

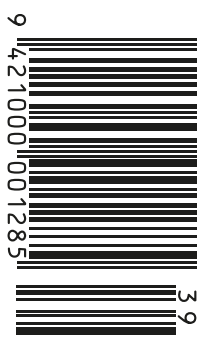
SCAN

ISSUE 39 APRIL 2015 GS1NZ.ORG

Food safety and traceability

- Minister Jo Goodhew interviewed

GUIDELINES FOR DAIRY	4
BOSCH NAILS GS1NET	13
NEW BOARD MEMBERS	17
SMARTMEDIA IS HERE	18





Print Your Own **LABELS** with PRIMERA

LX900 Label Printer



LX900 is
Primera's fastest and
most economical color
label printer. It utilizes
the latest in high-resolution
inkjet technology to print
brilliant, colourful labels for
your products, boxes and
packaging.

Primera's
AP-Series Label
Applicators are the
perfect semi-automatic
labelling solution for
cylindrical containers as well
as many tapered containers,
including bottles, cans,
jars and tubes.

*AP362 Label
Applicator*



BarTender Labelling Software

With hundreds of thousands of users in more than 150 countries, BarTender barcode software is the world's leading design and print software for labels, barcodes, cards and RFID tags. Four editions deliver a remarkable range of features to satisfy every need and budget.

For expert advice on any of your labelling needs, talk to Peacock Bros! We have the right advice, products and services for even the most unique requirements.

Contact Peacock Bros today
on 09 273 4455 or visit
www.labelnz.com.



Peacock Bros. NZ



Food traceability – let's make it easier to digest

Traceability is high on the menu for New Zealand food industries this year and beyond.

First they have the new Food Act to chew on. It will require a much more systematic approach to food safety policy and practice by producers, processors, retailers and others. It also gives MPI¹ powers to order the recall of any food product suspected of being unsafe or unsuitable.

Next the Government will serve up new regulations under the Act, some of them requiring food companies to significantly lift their traceability capabilities and to prepare for rapid online response to any information requests from MPI or other authorised agencies. Draft regulations will be out for consultation in the coming months – and new requirements will be in place from next 1 March.

Food industries and regulators have, of course, been moving in this direction for some time. But food safety and traceability have shot up the priority list in New Zealand since the dairy industry's botulism scare in 2013.

That incident – and let's always remember that there was, in fact, no contamination – prompted detailed inquiries by multiple agencies, and follow-on analysis of traceability requirements in the dairy industry. The latter was undertaken by an especially-formed Dairy Traceability Working Group, on which I was privileged to serve.

Last month, MPI released for public review two reports written by the Working Group. Its proposals and industry feedback on these will go into the regulatory mix between now and next March.

For this SCAN, we were delighted to interview the Minister for Food Safety, Hon. Jo Goodhew, on the Food Act 2014 and forthcoming traceability regulations. Her comments should certainly provide food for thought in the food industry.

This issue also discusses the two Working Group reports, and puts a spotlight on moves by the fresh produce industry to address its own issues of food safety and traceability.

Each industry really needs to find its own solutions within the framework of law and regulation. Each understands its own products, supply chain processes and customer requirements. (It's worth always remembering, too, that food safety and traceability must primarily serve the interests of consumers and customers, not those of regulators alone.)

That said, GS1 Standards can be the basic building blocks for any traceability solution.

Unique identifiers, consistent data formats, and standardised technologies for capturing, storing and exchanging information – without these, no traceability system is likely to have the interoperability, precision and speed required of it.

Design of such systems is complex, especially in big industries with long supply chains into export markets. Traceability will inevitably require close attention to "what, why, when and how" details at each stage of production and supply (as the Working Group illustrated in a dairy industry context).

Food companies have plenty on their plate when it comes to traceability. GS1 Standards will help avoid indigestion!

We are constantly at pains to explain that GS1 Standards are enablers of many and various traceability solutions, not a solution in themselves. What's more, they are open, non-proprietary and global standards – meaning that they allow traceability systems to more readily link between companies and across borders.

Finally we make the point that thousands of New Zealand businesses already use GS1 Standards everyday (as do millions worldwide). Building traceability with the use of our standards is, to some extent, a matter of extracting more value from what you already have in place for other (valid and proven) purposes!

So, GS1 New Zealand welcomes food safety and traceability onto the table as a main course for our food industries – dairy, fresh produce and all others. And we are ready to help as each adopts solutions that not only meet regulatory requirements, but also build this country's position as one of the world's best suppliers of high quality and safe food. A satisfying meal all round.



Dr Peter Stevens
Chief Executive

¹ Ministry for Primary Industries

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 5,700 readers throughout the country as well as 101 GS1 member organisations worldwide.

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

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

For editorial or advertising enquiries please contact:
Pauline Prince on 04 494 1067 or pauline.prince@gs1nz.org.
Advertising rates are on our website at
www.gs1nz.org/news-and-events/scan-magazine/

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



Full chain traceability for Dairy

New traceability requirements are expected to be in place for the dairy industry by next 1 March, after regulatory proposals by the Government-appointed Dairy Traceability Working Group.

The proposals include full supply chain traceability, from farmgate to the consumer, based on the “one up-one down” principle of interoperable data exchange. They also include a requirement that companies provide traceability information electronically to the Ministry for Primary Industries (MPI) or an independent verifier whenever such information is demanded.

The proposals are set out in the Working Group’s first report as released by MPI for public review in March. MPI says they will be the basis for new regulations intended to come into force, after an industry consultation process, alongside the new Food Act in March 2016.

The Working Group (with GS1 Chief Executive Peter Stevens one of its 10 members) was set up following the 2013 Whey Protein Concentrate (WPC) contamination scare in 2013. Its first report, “Proposed Regulatory requirements for Traceability and Additional Recommendations for Work

Related to Traceability,” is available at <http://foodsafety.govt.nz/elibrary/industry/dairy-traceability-working-group-report>. (See below for information on the second report).

The Working Group’s proposed requirements have this purpose: To establish traceability processes for New Zealand businesses to rapidly identify the location of dairy material, dairy products, ingredients and packaging (limited to packaging in contact with food and the final packaging that provides information to consumers). Such traceability will put requirements on all dairy industry participants including processors, transport operators and exporters. The Working Group wants farmers to also have adequate records on agrichemicals, veterinary medicines and other farm inputs to facilitate traceability.

Its second report provides best practice guidelines for industry participants on how they can meet the new regulatory requirements on traceability.

WHAT IS “ONE-UP/ONE-DOWN”?

A system in which food producing, distributing and selling businesses record what food products and/or ingredients they receive and from whom, and what product/ingredients they dispatch to which customers (except for direct supply to final consumers). This “traceability information” (in more or less detail) enables each company to trace back one step up in its supply chain and to track forward one step down its supply chain.



Traceability design guidelines

What level of data and what size of product lot? Two critical questions for consideration in design of any traceability process in the New Zealand dairy industry.

The questions – and many others on desired traceability outcomes, system participants, tracking events and more – are addressed by the Dairy Traceability Working Group in its second report, “New Zealand Dairy Industry Best Practice Guide to proposed Regulatory requirements for Traceability”.

The report provides detailed guidance on the design of any traceability process that will enable dairy companies and their supply chain partners to meet commercial and regulatory requirements.

Timely access to relevant, accurate data is fundamental to any process for tracking and tracing products. The report says the latter should be seen as a series of critical tracking events (CTEs) at which standardised data – or more precisely, “key data elements” (KDEs) – are captured and stored.

A CTE might be transformation of a product into another form of product (eg, whole milk is separated into skim and cream fractions) or the dispatch of one lot of product (eg, bulk infant formula) from one facility to another.

KDEs provide answers to the standard “who, what, when, where and what happened?” questions that can be asked about any event. In this context, “what?” identifies the product (or item) being tracked. The report encourages the use of globally unique identifiers in KDEs

– and for dairy plant operators, this might be assigning a Global Trade Item Number (GTIN) with a batch code to each lot of product they create. Locations (a plant or specific place in that plant) will preferably be identified with Global Location Numbers (GLNs).

The report sets out 10 steps for designing a robust traceability process. The first step is establishing high-level objectives and the process scope. For the dairy industry, the Working Group says the scope should extend from procurement of all ingredients and inputs (including milk from farms), to the “depletion” of final product units (consumption or another form of disposal). Scope also identifies all the participants in a traceability process – and in this case, they will include dairy processors, exporters, wholesalers, food service operators and third-party suppliers like freight forwarders.



Focus on fresh produce

The fresh produce industry is working on the challenge of grower-to-consumer traceability, spurred on by last year's Yersinia contamination of bagged vegetables sold through a major supermarket chain.

United Fresh – the 88-member industry body that encompasses growers, wholesalers and retailers as well as New Zealand's largest exporters of horticultural produce – has formed a Food Safety and Traceability Committee to promote all aspects of food safety in this country's fresh produce supply chains.

The committee brings together United Fresh and Horticulture New Zealand¹ to work on practical steps for a stronger food safety culture in the industry, and among other things, to liaise with the Government-formed Food Safety Science and Research Centre (FSSRC), and the new Fresh Produce Safety Centre for Australia and New Zealand (at the University of Sydney).

GS1 New Zealand is represented on the committee, and other members include Progressive Enterprises and Foodstuffs.

Chairman Hans Maurer wants to see the committee initiate, during 2015/16, an orchard or greenhouse or paddock-

to-market shelf traceability pilot on one product that will demonstrate how traceability could operate every day in the industry.

In January, United Fresh published a position paper on developing a stronger food safety culture and this became a basis for the committee's work. The paper's recommendations include endorsement of GS1 identifiers (Global Trade Item Numbers and Global Location Numbers), and the GS1 Databar bar code standard for use in New Zealand's fresh produce industry.

Dr Maurer² says many industry members are already using GS1 standards and their value as a fundamental building block in traceability systems has been demonstrated elsewhere, notably in the Netherlands. United Fresh and Horticulture New Zealand are responding, in part, to last year's Yersinia issue: More than 100 people were sick after eating lettuces and carrots with the bacteria. There was no conclusive information on where or how the contamination occurred although once it was found in certain bagged vegetables; they were rapidly recalled. There is general agreement that the episode demonstrated significant gaps in wholesalers' and retailers' trace back capabilities.



Dr Maurer says the Food Safety and Traceability Committee is also a response to rising demand from consumers and regulators, in New Zealand and internationally, for greater assurance on the quality and safety of food products across the board. It welcomes the FSSRC, which will operate from mid-2015, and encourages it to coordinate its work programme with the Sydney-based Fresh Produce Food Safety Centre.

This country's annual horticultural production is valued at above \$6.7 million, including around 40 varieties of fruit and a similar number of vegetable varieties. Horticultural exports make up 8% of total New Zealand merchandise exports.

¹ Horticulture New Zealand is an industry association representing New Zealand's 5500 commercial fruit and vegetable growers.

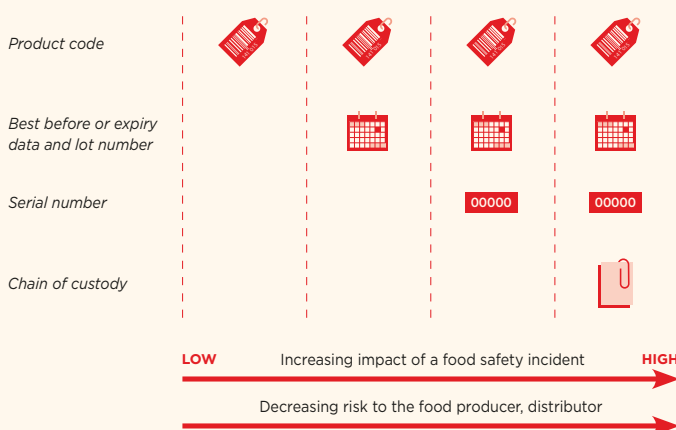
² Dr Maurer is the Strategy and Marketing Director for the Agri-Chain Centre, a management consultancy specialising in food safety, biosecurity and food marketing matters, and a United Fresh member.

The second step is to assess the food safety and other risks associated with the products to be tracked and traced, and the quality management programmes already in place. The report says these drive critical decisions on the levels of data to be captured and stored about production lots and finished product. How granular should the data be, given that precision makes traceability more powerful but also adds to data volume and complexity?

A production lot is defined as a quantity of material produced under consistent process conditions. Dairy companies need to decide optimum lot sizes by weighing safety issues, traceability requirements, complexity and cost.

The report includes this figure linking the detail of traceability information to food safety and commercial risks. The addition of more detailed data such as production serial numbers or tracked-chain-of-custody can, for example, speed the location of suspect products and reduce

Levels of product identification to manage risk



the risk that large amounts of stock would need to be quarantined if a food safety issue arose.

Further process design steps include mapping the entire traceability process from end-to-end in terms of both product/ingredient flows and accompanying information flows. Design includes

establishing clear internal/external boundaries for traceability within and between supply chain participants.

The report is available on <http://foodsafety.govt.nz/elibrary/industry/dairy-traceability-working-group-report/index.htm>



Distributor for the DHB National Catalogue

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

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

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

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

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

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

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

Call us today to begin your migration to the DHBNC.

Integrate seamlessly

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

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

Trading Exchanges

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

Data Synchronisation

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

Product Data Management

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

Online Ordering Systems

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

For more information please contact

Martin Eley, National Business Manager on

Phone: +61 4 03 585 171

Email: martin.eley@pacificcommerce.com.au

John Rix, Remote Sales Manager

Phone: +61 2 9468 3333

Email: john.rix@pacificcommerce.com.au

Address

Level 4, 500 Pacific Hwy St Leonards NSW 2065

Phone: +61 2 9468 3333 **Fax:** +61 2 9468 3300

www.pacificcommerce.co.nz



Deer velvet traceability

GS1 New Zealand and deer velvet industry organisations are working on a traceability system for deer velvet exports to Korea and other North Asian markets. The system will be piloted in May and June with information from the latest velvet harvest.

Traceability information including unique identification of velvet in its raw form, and supply chain locations and events will be loaded into a database that can be accessed and queried using the Electronic Product Code Information Service (EPCIS).

EPCIS is a GS1 Standard that enables trading partners to share and use traceability information, including the physical movement and status of products in a supply chain from origin/production to the point of final consumer sale. It enables supply chain participants to answer “who, what, where, when and why” questions, and to meet consumer and regulatory expectations for accurate and detailed product information.

GS1 New Zealand, Deer Industry New Zealand and Christchurch-based Provelco, a deer velvet producers co-operative, are collaborating to build and trial the standards-based traceability system which will enable the tracking and

tracing of raw velvet between one farm and importers’ stores in Seoul.

Velvet is a low volume, high value export product out of this country’s deer industry. Most of it goes into health supplements and energy drinks in North Asia. Last year’s total exports had a value of \$28 million. Traceability using EPCIS is seen as an important next step in ensuring New Zealand velvet’s authenticity when it lands in North Asia, and in safeguarding it against possible adulteration or substitution by counterfeit products.

This year’s pilot has been a driver for GS1 New Zealand to set up a dedicated EPCIS platform for the specific use of New Zealand businesses and organisations. Other traceability pilots in the deer and meat industries undertaken by GS1 in recent years have used EPCIS repositories based in Hong Kong and Malaysia. GS1 New Zealand will be encouraging broad use of the new local EPCIS capability as various industries and solution providers develop their own systems for whole-of-supply chain traceability.

EPCIS is not, in itself, a traceability solution: Instead it supports any number of different solutions by enabling high levels of interface functionality and interoperability that are not available otherwise in a web-hosted environment.



WHAT IS AN EPC?

An Electronic Product Code (EPC) provides a unique, serialised identifier for any object. Universally-used GS1 Standard identifiers can be EPC encoded, including the GTIN (Global Trade Item Number), the GRAI (Global Returnable Asset Identifier) and the SSCC (Serialized Shipping Container Code).

Familiar GS1 Standard bar codes also encode these identifiers but only as one particular class of items. The EPC goes beyond that by including GTINs which identify individual serialised items or instances (referred to as “sGTINs”). Two cases of the same product, for example, will have the same GTIN, but they will have different EPCs.

Growth in recall portal community

More and more food, grocery and liquor suppliers are registering on GS1 New Zealand’s ProductRecallNZ – and retailers in this sector increasingly find that the web portal is the best way for them to be notified on product recalls or withdrawals.

ProductRecallNZ was launched in mid-2012, and its registration and use has become an integral part of doing business throughout the food, grocery and liquor sector. More than 950 suppliers are now registered and ready for rapid notification of their retailer-customers and supply chain partners if a problem arises with any of their products.

So far in 2015 (to mid-April), ProductRecallNZ has been used 33 times to recall or withdraw products. Many companies are now also using the option of running mock recalls through the system.

Levels of registration and usage have accelerated as more businesses recognise the portal’s utility for sending and receiving notifications – and that utility grows as more and more suppliers and retailers come on board. There are now more than 1500 points of connection in the ProductRecallNZ community of users.

During 2014, around 75% of all recall or withdrawal notifications received by registered retailers were through the portal



– and its notification standard ensured the information was precise, comprehensive and action-able.

GS1 New Zealand is calling for more food, grocery and liquor manufacturers, suppliers, wholesalers, distributors and retailers to register on ProductRecallNZ. Getting started is easy:

1. Register at www.productrecallnz.co.nz
2. Attend an online training session
3. Portal users pay a low annual fee for use of the system.



For information on ProductRecallNZ, call 0800 10 23 56

Food safety and traceability feed our reputation in global markets



Food Safety Minister Jo Goodhew is overseeing major legislative and regulatory reforms that will include new requirements for traceability on food products. The reforms follow New Zealand's Whey Protein Concentrate contamination scare in 2013, and intense scrutiny on food safety and traceability systems since then.

Mrs Goodhew entered Parliament in 2005 with a solid background in nursing, education and health sector governance. She talks with SCAN on the current food safety reform process and on the need for New Zealand to meet international expectations.

Q New Zealand is going through a period of major food safety law reform. What are the drivers for this?

Our current food safety system is among the world's best but we also think that there's increasing scrutiny on food safety ... consumers everywhere are asking for more assurance and more detail about how we know that food is safe. Of course, New Zealand has also had some recent history with these issues and after the WPC80 incident¹, we have looked hard at aspects of our food safety system. In fact a number of people have looked very hard and decided there's more that can be done.

What lies behind our concern is the fact that New Zealand's food manufacturing sector is worth \$46 billion and our food exports are worth \$29.6 billion. Around

half of our total exports are food. If we want to increase that – and there's certainly demand for our food worldwide – then the nations that take our exports need to have high trust in their quality and safety. That's one of the major driving forces behind the reform of our laws and regulations.

We want to be sure that we're doing everything we can at each stage of the supply chain to ensure we have the safest possible food products. That has to be in terms of not just knowing the food is safe, but also making sure it's perceived to be safe by retailers and consumers ... they must be able to trust our system and what it is delivering to them.

We're currently making some important legislative and regulatory changes. The

Food Act 2014 passed last year will be implemented from next 1 March and we've recently been consulting on regulations in support of that law. We will look at feedback from the wider food sector because we need to make sure those regulations will work and don't have unintended consequences. With New Zealand's food sector, we're talking about 85,000 food premises and 40,000 businesses.

Q Those regulations include new requirements around imported food. What are the main concerns here?

Food sold in New Zealand, whether produced here or imported, must be safe, and so we require the same standards of safety for imported food as those for domestically-produced food. As we require higher levels of traceability from

¹ WPC80 is Whey Protein Concentrate 80, an ingredient used in infant formula and other products. In August 2013, Fonterra made a precautionary recall of 38 tonnes of WPC80 that might have contained a micro-organism. Later in the same month, it was established that no such contamination had occurred.



our own food producers, we will be asking the same from those who are importing products from overseas. Food importing companies are going to have to register with MPI and they will undergo auditing to be verified by the Ministry.

Imported foods will be subject to the same type of risk assessment that applies to food producers, processors and retailers within New Zealand (under the Food Act 2014). That risk assessment is a very important part of the legislation — and earlier there was a lot of anxiety about whether it might catch situations where people thought the Government shouldn't be involved. We think we will now have a system that will focus people on risk first and foremost.

Under the new law, there will be plenty of advice and guidance for anyone selling food. The good old Kiwi fundraising barbeque, for example, won't be required to have the level of requirements involved in a Food Control Plan (which applies to the highest category of risk in the Food Act 2014). Businesses in low-risk categories will have templates and guidance and we hope they'll come to see these as very straight forward. It will keep top-of-mind the need to ensure that food is safe and suitable.

So yes, food importing businesses will face the same requirements as others. Some food importers will notice quite a big change in terms of requirements to tell us where products were sourced from and how they got to New Zealand.

“The WPC80 incident was a big issue but it also gave us an opportunity to think about food safety and traceability more broadly.”

Q You have mentioned the WPC80 incident. To what extent are the reforms a response to that?

The WPC80 incident was a big issue but it also gave us an opportunity to think about food safety and traceability more broadly. There are 38 recommendations in response to the WPC80 incident² and some of them require legislative change. The incident has certainly shaped the reforms we're now introducing but it's not the only thing. We are taking the opportunity to create consistency across the three acts that cover the food safety area – the Food Act as just mentioned, the Animal Products Act 1999 and the Wine Act 2003.

There's currently a lot of complexity for businesses. If you're a manufacturer producing all sorts of soups, for example, on the day you make vegetable soup you're covered by the Food Act. The next day it might be chicken soup so you're

under the Animal Products Act. It doesn't make any sense to us that there are parallel but different requirements on that one business.

We need to get consistency across those Acts and I am using the Food Safety Law Reform Bill to achieve this. That's a bill we're working on now and hope to introduce to Parliament later in 2015.

Q The Government set up the Dairy Industry Traceability Working Group to look at aspects of the system in light of the WPC80 incident. You have recently released the group's two reports. What next with their recommendations?

The next step is to consult on the sort of changes we might make on the basis of the Working Group reports – and we're really grateful for the GS1 involvement in the Group. Having released the reports, we now need the various food sectors to look at them and see what their proposals mean in practice.

I made the comment when releasing the two documents that other food sectors (other than dairy) wouldn't be at all surprised if the traceability proposals were applied to them as well. We can see a real opportunity to add to New Zealand's reputation for having a better-than-good food safety system by providing opportunities for other food sectors to come on board.

With food traceability, it is important not to confuse requirements for safety purposes with what people think of as “provenance” ... for example, the story of

² In the Government Inquiry report, “The WPC80 Incident: Causes and Responses,” November 2014. Available on www.dia.govt.nz.



Continue on page 10

“A lot of things we’re doing now are as much about promoting trade as they are about protecting New Zealand.”



the farm that grew the lambs which go to a particular supermarket shelf. Provenance is all well and good but what we need are traceability systems for tracking and tracing any product if and when we are concerned about it for any reason.

Where there are multiple ingredients in one product, we need as much as possible the ability to track and trace those ingredients. There are real challenges because today we have much more complex, technical processes in food manufacturing. We need to get our heads round all that because, as we discovered with WPC80, one small part of a product can put at risk confidence in the whole system.

Q So you are seeing traceability requirements designed for the dairy sector also having application across various food exporting sectors?

Yes and we invited other food sector representatives in for the launch of the Working Group’s reports. They already get the provenance side of things. They often sell their products internationally

because, they believe, New Zealand has a great reputation. At the same time, we need to make sure this country has a good reputation for discovering things that might not be as good as they should be.

We will be consulting in July on the Working Group proposals but it will be pretty tight to get anything from there into the Food Safety Reform Bill. The proposals are more about the regulations that follow in regard to food businesses’ record keeping and information sharing, and their ability to ensure that food products can be traced. We already have a number of sectors doing this and able to trace products within 48 hours. We will have to set, depending on levels of risk involved, some guidelines for how quickly we want everyone to track and trace. For dairy, we’re saying that should be 24 hours and we think the sector is moving quite swiftly towards that.

What came out of the WPC inquiries – and what Fonterra has been very open about – is the realisation that you need a food

safety culture to underpin any processes that are set up for food safety. That applies right across all food businesses ... every single person working there must be looking, not just at how they can tick boxes for what they’ve done, but also for anything that could put a particular product at risk.

That means looking for any corners that may have been cut during a particular process. It’s about a way of thinking and making sure you have a real food safety culture ... not just a focus on what comes out at the end but at anything that might have happened along the way to make a less-than-safe product. I think the dairy industry is moving in that direction because companies, big and small, recognise how much is at stake for them and for New Zealand Inc.

Q The Dairy Traceability Working Group makes a strong case for adopting global standards of traceability. Do you have particular views on how we can best meet the rising demand for information on food quality and safety among consumers and retailers in export markets?

I think we certainly want to be as good as, if not better than, the rest of the world in all key aspects of our exporting. There are obviously many and varied requirements on New Zealand from the countries to whom we are sending products. Each country determines what assurance it wants in relation to our products. We have to meet the requirements coming out of that ... and meeting global expectations requires, first of all, a big effort here at home. We have to ensure, for example, that New Zealand food exports comply with World Health Organisation minimum (chemical) residue limits. So we have a lot of testing going on here to make sure our products meet standards that match the requirements of countries to which they’re being exported.

Record keeping, information sharing and traceability are very much part of meeting global requirements and information needs in our export markets. We are going to set standards that make sure we’re all singing from the same song sheet. That means working to the global standards that apply to this aspect of global trade.

What the Working Group made very clear was the need to have visibility on products from one end of the supply chain to the other ... meaningful data on products



that is understood and used by all parties at home and globally. There are huge benefits in having producers, processors, verifiers, regulators and customers all connected by a common language that enables efficient information sharing and traceability on products and their ingredients, especially in the event of a food safety issue.

We know that there will be some initial skepticism about whether that adds unnecessary compliance cost to New Zealand businesses. But there only needs to be a difficult product recall for a food sector to understand just how important efficient traceability is – and all the more so, when the products concerned have multiple ingredients.

Q Of course Government can only do so much. How do you see it working with the private sector companies and industry groups to lift our whole game on risk management and traceability into export markets?

As the Government, it is beholden on us to put in place only the requirements that are needed. We should not put in place requirements that are not completely necessary to achieve the end result. And that's why it is so important that people engage in consultation processes on proposed regulations. There are often ways to do things slightly better or we might be heading down a path with unintended consequences ... consultation enables us to tease out these things.

Obviously it's businesses that produce and trade food products, not the Government. Food safety and suitability are first and foremost critical issues for the food sectors themselves. In Government, we're very clear about our role as promoters and facilitators of food safety, and regulators where necessary. That said, when something goes wrong, like with the WPC80 incident, we are all in it together ... we can't not be! So it's much better that we work together from the word "go". Again, that's why we need to consult with each other, and ultimately to build as high a level of trust as possible between the Government as facilitator and regulator, and private sector companies.

Certainty with low risk categories (under the Food Act 2014), there's plenty of opportunity for businesses to be given the tools for self-regulation. Where a business is operating without raising any red flags, they will have less frequent audits and



it will be cheaper for them. There's no reason why food businesses, particularly at the medium or low end of the risk spectrum, shouldn't get the benefit of having a really good record and good processes.

Q Do you see food businesses moving in this direction generally?

Yes but it is much harder for some than others. The fresh produce sector, for example, had an incident of *Yersinia* (bacteria contamination) last year and we realised how complex it can be to trace vegetables and fruit. That is partly because the symptoms (which alert people to contamination) may develop up to three weeks after the particular food was eaten: Who remembers what they purchased at the supermarket three weeks ago? What we saw clearly from that [*Yersinia*] incident was the consumer wanting to know what the problem was and how it had originated.

Even best efforts will not be enough sometimes to track where a product has come from. There will be sectors that have a much harder row to hoe in terms of being able to provide us with traceability. But nevertheless the [*Yersinia*] incident showed how focused consumers can be on finding out just what is causing a problem so they could avoid it.

Q The Government's Growth Agenda has a goal of lifting exports to become 40% of GDP by 2025. Should we be seeing issues of food safety and traceability in this context?

Of course we should. Our big goal will be achieved in two ways, in my view. First we will produce high-quality food that is also high-value food. We still have some work to do across all food sectors in that respect. Second, we will get our processes right – our ducks all lined up – so that our food products are not only safe but that their quality and safety are beyond doubt in any export market. There are huge benefits in New Zealand having the highest possible reputation for quality and safety.

That means not only safe and suitable for what we export onto global markets, but also for what we produce and eat at home. If we have domestic products causing harm here in New Zealand, the word gets out internationally. So we need safe and suitable food for sale internationally and domestically. Building and maintaining a great reputation are central to us achieving the export growth we aspire to.



See also articles
on pages 4 and 5



Concrete *for Kiwis*

Caveman Concrete is a new business making a product as old as the hills.

Concrete is said to have been invented in the Stone Age. Caveman Concrete is a recent start-up that manufactures and supplies engineered concrete products using sand extracted from New Zealand hills.

Surprisingly, the local production of industrial-strength grouts, mortars, epoxies and admixtures – all of them concrete products – is a recent development in New Zealand's building supplies sector. For several decades, virtually all these products were sourced from overseas, mainly from large German or Swiss manufacturers.

"We want to take New Zealand back to the 1970s when everyone knew who was producing what, no-one was getting

ripped off and the quality was high," says Alan Polkinghorne, founder of Caveman Concrete.

Of course the range and sophistication of engineered concrete products has grown since those days. Caveman Concrete has imported state-of-the-art blending and bagging machinery from Asia for its new factory at Silverdale, on the northern outskirts of Auckland.

Many of the ingredients including polymers are still imported since they cannot be found in New Zealand. Sand, which is the bulk of most products, is most definitely sourced in this country whereas rival suppliers are actually importing sand via the import of finished product.

The business faces rising demand in context of New Zealand's current building boom, especially in Christchurch and Auckland. "There's huge focus on recruiting people into the sector and raising skill levels but in fact, suppliers need to lift their game as well," says Alan.

Caveman Concrete has joined GSI for the numbering and bar codes that will increasingly be applied to its bagged products as they are marketed and sold through major building supplies merchants.



For more information
see www.cavemanconcrete.co.nz

Are you in the Building & Construction industry? Are you in control of the latest industry legislation?

Workflow Management ensures control and visibility to support:

- ☒ Building Act for Warranties
- ☒ Product substitution compliance
- ☒ Dangerous goods and materials handling procedures
- ☒ New Product Development programs
- ☒ Quality assurance processes

Speak with Innovit about how their workflow management software can help you to implement Master Data Governance (MDG) processes.

innovit

+61 2 8020 2000
www.innovit.com



Bosch nails GS1net



Bosch is a global leader in power tools with a reputation built on precision manufacturing and design innovation. Precise information on products and innovative supply chain practice really are a great fit with this brand – and that includes Robert Bosch New Zealand, which recently went GS1net™ Live with its consumer power tool range.

Country Sales Director Craig Hexter says the data synchronisation tool is fantastic for ensuring his New Zealand power tools business has the clean data required to nail efficiencies available in its electronic document exchange with retailers.

“We really can make sure there is always clean data going out to stores ... that’s particularly important for this company as we frequently update our products.”

The Bosch Group is so active on power tool innovation that it applies for an average 18 new patents per working day. Last year, over 35% of global sales were of products on the market for less than two years. “Bosch will launch more than 100 new products globally in 2015 and the majority of these will be launched in New Zealand too,” says Craig.

The local subsidiary – one of more than 360 Bosch companies worldwide – is on a strong growth path in both consumer and trade segments of the power tool market. “We’ve got the world’s best products and we’re investing in New Zealand,” says Craig.



Globally, Bosch is number one in many business areas, most notably power tools, accessories and measuring tools. However the brand does not have that position in

this country and Craig, an experienced Bosch manager in Australia, moved across the Tasman 15 months ago with a strategy to change that. He puts it simply: “We’ve got to re-align our market share with where we are globally.”

Progress is evident in the sales growth of Robert Bosch New Zealand and a strong showing for Bosch in the 2014 Reader’s Digest Trusted Brands survey: Bosch came in as the most trusted DIY power tool brand in this market. The company’s focus on quality design and precision certainly

means it has the lowest return rate on products sold, adds Craig.

He is also highly focused on the building trade especially in context of

New Zealand’s current housing construction boom. It is not uncommon for health and safety requirements on larger sites to stipulate that only Bosch hammers and grinders be used for certain work – again, testament to the quality and precision of their design and manufacture.

Brand building in post-earthquake Canterbury has seen Robert Bosch New Zealand take up a three-year sponsorship of the Crusaders Super Rugby franchise, supported by the marketing line, “Bosch Blue goes as hard as you do”. (Bosch Blue is the brand in the trade segment of the power tools market.)

The Bosch Group has power tool factories worldwide, with its Oceania region wholesaling operations supplied by plants right across the globe. Standardisation is deeply cemented into this multinational: The 38 Bosch manufacturing plants, regardless of their location, produce hammers, grinders and so on through highly standardised (and precise) processes.

Not surprisingly, the New Zealand company learned much from its Australian Bosch affiliate when it came to the GS1net catalogue building process.

“In Australia, we’re 100% on board with data synchronisation ...I know the importance of having the right data in the right formats and automatically updated to all customers, especially as our trading processes go more fully online,” says Craig.

The local operation has over 2000 products in its GS1net Live catalogue, with some weights and measures data still to be added over time. There will also be a Bosch Blue product catalogue targeted to the precise needs of the trade segment.



“We’ve got the world’s best products and we’re investing in New Zealand.”

CRAIG HEXTER
– COUNTRY SALES DIRECTOR



For more information on Bosch
in New Zealand,
see www.bosch.co.nz

DON'T BE INVISIBLE TO YOUR HEALTHCARE BUYERS



Healthcare buyers in Australia and New Zealand are now actively using the NPC or DHBNC to make buying decisions

OPTIMISE

Bizcaps helps you to manage multiple requirements from a single source, eliminating the duplication of documents and effort from your supply chain processes and providing a trusted, reliable and centrally accessible source of product and pricing information.

AUTOMATE

Bizcaps automates critical catalogue management processes and procurement and compliance activities, delivering supply chain integrity and simplifying the process of preparing and publishing data to the DHBNC or the NPC.

EMBED

Bizcaps embeds strong data validation into standard business processes, allowing you to maximise the benefits associated with consolidated and clean product and pricing information being readily available to your buyers.

WHY CHOOSE BIZCAPS?

- ✓ Rapid solution implementations
- ✓ Visibility and control
- ✓ Simplified Master Data Management
- ✓ Certified partner of GS1 in Australia, New Zealand and the United Kingdom
- ✓ Experience creating and maintaining the product data catalogues of some of New Zealand's leading healthcare organisations including **Fisher & Paykel Healthcare, Glaxo Smith Kline, Obex Medical, Pharmacy Retailing NZ (ProPharma, Onelink and HCL), Smith & Nephew, Stryker and USL Medical.**



Hardware retailing – how online?

The hardware and building products industry is definitely moving more online, although perspectives on this differ between suppliers, and merchants and retailers.

Interview research into the current concerns and priorities of industry members has confirmed the rising importance of digital channels to market, of online catalogues and ordering opportunities, and of e-commerce.

The research was undertaken by Doug Robertson and Bud Little of Woodhills Consulting on behalf of the Hardware Journal, during the second half of 2014. More than 50 decision makers were interviewed.

The research shows that merchants and retailers expect continued growth in online marketing activities that include websites with electronic catalogues and mobile

apps for giving customers technical advice. They foresee an increase in “click and collect” from stores, alongside a continued rationalisation of stores and increasing distribution from central hubs.

Overall, however, merchants and retailers see builders continuing to prefer one-stop-shop buying from the stores they know. This preference, along with the fact that building materials are not easily transportable, is expected to limit the trend to online purchasing.

They think merchants and retailers should prepare for the future by building relationships with builders and others to help make them more efficient and more informed. This includes better in-store experiences as well as online price books and apps. As part of this trend, merchants and retailers see suppliers having to

engage more not only with them, but also with retail customers for the provision of product information.

The research shows that suppliers share much of this perspective while putting more emphasis on the growth of online buying. They, too, expect growth in “click and collect” by customers although accompanied by a rise in direct deliveries – and this includes “direct-from-manufacturer” deliveries.

Both sides of the industry believe there needs to be more in-store product demonstration and “edutainment” for customers. There is a common view that store numbers will decline although the “big box” format will remain strong for DIY customers. Suppliers see trade customers leading the way on online ordering.



For more on the future of hardware and building products retail, see www.hardwarejournal.co.nz/feature-stories

above&beyond

REWARDS FOR YOUR BUSINESS

– *Every time you fly*

Air New Zealand's Above & Beyond programme rewards businesses with Business Travel Points every time an employee travels with us. Individual travellers still earn Airpoints Dollars™, Above & Beyond is just an extra benefit for the business.

Business Travel Points can be used for a range of travel perks and benefits - from Koru memberships worth over \$700 to free Air New Zealand valet parking and Airpoints Dollars™. So, if your business spends more than \$20,000 annually on air travel, register for free and start enjoying the benefits.

500 Business Travel Points*

for all businesses who register by 30 June 2015 using the promo code: FLY15

Register online at airnewzealand.co.nz/above-beyond Or phone 0800 250 055

Terms and Conditions: *Bonus offer only available to new programme members that meet qualifying criteria. Promo code must be quoted when registering. Above & Beyond Programme terms and conditions apply. Airpoints terms and conditions apply see airpoints.co.nz

AIR NEW ZEALAND 

A STAR ALLIANCE MEMBER 



Water sanitation without chemicals



Water quality is the number one environmental issue for Kiwis. EnvirolYTE New Zealand is, therefore, very much a business for our times. Its water sanitation technology can radically improve the quality of water available for use in industry and household supply.

EnvirolYTE NZ provides primary producers, food processors and utility operators with non-toxic and cost effective solutions for purifying the water required to safely farm livestock, wash produce, clean work surfaces and meet scores of other needs including reticulation to households. The technology, based on the electro-chemical process known as "electrolysis",

is a substitute for the harsh, acidic chemistry that is widely used for water sanitation in New Zealand today.

EnvirolYTE NZ's units pass filtered water, mixed with a salt brine solution, through a patented ceramic membrane and subject it to electrical currents. The process produces two forms of liquid with very different chemical compositions: Anolyte, a pH neutral and fast-acting sanitiser; and Catholyte, an alkaline, non-foaming detergent. Anolyte is effective against known bacteria and viruses and is mostly used to treat drinking water. It is also widely used to disinfect floors, walls, equipment and so on. Catholyte is an effective detergent for cold cleaning to remove biofilm, proteins and fats.

The technology was first developed in Russia in the early 1970s for use in medical facilities. EnvirolYTE NZ imports and distributes electrolyzing units manufactured by the European-based



EnvirolYTE Group. The technology and its application is supported by a global portfolio of research papers and successful case studies.

EnvirolYTE NZ General Manager Richard Hanna says installations are case-by-case to meet the specific needs of clients. "Our approach has proven successful in large process factories around New Zealand, whether the need has been to treat water supplies for known pathogens or to fog a particular site for odor control."

EnvirolYTE NZ also produces sanitizing liquids in packaged form, at a facility in Penrose Auckland. Pack sizes range from 500ml spray bottles for domestic use to 1000 litre totes for commercial use. These products are all Ministry for Primary Industries-approved and on the recognised dairy maintenance compounds register.

EnvirolYTE NZ has joined GS1 as it moves to market and sell its products also through commercial retailers.



For more information
see www.envirolYTE.co.nz

Planning an SAP MDM Migration?



+61 2 8020 2000
www.innovit.com

iICE

MDM and MDG
Software

iWirkflo

MDM and MDG
Workflow
Management

innovit

New Board Members

Catherine Beard



Global supply chain connectivity can be a major winner for New Zealand businesses. So says Catherine Beard, who recently joined the GS1 New Zealand Board in her role as Executive Director of ExportNZ and ManufacturingNZ.

"If we want to be recognised as producers of high quality food and beverages, then connectivity and information flow into consumer markets is our big opportunity," says Catherine. She believes exporters, and other New Zealand businesses supplying to them, need to be using GS1 Standards that maximize such connectivity.

"There are millions of customers in developing markets who want certainty on the provenance of what they're buying and producer-sourced information on its quality, safety and related environmental impacts."

Catherine says that these demands are, in fact, strongest from well-educated and discerning consumers in China and other emerging markets where such information can compensate for low trust in their own government agencies and local suppliers. "They also want to know products are subject to traceability and can easily be recalled. In our traditional markets, these things are taken more for granted."

Catherine sees adopting GS1-based New Zealand Business Numbers (NZBNs) is another step in making businesses interoperable in terms of information sharing at home and internationally. "We're a small country with a lot to gain in aligning ourselves with international best practices where this is practicable."

Catherine joined ExportNZ and ManufacturingNZ five years ago, with a background in industry policy and advocacy. She has worked extensively in the energy, manufacturing and insurance sectors.

Jason Bardell



Jason Bardell admits to frustration over the pace of GS1net™ roll-out in the building supplies and hardware sector. As a new Board member, he is determined to see more progress on data synchronisation by suppliers, merchants and retailers. It's a "no brainer", he says, given the benefits to everyone in having always-current and accurate product master data on hand for very business purpose.

"People think it's a bit hard but actually it isn't. If I could make it seem easier (to get on board with GS1net) that would be my goal on the GS1 Board." Jason's is certainly a voice of building sector experience after his 28 years in the sector – 22 of those years building up his own business, IBS (Independent Building Supplies).

"It makes perfect sense for everyone to exchange their information through GS1net ... get your data including prices together once and have it always available and up to date. For one thing, you avoid the cost of constantly printing off price lists," says Jason. "It's a 'must have'. Get the electronic data in place and then you can bolt on cost savings, online marketing tools and all the rest."

For Jason, innovation is another "must have" for IBS, the New Zealand building sector's only specialist supplier of panel board. As major owner and managing director, Jason works continuously with international manufacturers of different types of board on the development of new, more resilient and sustainable products for supply into this country. IBS sources from over 30 producers worldwide, and wholesales to all major building supplies merchants and retailers here. It has brought two innovative new products into the market already in 2015.

Jason is convinced that data synchronisation can have huge benefits for the building supplies sector – all the more so if everyone comes onboard, especially given that virtually every supplier does business with all merchant and retail groups.

NEW GS1 STAFF

Debbie Joplin

Debbie Joplin joined GS1's Implementation team in January, after two years working with Healthcare Benefits Limited (HBL) on the DHB National Catalogue for the purchase of products used in that sector. In all, she has spent the past 10 years working on healthcare item catalogues based on standardised data.

Debbie was previously a Registered Nurse specialised in operating room work and her experience includes 20 years in different healthcare organisations in the United States. Her last project in the US was to help implement a paperless documentation system for pre-op and operating room care, one component being enhanced medical supplies inventory management.

Debbie is an enthusiastic follower of various sports including rugby, cricket, tennis and equestrian. She otherwise enjoys spending time with family and friends.

Blake Lewis

Blake Lewis joined as an Implementation Analyst, also in January, after completing a Bachelor of Commerce degree at the University of

Auckland. Blake majored in both Operations and Supply Chain Management, and Management. At GS1, he is working on GS1net and ProductFlow implementation projects. Blake spends his spare time paragliding and doing other outdoor activities.

New Board Member

Michael Broome



The Healthcare sector is under pressure to reduce costs and new Board member Michael Broome is convinced that GS1 Standards are a big part of the answer.

“Making greater use of the GS1 System will enable healthcare supply chains to become much more efficient ... everyone will be speaking a common language for the identification and description of healthcare products, and that can lead to huge savings in time and cost,” says Michael. And he is someone who surely understands the potential: Michael is General Manager of Healthcare Logistics, the largest healthcare distribution business in NZ, a division of the EBOS Group.

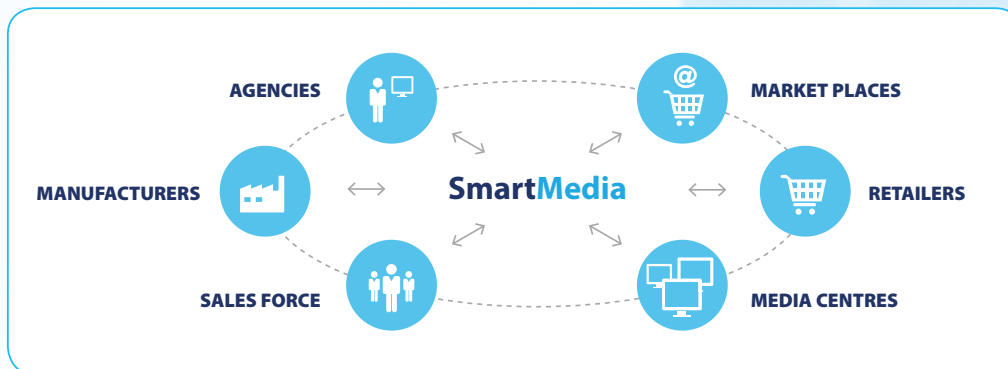
The pharmaceuticals industry is well advanced in its take up of GS1 Standards, internationally and in New Zealand, says Michael. “Medical device manufacturers and suppliers have more work to do to get up and running with common identifiers and data formats, and of course that’s an area of priority for GS1 here and globally.”

Michael says District Health Boards (DHBs) also have some way to go in adopting common standards for identification, and for accessing master data on all the medicines, devices and other products they require. “I want to see the momentum sustained for DHBs so that they, too, are using the common language and securing the benefits that flow from having GS1 Standards in use right along healthcare supply chains. Good progress was made with the earlier DHBs National Catalogue initiative ... GS1 will keep supporting the sector in its search for efficiencies through greater use of global data standards.”

Michael has overall responsibility for the Healthcare Logistics business in New Zealand and Symbion Contract Logistics in Australia. He joined Zuellig Distribution (since re-named Healthcare Logistics) in 2000, having previously held senior management roles in the agricultural and food processing sectors.

Digital images and multimedia

SmartMedia™
Image • Specs • Catalogue • Share



– have one reliable source of images and multimedia content accessible by them at any time. The asset owner can also use SmartMedia as a central registry (intranet) accessible to its own employees.

Businesses pay a modest fixed annual fee for using SmartMedia as their repository for digital assets. They can load and share as much content as they like for that fee.

GS1 New Zealand has launched SmartMedia™ - an online repository for any digital images and multimedia content that will be used in marketing and sales activity.

SmartMedia is now available as a service to any New Zealand business that wants to store such “digital assets” and share them with their retailer-customers and authorised others. Having images and multimedia content in SmartMedia will ensure these are authentic and current,

and that they conform to the technical specifications required for use in advertising, point-of-sale displays, mobile apps and more.

SmartMedia is an Australasian-wide repository supported by GS1 New Zealand and GS1 Australia. It is available to businesses on both sides of the Tasman.

Once authorised by the digital asset owner, retailers and others – usually marketing agencies, web designers, printing shops and other suppliers

In addition, GS1 New Zealand offers any business (including non-GS1 members) a digital photography service for the creation of product images to the high standard required on SmartMedia and on alternative digital asset repositories available in this country.



To learn more on SmartMedia,
see www.gs1nz.org/services/smartmedia/



GS1 Standards' role in Pacific Island exporting

Pacific Paints of Tonga intends to start implementing GS1 identifiers and bar codes, with a strong focus on improving management of its finished goods inventory. This follows a comprehensive report on how and why GS1 Standards could be introduced at the company's Nuku'alofa paint production plant.

Pacific Paints Chief Executive Subhash Sehgal says he intends phasing product GTINs (Global Trade Identification Numbers) and bar codes into the company's production and labelling processes. "As and when things improve, we'll look at other aspects of the GS1 System although that will take time. We are moving in the right direction."

The report, entitled "Pacific Paints Supply Enhancement Programme. Phase 1: Analysis and Recommendations", outlines a possible GS1 Standards transition for Pacific Paints, starting with identifiers and bar codes for each can of paint, and moving on to electronic record keeping and bar code scanning for inventory management. Ultimately, the report suggests that Pacific Paints could move to GS1-based data synchronisation and electronic messaging that would facilitate entry into other export markets.

The company is the first in Tonga to be appraised for its potential implementation of GS1 Standards. This was funded by Pacific Islands Trade & Invest (PT&I), the regional trade development agency which hopes the approach recommended for Pacific Paints will be a model for other Pacific Island businesses as they develop more efficient ways of operating and more opportunities for international trade.

GS1 New Zealand consultant Erik Sundermann wrote the report after a visit to Tonga in late 2014. The document

explains the nature of each GS1 Standard, how it could be implemented and the benefits that could flow for Pacific Paints over time. "Obviously Pacific Paints and other companies will want to take it one step at a time, matching the costs of implementing GS1 identifiers, bar codes and other standards with business benefits as much as possible," says Dr Sundermann. "Pacific Paints' systems have worked for them in the past and could continue to do so. But implementing the recommendations would be a significant step forward in terms of real-time inventory visibility, reduction of manual data-entry and more."

Pacific Paints produces around 200,000 litres of paint annually, supplied to industrial, commercial and household customers in Tonga and Samoa. The company, started in 1998 by Mr Sehgal, employs seven people.

The Nuku'alofa plant currently uses an internal numbering system to identify its products and each batch of production. Batch records are entered into a paper ledger by hand. The GS1 report recommends introducing GTINs for each product in addition to a more consistent internal numbering scheme. It also recommends applying a new form of adhesive label to each can, carrying the GTIN, a simple product description and batch number (with these all in a bar code).



Mr Sehgal says the first major benefit will come from electronic monitoring of finished goods inventory. The bar code on each can will be scanned as it goes into inventory, with clarity thereafter on the products and quantities that Pacific Paints has available along with their batch details. "This will help with our commitment to customers, and with our confidence in knowing what product was produced when and who it has gone to," says Mr Sehgal.

PT&I Trade Commissioner Michael Greenslade says the GS1 appraisal of Pacific Paints is an important step forward in his organisation's mission to help improve the export capability of Pacific Island businesses generally. "With growing concerns around product traceability, this project has provided an opportunity to understand what technology is available and how it can be leveraged by Pacific Island exporters."

PT&I Trade Development Manager Joe Fuavao says the GS1 report will certainly resonate with others who face the same challenges. "The practical nature of the recommendations will give various exporters an idea of how GS1 identifiers, bar codes and related systems can be integrated into their operations with real benefits to the bottom line."



For more information, contact Joe Fuavao of PT&I at joe.f@pacifictradeinvest.com

Products are flowing

ProductFlow is up and running in the food and grocery sector. This GS1 New Zealand service makes it easier for supplier businesses to launch products into the consumer marketplace and to make changes to existing products.

ProductFlow does this by ensuring the data and images needed to launch a product, or make changes, are accurate and are

delivered into the systems of Foodstuffs and Countdown at the right time.

With ProductFlow, supplier businesses can upload to GS1net™ just one or a handful of products at a time. This makes it easier for them to start using the data synchronisation platform and to see a return from doing so.

ProductFlow was piloted with a sample of established suppliers to both Foodstuffs and Countdown during 2014. So far in 2015, the service has been used by 15 supplier



businesses to successfully launch or change products in supermarkets. The number is expected to grow significantly from now on.



To learn more, see <http://www.gs1nz.org/services/productflow/>

New members/rights to use holders November – March, Welcome!

New Members

Ace Distribution Limited
Adaptiv Integration Limited
Allergy Foods Limited
Alton Downs Vineyard Limited
Amrita Nutrition Limited
Anstiss Sales & Marketing Limited
Ap Overbeek Limited
Aptrak (NZ) Limited
Aquifer HB Limited
Aquty Trading Limited
Ariki Spirit Limited
Aroha Health Life Limited
Axis International Trading Co Limited
B Vital Natural Health Products Limited
Beenz Limited
Bio-Excel (Australia) Pty Ltd
Biohealth Limited
Biosphere Nutrition Limited
Bliksem Limited
Blue Frog Breakfast Limited
Blue Mountain Limited
Bodco Limited
Bradfields Limited
Brands 2U NZ Limited
Brightlight New Zealand 2004 Limited
Butlers Fruit Farms Limited
Carew Kitchen Limited
Carlton Taylor Industries Limited
Caveman Concrete Limited
Cedenco Foods New Zealand Limited
Ceres Wines Limited
Chateau Delice Limited
Cherrypac New Zealand Limited
Cibus NZ Limited
Classic Taste Indian Takeaway Limited
Cliff Hanger Shelving Limited
Cookright Filtering Services Limited
Cropps NZ Limited
Ctom Limited
Cuisine360 Limited
D.F. & J.A.Ward Limited
Dairy Brands International Limited
Dairymaid Foods
New Zealand Limited

Deckchair Systems Limited
Denishell Investments Limited
Dolphin Express Publications Limited
Dr Feelgood Limited
Drury Fresh Limited
Elite Brands Distribution Limited
Elizabeth Johns
Entra Marketing Limited
Envirolyte NZ Limited
Eos Trading Limited
Europlan Limited
Eurotai International Ltd.
Expander Limited
Factory Manufacturing Limited
Farm Fresh Produce Limited
Farriers Limited
First Moments Limited
Flagmakers Limited
Fonterra Farm Source
Forbes & Davies Limited
Fork Brewing Company Limited
Fort Richard Laboratories Limited
Fresh Is Best 2006 Limited
Garmin New Zealand Limited
Global Plant Variety Administration Limited
Gourmet Foods Of New Zealand Limited
Green Meadows Beef Limited
Hammah Exports
Hammerhead Foods Limited
Haven Distributing Company Limited
Havoc Pork Company Limited
Healthy Foods New Zealand Limited
Hillsborough Healthcare Products
Hing Long Trading Limited
Hogarth Chocolate Company Limited
Hoki Smoke Limited
Holistic Hair Limited
Home Fresh Limited
Honey Centre Warkworth Limited
Honeycrisp New Zealand Limited
Hop Barons Limited
Hot-Can (New Zealand) Limited
Illumina Soy Candles Limited
International Foods (2010) Limited

J Marketing Limited
Jabberwocky Brewery Limited
Kau Faa 'O Tonga Growers And Exports
Kawatiri Coffee Roasting
Kbao Fasteners Limited
Kea Foods (2014) Limited
Kelton Investments Limited
Kim Young & Sons Limited
Kingdon Pack Limited
Kingtiger International Limited
Kitchen And Lighting NZ Limited
Kiwi Plaza (2014) Limited
Kiwifresh (HK) Limited
Koha Natural Foods Limited
Koruora Health Limited
Kosilio Ngaue A Vahe Hahake Inc
Landkai Limited
Leftfield Limited
Lewis & Clarke Limited
Lightning Labels Limited
Lindrew Limited
Living Green Elitepac Limited
Living Herbs (2015) Limited
Loopline Olives
Lovelove Limited
Low Cost Bins Limited
LSG Sky Chefs New Zealand Limited
Luxury Cosmetics Limited
Marlborough Grape Producers Group Limited
Marmalada Limited
McLaren Medical Distributors Limited
McLeod's Brewery Limited
Megasella Limited
Mighty River Honey Limited
Mimpoz Limited
Mizland Natural Foods
New Zealand Limited
Monsonic Company Limited
Nada Cakes Limited
Naturally NZ Pure Limited
Natures Foods Limited
New Plymouth District Council
New Zealand Premium
Aquaculture Limited

New Zealand Showcase Limited
New Zealand Wild Catch Limited
Newbrand Limited
Nincompoops Limited
Nishi Trading Company Limited
North End Brewery Limited
North Valley Natural Health NZ Limited
Nutribiotech New Zealand Limited
Nuts About New Zealand (2014) Limited
NZ Artisan Kitchen Limited
NZ Milk Protein Limited
NZ Skin Limited
O24U NZ Limited
Oceania Dairy Limited
Olivers Victoria Store Limited
Oily, S Food, S 2003 Limited
Oton New Zealand Limited
Outdoor Equipment Limited
Oxide Distributing Co Limited
Paint Worx (A Div Of Award Concepts Ltd)
Pasta Madero 2013 Limited
Pausare Limited
Pesky Ideas Limited
Pharmaceutical Brands New Zealand (2010) Limited
Phoenix Gluten Free Limited
Pie Face Bakery Limited
Premier Tapes NZ Limited
Profile Shoes Limited
Provvidenza Group Limited
Punga Trading Limited
Pure Oil New Zealand Limited
Purepower Fuel
New Zealand Limited
Pws International Limited
Red Loco Limited
Red Tussock Limited
Repro-Online Limited
Revenge Gin Limited
RM & NH Sherman
Rod King Distillers
Samoa Agro Marketing Limited
Saravgur Enterprises Limited
Sea Products Mussels Limited

Sensible Choice Limited
Signode Packaging Group NZ
Slice Of Nature Limited
Something To Crow About Limited
Song Kee Gardens Limited
South Island Bakeries 2005 Limited
Star Printery Limited
Stay Dry Products (2007) Limited
Sul Farm Marketing Enterprise Limited
Swingfire Limited
T And N Raeburn Limited
Taste HQ Limited
Ten O'Clock Cookie Company Limited
Terranova Seeds Limited
The Big Egg Company Limited
The Dag Man Limited
The New Zealand Dessert Company Limited
The Nuts Brewing Co. Limited
The NZ Tamarillo Cooperative Limited
The Six Senses Limited
Tiny Toms Limited
Top Operator Products Limited
Total Medical Supply Limited
Trimas Corporation (NZ) Pty Limited
Tuatara Covers Limited
Twentyfour Limited
Udder Success Dairy Company Limited
Victoria University Of Wellington (VUP)
Wairarapa Vintners Limited
West Coast Cocoa Limited
Westfleet Seafoods Limited
Wilder And Hunt Limited
Workerbee Limited
Xindongyue Group NZ Limited
Ying Ying Trading Limited
Youplus Limited
Yun Ho Kim

Rights to Use Holders

Aptus Homewares Limited
Medifab Limited
Prowood Limited



Vijay Todkar

GS1 Business
Development Manager

T 09 820 3782

M 021 711 169

E vijay.todkar@gs1nz.org

Vijay is based in Auckland and is responsible for assisting members to implement traceability, AIDC (auto scanning) and RFID into their supply chains.



Craig Russell

GS1 New Zealand
Territory Manager,
South Island & 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.



Swapnil Kuwalekar

GS1 New Zealand
Territory Manager,
Taupo North

T 09 820 3792

M 021 710 313

E swapnil.kuwalekar@gs1nz.org

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



Owen Dance

GS1 New Zealand
Quality Services Manager

T 04 494 1064

M 021 577 032

E owen.dance@gs1nz.org

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



Bev Gough

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

T 04 494 1050

E bev.gough@gs1nz.org

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