

GS1 New Zealand is in discussion with Customs New Zealand and the Ministry for Primary Industries (formerly the Ministry of Agriculture) on the role of GS1 standards – especially Global Trade Item Numbers (GTINs) and Serial Shipping Container Codes (SSCCs) – in context of the TSW. The two agencies are leading this development as part of a new Joint Border Management System. The latter is a major programme to upgrade information and communication systems for greater efficiency in every aspect of New Zealand's border control (including people movement).

The TSW will, ultimately, enable any party engaged in international trade and transport to submit electronically the data required for cargo and craft clearance into or out-of New Zealand – and to do so once, through one point of entry to all government agencies. Traders and transporters will be able to register themselves for the TSW, and to maintain their own details on the system.

The TSW for New Zealand will be based on the “WCO Customs Data Model” – an international standard developed by the World Customs Organisation over the past 10 years for application to electronic data interchange (EDI) systems in many different countries. The WCO model (now up to version 3.0) is intended to harmonise and simplify the data sets required for customs procedures that are common the world over. In the 1990s, there was wide recognition that complexity and lack of standardisation in data submission and processing for these procedures was becoming a significant non-tariff barrier to trade.

Customs New Zealand has been consulting with interested parties on draft electronic documents which will become the basic tools for the TSW. Consultation documents recognize GS1 identifiers as having potentially key roles in standardised messages that enable the TSW to work efficiently.

## Customs can be a trade ‘choke point’

Slow customs clearance and excessive documentation can be costly “choke points” in international trade. Implementing inter-operable information systems at the border, and basing these systems on global data standards, could dramatically enhance the efficiency of trade.

These observations emerge from a major comparative study of supply chains among 19 APEC (Asia Pacific Economic Cooperation) countries. Researchers at the Marshall School of Business, University of Southern California, identified and quantified barriers and inefficiencies that impose unnecessary time delays and costs on trade, and raise risks and uncertainties in supply chains.

Whilst the World Trade Forum in 2010 ranked New Zealand third in the Asia Pacific region for economic trade efficiency, we trade with some economies that are very poorly ranked in terms of efficiency at and across the border (New Zealand ranked behind Singapore and Hong Kong, and just ahead of Canada, Australia and the United States).

The study finds potential for substantial savings in cost and time if choke points can be cleared through APEC-wide adoption of best practices as these currently exist in particular countries. Developed APEC countries have moved ahead by adopting online information systems, and focusing on efficiency

in Customs procedures: Emerging countries, on the other hand, are burdened by a lack of transparency in border control and corrupt practices.

The researchers identified nine areas of potential choke point at different points in supply chains throughout APEC. Two of the nine relate directly to border control agencies and their processes:

### Clearance:

The costs and timeliness of clearing goods at Customs which reflects the level of coordination among border agencies and the efficiency of their processes especially around regulated goods.

### Documentation:

The degree to which customs documentation and other procedures are burdensome for exporters and importers.

In APEC, Singapore, with a Trade Single Window in operation, is best practice on both Clearance and Documentation. The researchers say in Singapore documents from various Customs and port administration agencies are integrated to provide businesses with one unified document. There is one main point of contact for document submissions. These measures allow businesses to reduce the human resources dedicated to producing and tracking multiple documents and generate savings for businesses. With electronic submission, the human element in documentation processing in each agency is eliminated, reducing the possibility of corruption taking

place. On Clearance, New Zealand ranks 7th among the 19 economies.

On Documentation, ease of trade comes from eliminating, combining, and simplifying documents, along with high levels of coordination across agencies and economies, and with online access and submission of forms. The researchers say there are opportunities in this area for self-certification processes, simplified Customs procedures, and adaptation of electronic certification. New Zealand ranks 5th in the APEC on Documentation. The study shows a comparison of the numbers of documents required to export a product, with New Zealand ranking poorly with seven documents required (behind Australia with six and Canada, three).

Cross-border variation in standards and regulations for movement of goods, services and business travelers is a third form of potential choke point. Where countries have different practices in labeling, testing and inspection, and technical regulations, these can limit trade.

**Note:** The Marshall School of Business researchers undertook a qualitative assessment of APEC supply chains, including interviews with 181 business leaders, experts and officials, and a detailed analysis of quantitative data. Their study report, “APEC Supply Chains: Identifying Opportunities for Improvement”, can be found at [www.keidanren.or.jp/abac/report/20111124\\_USC\\_Report.pdf](http://www.keidanren.or.jp/abac/report/20111124_USC_Report.pdf)



## ABAC champions standardisation

APEC governments are getting the message about how the GS1 System can facilitate both international trade and border security.

The APEC Business Advisory Council, ABAC, commissioned the Marshall School of Business study and is now encouraging governments within APEC to recognise the global standards approach in their efforts to promote trade across the Asia-Pacific region.

The study findings were presented at February's ABAC meeting in Hong Kong. GS1 New Zealand Chief Executive Peter Stevens was invited to attend the ABAC meeting as a guest of the New Zealand delegation, and he presented on the contributions GS1 can make to visibility and efficiency in global supply chains.

The study report includes a proposed action plan for APEC governments to ease trade choke points. The plan includes the dissemination of best practice case study information, and acceleration of efforts to harmonize Customs requirements and procedures across APEC.



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## RFID TAG TRIALS ON SHEEP AND DEER

Extended trials of commercially-available UHF (ultra high frequency) EPC standard animal ear tags on farms in Geraldine and Oxford, Canterbury, have been showing promise, with high levels of read accuracy when tags are fitted to mobs of sheep and deer.

Since last December, the New Zealand RFID Pathfinder Group has been testing the new tags with the purpose of showing the viability of UHF technology, particularly in comparison with traditional LF (low frequency) equipment. LF tags suffer from poor read range and a lack of reliability in reading multiple electronic tag identities on animals as they move at speed in mobs. The typical tag read range for LF is less than 1 metre, while UHF works with animals that are several metres from the tag reader.

As long ago as 2008, Pathfinder showed the potential of UHF technology with prototype tags. Now three international tag manufacturers have put forward button-shaped UHF tags for testing in advance of commercial release.

Similar trials have been run in Scotland and Denmark on cattle and pigs for the past two years, respectively. These have involved some of the same style of tags as now being trialled in Canterbury. Pathfinder is collaborating

with ScotsEID in conjunction with Strathclyde University, and with BR-Technik in Denmark to share insights on the tags' performance.

In New Zealand, Pathfinder is concentrating on sheep and deer in order to show the on-farm benefits of UHF technology as a more cost-effective solution than LF. The ability of UHF equipment to read dozens of tags per second and its accuracy are key differentiators. It is also hoped that long-term trials will show that the new tags have the same ear retention properties as traditional animal ear tags.

In four months' of testing, read reliability on mobs of sheep running at speed through a race has been between 98-100%. "Such accuracy would previously have not been possible with LF systems unless the sheep were read one at a time in single file," says Grant Pugh of Pathfinder. Grant says that 100% tag readability has been frequently achieved but the trials involve continued tweaking of reader and antenna configurations in order to deliver high read reliability at lowest cost. Long-term trials are needed to build up a sufficient body of evidence in favour of the technology. The trials will run through 2012.



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