



Industry meeting: Suppliers to the Rural Sector

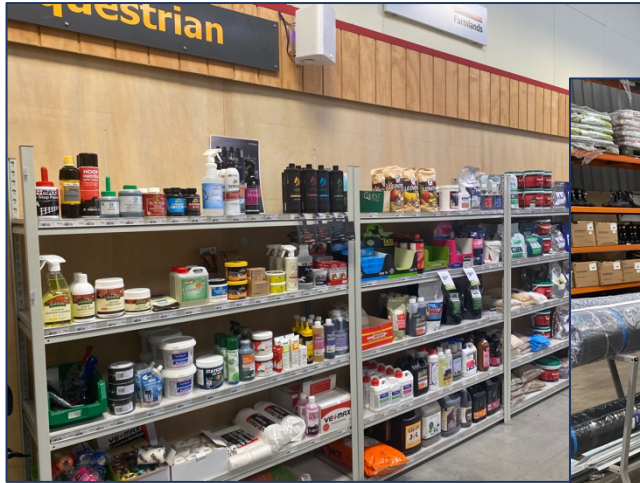
October 2022

Why are we all here?



Connecting folk like these...

Why are we all here?



...to products like these

And we all know that the world has, and is changing...



Buying, selling, moving

Compliance

Traceability

'Clicks & mortar'

Why are we all here?

Present information on product master data

And for you, as suppliers why that the opportunity to get alignment around product master data is in your interests!

And to paraphrase Ashley present an “invitation for collective action”



Agenda

- **Introductions**
- **Anti-trust compliance**
- **The merchant's view**
- **Master data**
 - What? Why? How?
- **Discussing the draft call to action / Q&A**

GS1 Competition Law Caution

- GS1 operates under the GS1 Competition Law Caution. Strict compliance with competition laws is and always has been the policy of GS1.
- The best way to avoid problems is to remember that the purpose of the group is to enhance the ability of all industry members to compete more efficiently.
- This means:
 - **There shall be no discussion of prices, allocation of customers, or products, boycotts, refusals to deal, or market share.**
 - If any participant believes the group is drifting toward impermissible discussion, the topic shall be tabled until the opinion of counsel can be obtained.
- The full caution is available via the link below, if you would like to read it in its entirety: <http://www.gs1.org/gs1-competition-law-caution>



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How this all started ... an industry call-to-action (2015)



Important information for all Placemakers, Bunnings, ITM, Mitre 10 and Carters suppliers

The essential toolkit to understanding, using, printing, and designing bar codes.

BAR CODES FOR HARDWARE SEMINAR

Bar code quality is a problem in the hardware sector causing scanning difficulty and inefficiency.

This course will improve your knowledge of bar code management and standards. It will help you to ensure your products can be smoothly handled by everyone involved in getting them to market, and to the customer, avoiding costly delays and inefficiencies.



Benefits of attending this course

- Understand the cost to everybody of poor quality bar codes
- Save your business time and money – get your bar codes right, first time
- Protect your business against possible retailer rejection of your products
- Learn new technologies that can assist your business operations
- Bring bar code samples for discussion and experts' comment on quality
- Develop confidence to successfully manage your bar code operations



Learn how to

- Create, allocate and manage item (bar code) numbers
- Understand bar code technical standards – type, size, location, etc
- Improve your supply chain and inventory control with your organisation by using bar codes
- Introduce creative bar codes into your packaging
- Eliminate errors before they cost you time and money



Dates (please see attached registration form for venue details)

Auckland – North Shore	9:00am – 12:30pm	Wednesday 8 June 2005
Auckland – Ellerslie	9:00am – 12:30pm	Thursday 9 June 2005



Investment
\$99 + GST per person (\$113.38)

Turn over to register










Barcodes and Verification

It has been recognised by many industry sectors both in New Zealand and globally, that the use of standardised barcode technology provides numerous business benefits. Product without barcodes or those with multiple or faulty bar codes are a significant issue for New Zealand retailers and the most obvious effect is the delays and inconvenience they cause customers especially at the checkout. From the retailers perspective, POS operators keying in barcode numbers creates risk of error and thus potentially lost revenue, inaccurate point-of-sale information, poor sales history and difficulties in managing stock levels and replenishment.

For these reasons, we are announcing to our supplier community our intention to use the GS1 System (globally, the most commonly used) of barcodes in our operations effective January 1st 2009. We would encourage our suppliers to work collaboratively with us in this initiative.

To be effective, we encourage our suppliers to barcode all new products, promotional packages and newly packaged products, for both Retail and Trade unit items with the appropriate GS1 barcode printed on them in accordance with the GS1 barcode and quality standards.

We encourage also that all products currently supplied to us be accompanied by a GS1 verification (barcode test) report to ensure that the barcode works correctly.

Globally standardised barcoding and verification (barcode testing) already applies throughout many industries in New Zealand (Grocery & Hardware in particular) and is seen as a relatively simple solution to those issues outlined above. We believe that this initiative will significantly enhance overall efficiency and productivity throughout the industry and will improve the service provided to our consumers.

The signatories to this letter pledge to work co-operatively and collaboratively with all parties to ensure that barcoding and verification is accomplished as smoothly as possible and with minimal disruption. Our desire is that the benefits offered by this initiative are demonstrated throughout the industry through efficiency gains and greater profitability.

For more information about product barcoding and verification, contact your retail merchandiser directly or Gary Hartley at GS1 New Zealand on 04 494 1063 or email, gary.hartley@gs1nz.org, www.gs1nz.org.



Alastair Howard
Retail Systems Manager
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Shane McDowell
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Supplies, PGG Wrightson



Aaron Gordon
Retail Operations
CRT New Zealand
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Tom Hamilton
Operations Manager
Farmlands New Zealand Limited

What efficiencies have resulted from the combined efforts?

- Standardised **identifiers** (the GS1 Global Trade Item Number)
- Standardised **scanning** (EAN-13 barcode)
- A **common language** for open supply chain transactions



What's next?

- **Product Master Data (the focus today)**
- Enhanced product identification
 - Batch control, expiry dates, serial numbers
- Recall processes
 - Can we get better?



Why collaboration makes sense ...

The value proposition for collaboration is strong for both for suppliers and for merchants.

- Good quality, complete master data for products is a **'table stake'** for procurement, ranging, supply chain and online.
- This is **not a 'Zero Sum Game'**, benefits accrue to both merchants and suppliers, especially with a coordinated sector-led initiative.

For suppliers:

- Having aligned requirements allows you to **'do the job once and share many'** to all recipients, to globally-aligned and agreed standards
- Having this **data synchronised to multiple trading partners** via the same system in a method that abstracts you away from how the merchant receives the data (double the efficiency!)
- Improved data quality from GS1 data validation IP and GS1 support including human intervention

Anne Douglas, Fonterra Farm Source



Director Category, Marketing & Digital Innovation

Jono Pavey, Ruralco



Group Manager Farm Supplies

Troy Ballantyne, Farmlands



Head of Commercial Services

Agenda

Introductions

Anti-trust compliance

The merchant's view


Master data

- What? Why? How?

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Standardised Product Master Data?

Store > Agrichemicals > Herbicides > Brush Weeds > **Corteva Grazon 20L**



Corteva

Corteva Grazon 20L


#204846

RRP FROM

~~\$199~~

BUY NOW

📞 Need help? call **0800 731 266**

 ZOOM

Master Product Data Attributes – wide & deep

- The GS1 National Product Catalogue has ~500 attributes (of thousands globally)
- Typically, a merchant will select 100-200 attributes for their suppliers to populate

Broad groupings of NPC attributes - indicative



The changing role of product master data

B2B - synchronisation of standardised product master data at a sector level used to be focussed on procurement and supply chain data

- Item master data (identifiers, classifications, descriptions, dimensions, packaging hierarchies, HAZMAT)
- Pricing (list, discounts, regional pricing, ullage)
- Availability (dates)

B2B2C – now the focus is also on the synchronisation of standardised data that may be consumer- or trade-facing

- Images / binary objects (e.g. 3D spin)
- Material data safety sheets
- Marketing messages
- Links to additional information (URLs to training videos, traceability, regulatory)



National Product Catalogue – Data Model

Each attribute has a standardised definition, as per the *GS1 Data Dictionary*

Product Width / UOM

Codelist and syntax

Attribute Name: width + measurementUnitCode

Max Length: 15

Code List: [Yes](#)

NPC Xpress Attribute: Width (mm)

AVP: No

Repeatable: No

Applies to: All Levels

Last Modified: 26/4/2022

Definition (typically globally standardised)

Description:

For consumer items, this is the measurement from left to right of the trade item, in its packaging. For non-consumer items, this is the measurement of the shortest side of the item, in its packaging.

Example:

Product Width = 100


Product Width UOM = MMT

Examples/Tips

Useful Tips:

- Recommended Unit Of Measure is Millimetres (MMT).
- Use an average value for variable measure trade items.
- GTIN allocation rules require a new GTIN if the Width dimension has changed by more than 20%.

National Product Catalogue – Data Requirements



National Product Catalogue

A Service of GS1 Australia and GS1 New Zealand

National Product Catalogue Data Requirements *by Industry Sector*

May 2022

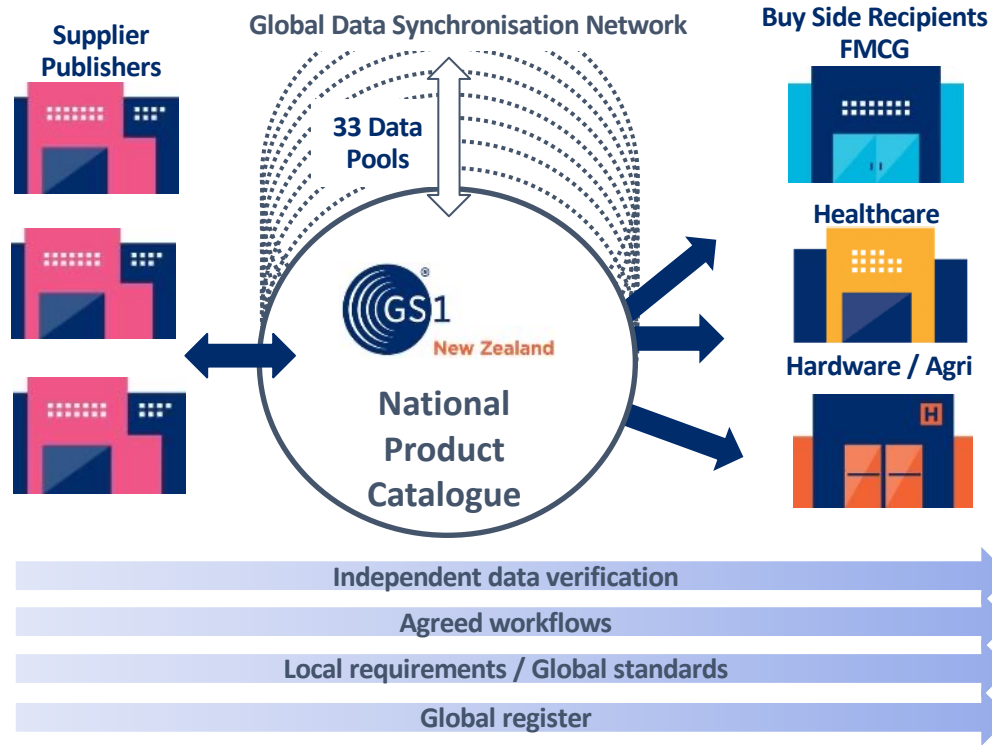
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<https://support.gs1nz.org/hc/en-us/sections/115000758628-Farmlands-Co-operative-Society>

How the National Product Catalogue works



Making life easy for suppliers

The screenshot displays the 'MyGS1 BETA' web application interface. At the top, there is a search bar for 'Search my products' and the user's name 'DL' next to 'GS1 New Zealand Incorporated'. The left sidebar contains navigation options: Home, My Products (selected), Locations, SSCC Labels, and Account. The main content area is titled 'My Products' and shows a breadcrumb trail: Home > My Products > Allocated Barcodes. Below this, there are tabs for 'ALLOCATED BARCODES' (active) and 'SHARED PRODUCTS'. A filters section includes 'Select number block' (set to 'All number blocks') and 'Select Brand' (set to 'All Brands'). Action buttons for 'Download Data', 'Bulk Upload', and '+ Create New' are visible. A table lists products with columns for Identifiers, Product Code, Status, and Date Modified. The table contains three entries: 'Acme Anvil 11kg 1EA' (Created Aug 25, 2022), 'Dan's Random Variant 5g' (Created Jul 5, 2022), and 'MyBrand Warm-As Socks Size 10 - Kermit Print 1EA' (Draft, May 30). A 'Support' button is located in the bottom right corner.

MyGS1 **BETA**





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My Products

ALLOCATED BARCODES SHARED PRODUCTS

Filters: Select number block: All number blocks Select Brand: All Brands

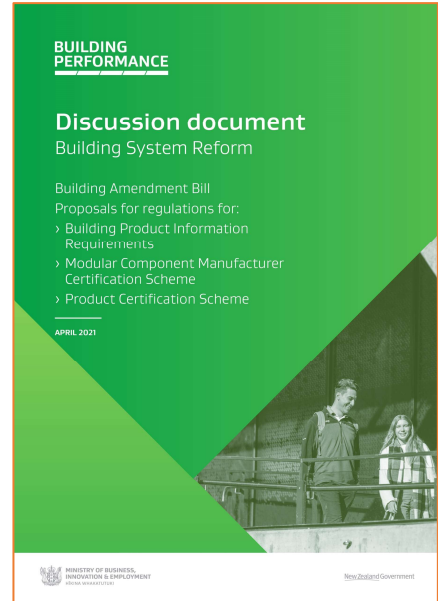
Download Data Bulk Upload + Create New

<input type="checkbox"/>	Identifiers: ● Base unit ● Inner pack ● Case ● Pallet	Product Code	Status	Date Modified	
<input type="checkbox"/>	 ● 09421028640022	-	✓ Created	Aug 25, 2022	⋮
<input type="checkbox"/>	 ● 09421024585648 ● 09421024585655 ● 09421024585662 ● 09421024585679	5GV	✓ Created	Jul 5, 2022	⋮
<input type="checkbox"/>	 Continue editing	WA-0003	 Draft	May 30,	⋮

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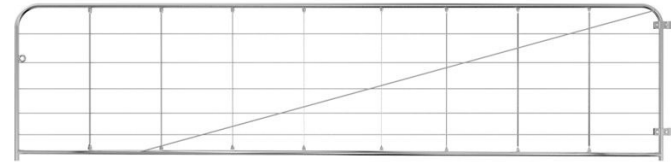
Leveraging the opportunity presented by an allied sector

- The DIY/hardware/construction sector has been working with GS1 for many years locally & globally
 - In NZ ~100,000 item records, targeting 4 major merchants (M10, Mico, Placemakers, ITM)
 - A major extension of the National Product Catalogue is underway (~\$1m investment by GS1 on behalf of its members)
 - Designed to support ~1,000 attributes (globally aligned + local if required)
 - Designed to support increased product information legal requirements under the Building Amendment Act (2021) & tertiary regulations promulgated under this Act (2022)



Leveraging the opportunity presented by an allied sector

- Due-diligence has revealed an overlap of products & suppliers with current National Product Catalogue data sets.
 - This presents opportunities for rural merchants & suppliers to gain 'quick wins'
 - And increase the efficiency & value proposition of work already done by many of suppliers for an allied sector



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Call to action (historic) – delivering standardisation & efficiencies for all participants



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Q&A



Just one last thing... Product Passports



<https://vimeo.com/476070897>