GS1 Member Organisations in action
Success stories from around the world

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For more than 30 years, GS1 supply chain standards, and the wide range of sector-specific solutions that have been built upon them, have been helping businesses and organisations work together at reducing complexity and increasing efficiency.

GS1 standards facilitate collaboration between trading partners in the supply chain, making it quicker and easier to identify items, share information, order and receive parts or ingredients from suppliers, or ship goods to customers. They help improve patient safety and reduce medication errors. They enable global traceability and authentication. They improve efficiency. Organisations and companies representing all parts of the supply chain – manufacturers, distributors, retailers, hospitals, transporters, logistics firms, customs organisations, software developers, local and international regulatory authorities, and more – use the framework provided by GS1 to ensure effective and clear exchanges and to facilitate interoperability.

The GS1 Global Office provides the leadership to allow volunteers from such companies to work together to create standards that make the supply chain faster, more efficient, less complex and less costly. In fact, without a neutral, not-for-profit and global organisation like GS1, such very diverse companies would probably not be able to agree on standards. We make it happen, and consumers and businesses benefit.

But while the Global Office provides the foundational architecture, the real day-to-day action takes place at our 108 Member Organisations. In countries on every continent, more than 2,000 GS1 team members are working to help businesses get the most out of our standards.

Read about a few of their more interesting recent success stories in the following pages.

Find more stories at *www.gs1.org*

An opportunity to cut costs

The transportation of goods represents more than 37% of the total logistics costs of Colombia's supply chain. The teams at GS1 Colombia saw this as an opportunity to use GS1 standards to cut these costs. Analysis revealed that the main problem was a lack of timely and reliable information between customers, third-party logistics providers and the drivers of delivery vehicles.

A platform to make better decisions

After considering a variety of ways to treat information related to the different transport processes, GS1 Colombia defined and implemented an integrated platform that uses GPS and GPRS automatic global positioning systems for vehicles, mobile PCs and other devices and other Internet based-solutions.

It also uses EPC RFID-generated EPCIS "Events" to interact with to the GS1 Colombia's Global Data Synchronisation Network-certified Data Pool known as CABASnet, where trusted information about cargo can be matched with trusted information about vehicles.

The platform allows its users to more easily access and analyse the sort of detailed and accurate information that is needed to make useful decisions.

Real users driving the project

A third-party logistics company called Almacenar–Almagran led this initiative. Participants include 30 Colombian retail companies, including Falabella, Carrefour and Exito; their suppliers, including Samsung and LG Electronics; five transportation enterprises, and 150 drivers. GS1 Colombia facilitated the implementation and provided support to all involved.

> *"Users have noted a 50% savings in time across the transportation process, as well as a 67% reduction in the cost of communications related to the use of mobile phones."*

How it works, in a nutshell

A client uses the platform to create a service request. An automatic notification of this need is sent by e-mail or text message to a logistics operator, who calculates the quantity and type of vehicles needed. This information is entered into the platform as well, generating an e-mail or text message to a transportation company, who uses it to search for and assign vehicles. A notification is then sent by text message to the driver or drivers of the vehicles in question; when the request is accepted, this is also sent to the platform.

Each step in the process is logged, and so clients, logistics operators and transportation companies can query the platform at any time via a web page. The architecture of the platform includes security features that prevent it from being accessed by outsiders.

Measurable benefits

Users have noted a 50% savings in time across the transportation process, as well as a 67% reduction in the cost of communications related to the use of mobile phones. Manual data input was reduced, which reduces inefficiencies, smooths processes and limits the chances of mistakes. Performance indicators are now calculated automatically, enabling immediate access to valuable information and data for all participants. Greater efficiency and diligence has been achieved for searching for vehicles and assigning drivers. And perhaps most importantly, there is now visibility and traceability over the entire end-to-end process.

For more information about GS1 Colombia, portal.gs1co.org

Croatia is a small country in Europe with a population of less than 4.5 million people and as a result, its internal trading market is limited. For this reason, many Croatian companies, most of which are SMEs, know that in order to grow and to succeed, they need to reach foreign markets. However, it is also widely recognised that in order to achieve this, neutral global standards must be part of their business processes. This gives GS1 standards a key role to play in Croatia, especially in the food sector.

Koestlin: Standards bring real benefits

Koestlin, a member company of GS1 Croatia, is one of the country's leading food manufacturing companies. The firm has a 100-year history in flour-based confectionary products such as wafers and biscuits. Koestlin first began implementing GS1 standards into their business processes over 10 years ago. Although traceability was not then mandatory in Croatia, the requirements of overseas markets were driving a need for more robust standards.

In 2008, as an advanced user of the GS1 System of standards, Koestlin took part in pilot project to develop and implement a national electronic catalog of item information known as eCROKAT, which in 2009 was named an official GS1 Global Synchronisation Data Network (GSDN)-certified Data Pool. Today, Koestlin is an active user of eCROKAT: all the company's products are published in it, and it is increasingly using it to synchronise master data information with business partners.

The many years of collaboration between Koestlin and GS1 Croatia on standards deployment led to impressive results. Today, Koestlin has a reliable and robust traceability system and efficient and effective control over raw materials and packaging. The distribution of products is also much better managed.

Traceability auditing as a basic service

In order for Croatian food companies to penetrate global markets, they must comply with international food safety requirements. This is why, in November 2010, GS1 Croatia introduced GS1 GTC Global Traceability Programme Audit as a basic service for all of its member companies.

Koestlin leading the way

After so many years of successful collaboration with GS1 Croatia, a logical next step for Koestlin was to undergo this GS1 Global Traceability Programme Audit, which they did in January 2011. Unsurprisingly, Koestlin demonstrated full compliance with all the auditing criteria and became the first Croatian company to be recognised as fully compliant with GS1 GTC. The company is confident that the GS1 GTC programme will be hugely beneficial in helping them achieve their objective of becoming a globally-recognised food producer, with qualities products known and enjoyed in many markets across the world.

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For more information about GS1 Croatia, visit www.gs1.hr.org
For more information about Koestlin, visit www.koestlin.hr

GS1 New Zealand
Pasture to plate traceability enabled with GS1 standards

Which tags, which standards?

In 2004, New Zealand industry leaders approached their government with a request to introduce radio frequency identification (RFID) tagging systems for animals in order to enhance biosecurity incursion response and assist with market access. This led to a project known as National Animal Identification and Tracing (NAIT).

It was clear from the start that NAIT favored an RFID system using ISO-standard, low-frequency (LF) livestock tags and data standards rather than GS1 EPC standards.

It was the opinion of GS1 New Zealand that while adequate, these traditional standards would deliver a sub-optimal solution. Modern traceability programmes recognised the advantages of using data standards from "pasture-to-plate". Furthermore, GS1 New Zealand believed that UHF EPC tag technology would offer longer distance reads and the ability to identify large numbers of moving animals automatically rather than individually. However, GS1 New Zealand recognised there were no existing UHF animal tags in the market. NAIT technical teams were openly skeptical, and even stated that "UHF will never work on livestock".

Moving the debate into the field

GS1 New Zealand realised they would have to prove 'in the field' that EPC tags using GS1 standards would work with livestock. GS1 New Zealand worked with a consortium of partners in four key trials:

- The development of prototype UHF Gen-2 animal tags (2007-8)
- An in-field assessment and comparison of these UHF tags versus LF tags on sheep, deer and cattle (2008)
- An extended trial of commercially-available UHF tags using a variety of antennas and tag/chip sets on animals moving rapidly in single file and groups (2009)
- A full, end-to-end EPC and EPCIS proof-of-concept for tracking animals from a farm to the meat processor, through the chill chain and into retail butchery (2010)

From theory to success

The trials demonstrated comprehensively that UHF EPC tags could be effectively read on all species, with read distances up to 4m, even in wet conditions. The price of even 'first generation' EPC animal tags were comparable to LF tags, and EPC antenna/reader systems were potentially cheaper.

The partners saw that GS1 standards for item identification, consignments, and locations and the EPCIS Network – could enable pasture-to-plate traceability and smooth exchange of data between trading partners.

> *"A key export company noted that the EPCglobal Network is more than capable of meeting proof-of-origin demands of customers and consumers in international markets."*

The power of proof

The work of the consortium made a significant impact. The NAIT governance board have accepted a recommendation to facilitate a future transition to full GS1-compliant data and recognised that UHF EPC tags are part of the future.

One of New Zealand's key exporter companies, ANZCO Foods noted: "The Proof of Concept has shown that the EPCglobal Network is more than capable of meeting [New Zealand's] future traceability and proof-of-origin demands of customers and consumers in international markets."

For more information about GS1 New Zealand, visit www.gs1nz.org
For more information about New Zealand National Animal Identification and Tracing, visit www.nait.org.nz

GS1 US
Small businesses get big benefits with Data Driver

Small and mid-sized businesses must make the most of their resources to drive growth and thrive in fiercely competitive markets. For Enmon Accessories and Orly Shoes, strong customer relationships are the key to success. As suppliers of premier products, both focus on ways of doing business easier, faster and better. Yet, when allocating and managing barcodes, both companies were using multiple spreadsheets and manual processes. This required extra time and created the risk for errors.

A solution to the issues
Both have turned to the GS1 US™ Data Driver® for a solution. Data Driver is an online tool that allows users to quickly and accurately create, manage, and print GS1 BarCodes based on GS1 Global Trade Item Numbers® (GTINs®); it also enables the printing of GS1-128 and GS1 ITF-14 BarCodes for cartons, cases and pallets.

Eliminating errors
Enmon Accessories provides high-quality leather gifts and accessories to over 2,500 retailers. Jamie Tegeler, vice president of Marketing, remembers an incident when a new employee had erroneously given new GS1 BarCode numbers to items with previously assigned barcodes. "You can imagine the ripple effect this had on our customers' businesses as well as on our business," recalls Tegeler. After researching multiple systems, Enmon chose Data Driver to help eliminate potential errors with barcode assignments.

Boosting competitiveness
Orly Shoes has been in the footwear business for 30 years. In its highly competitive industry, Orly Shoes understands the need for speed. "Every quarter, we launch at least 15 new styles in the market," explains Ezra Antebi, senior vice president. "Fifteen styles, three colors and sizes from 5 to 11 – this can add up to significant time when allocating barcodes for each combination. In this business, every minute counts. Data Driver helps us stay competitive."

> *"The companies gained improvements to competitiveness and accuracy, and reductions in costs and time-to-market."*

Improved productivity
With Data Driver, Enmon Accessories manages over 17,000 unique items and sets up 500 to 1,000 new items each quarter. Using the tool's clone feature, Enmon saves significant time during new item set up. Every quarter, Orly Shoes launches a very broad range of items into the market. With Data Driver, this takes one-third the time it used to take.

Improved accuracy <u>reduces</u> costs
Enmon has experienced greatly improved accuracy when generating barcode numbers with Data Driver. Orly Shoes has experienced "no errors since using Data Driver." This avoids costs associated with re-works.

Faster time-to-market
Enmon's order processing time has been cut in half, which helps the company get its products to retailers faster. With Data Driver, Orly Shoes stays competitive by getting its new styles out the door in record time.

Strong customer relationships
With Data Driver, Enmon and Orly Shoes keep retailers satisfied and relationships strong with fast order processing, accurate point-of-sale scanning, and vital product information that helps them with transportation, logistics and space planning.

For more information about GS1 US, visit www.gs1us.org
For more information about Data Driver, www.gs1us.org/solutions_services/d-h/data_driver