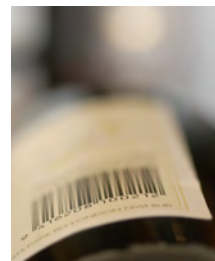




# GS1 Retail & Consumer Goods Newsletter

November 2012



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## We help businesses succeed in today's changing world.

Did you know that around 60% of supermarket sales worldwide come from fresh foods and that food shrinkage and waste can cost retailers up to 4% of their overall sales revenue?

Did you know that GS1 recall system for foods could save the lives of 3,000 people every year only in the United States?

Did you know that the European Commission - in collaboration with GS1 - is working on better tracking unsafe toys, cosmetics and other products in order to massively withdraw them from the European market if need be?

Did you know that The European Union's new regulation regarding food information access will come into force in 2014 and that this will put pressure on manufacturers to fully inform consumers on food-related information independently of the sales channel?

All this business-related issues find their answer at GS1.

GS1 provides businesses with visibility along the entire supply chain providing companies of all

sizes with cost-saving opportunities, more efficiency in related business processes as well as more satisfied end consumers.

To find out how GS1 can help you obtain visibility along your company's value-chain visit [www.gs1.org](http://www.gs1.org)





## GS1 DataBar lets retailers mark-down products at the POS automatically



Consumer safety and satisfaction, ensured traceability, accurate sales forecasting, effective inventory and savings of up to 4% over total revenue are a few clear examples of what GS1DataBar can do for retailers worldwide.

A Planet Retail's report in collaboration with IBM determined that 50-60% of sales in supermarkets around the world derive from the fresh foods category. From this same category between 5% and 7% is lost due to poor management costing retailers up to 4% of their annual overall revenue.

GS1 DataBar lets retailers mark down products at the Point-of-Sale (POS) automatically, as well as it stops the sale of expired or recalled products. This way, retailers can ensure consumers' health protection and comply with increasing food traceability requirements.

Irish meat processing company and retailer Feile Foods implemented GS1 DataBar to drive better product identification, clearer traceability and even an in-store loyalty scheme. Past recall events in this country proved Irish retailers the necessity and importance of a robust traceability system.

In Poland, supermarket chain Biedronka implemented GS1 DataBar to manage expiration date on products automatically at the POS while ensuring customer's satisfaction by providing high quality fresh foods.

Belgian supermarket chain Colruyt, also implemented GS1 DataBar in their fresh foods departments to simplify the flow of goods shipped across borders making labelling products a one-time step within their supply chain.

LOTTE Mart in South Korea gained more visibility and accuracy in terms of what was being sold leading to more accurate sales forecasting and improved inventory management.

US retailers implemented GS1 DataBar on loose fruit & vegetable items to capture brand identification, improve their POS management, and accurate sales data.

As you can see, retailers around the world have improved their own fresh foods management programs thanks to the GS1 DataBar and its multi-faceted uses.

External source: The Challenge of Food Waste – Planet Retail & IBM - 2011

To learn more about GS1 DataBar visit: [www.gs1.org/barcodes/databar](http://www.gs1.org/barcodes/databar)

## GS1 provides New Zealand meat producers with a robust electronic track & trace system for cattle

In New Zealand, The National Animal Identification and Tracing Scheme (NAIT) went live on 1 July, 2012 making it compulsory for farmed animals to be RFID-tagged. New Zealand's world acclaimed high quality meats rely on meeting food safety requirements. The NAIT system currently requires the use of low frequency RFID.

In recent years, GS1 and a number of RFID industry partners have been testing the use of UHF RFID using the EPC standards on livestock, mainly cattle and deer. Extensive trials using UHF ear tags from a number of suppliers on both species have demonstrated that UHF RFID works at least as well as the low frequency forms and in many cases out performs LF.

GS1 NZ has also trialed the use of the EPCIS with assistance from GS1 Hong Kong as a tool for livestock traceability and results are very positive. Trials have recently been completed (October 2012) which saw live deer being traced from a farm to a meat processor and cartons of finished meats cuts being exported by sea freight to a customer in Europe. EPC standards were used to identify live deer, cartons of finished product and the shipping container and GS1 HK's EPCIS was used to track all RFID read events. Further, carton temperature is also being monitored throughout the transit using temperature sensing RFID tags. The shipping container is being tracked using GPS.

These trials demonstrate that EPC RFID standards can be used successfully for livestock traceability. It provides meat producers with a robust electronic track & trace system while providing producers to rapidly respond to bio-security problems and threats. Farmers will be able to track animals individually and learn about their animal's health status and weight gains over time. This clearly provides valuable information in the quest for better genetics and on-farm productivity.

For the time being, the NAIT is applied to cattle only; but it will gradually be implemented in deer and sheep respectively. New Zealand does not only export meat; but also many other great foods and traceability through RFID is increasingly important.

Written by Gary Hartley – General Manager & Sector Development | GS1 New Zealand  
To learn more about EPC/RFID visit <http://www.gs1.org/epcglobal>





## Babies' pushchairs and toys might be more dangerous than you think

The inability to properly track the country of origin, brand, final destination and responsible agents for unsafe commercialised products, is a current problem that the



In 2010 in the EU, key information of products that needed to be recalled was missing in **16%** of the cases.

European Commission DG SANCO expert group is trying to solve.

For this, GS1 collaborates with the Group, providing expert knowledge and expertise in terms of traceability. GS1 has published two discussion papers for the Group, one on Voluntary

Product Traceability Schemes and another one on Pushchair Traceability. Based on these two documents, the Group will try to achieve its objective of making business and market surveillance authorities better able to access and exchange the right information on products when necessary.

In practice when the competent authorities determine that a product poses a risk to society and must be withdrawn from the market or recalled from consumers, authorities enter a notification in RAPEX - Rapid Alert System for Non-Food Consumer Products. This notification enables other countries to determine whether they have this product on their market too and should also take action. However, in 2010, products' key information such as the brand or model was missing in 16% of the RAPEX notifications; "country of origin" was missing in 10% and any kind of barcode was also missing in 51% of the notifications.

Not only food products should be taken into account. Toys, baby products, cosmetics, cleaning supplies and basically everything we use on a daily basis could represent a real hazard to society. Not being able to detect immediately the origin of these problems, leads to an inadequate response to society's concerns along with terrible consequences.

This specific EU Commission's Group and GS1 are working together to provide consumers with a safer, better and more enjoyable product-consumer experience.

To learn more about the European Commission Directorate General for Health and Consumers Group visit: [http://ec.europa.eu/consumers/safety/projects/ongoing-projects\\_en.htm](http://ec.europa.eu/consumers/safety/projects/ongoing-projects_en.htm)

## GS1 Recall solution can save lives

European spring of 2011, 4,000 ill and 50 dead people - that was the outcome of Egyptian contaminated seeds introduced into the EU market. In the United States, every year 48 million cases of food-borne illnesses are reported causing around 150,000 hospitalisations and 3,000 deaths.

Could all this be either mitigated or avoided at all? The answer is yes and GS1 plays a key role in this matter.

The current dynamic and fast-growing global food trade is generating massive safety concerns worldwide. This trend makes imperative to enable all supply chain stakeholders to implement more effective product recall processes and notifications by sharing key information about foods traveling around the world.

In the US every year there are **48 million** cases of food-borne illnesses which could be avoided.

© iStockphotos



GS1 Product Recall solution provides an answer to current food safety concerns complementing the already existing GS1 Traceability standards. Thus, GS1 helps companies meet regulatory requirements and most importantly provide consumers with safe food.

Countries like the U.S., Australia and Canada are already using GS1-standards-based Product Recall systems. They understood that as global food trade increases, food safety is becoming a serious public health concern.

GS1 offers ad-hoc solutions by providing the necessary food-related information, helping retailers be successful while protecting people's lives.

To learn more about GS1 Recall solutions visit: [www.gs1.org/traceability](http://www.gs1.org/traceability)





## The new way of shopping: 50% of all retail sales are web-influenced

To enable GS1 members to share accurate information about their products with consumers in the digital world, GS1 is building the GS1 Source framework. We've made great progress over the past 12 months including:

1. Successful global pilot involving over 30 brand-owners and 5 mobile application providers. [Download the pilot report](#)
2. Started to work on standards development for the global GS1 Source framework. [More information](#)
3. Launched the GS1/The Consumer Goods Forum Business Information Needs Group (BING). [More information](#)
4. Showed our interactive supermarket shelf demo at numerous global and local events. [Watch the video](#)

Product information accessed via mobile phones is already deploying in pilot countries like Australia, Canada, Colombia, France, Germany, Spain, US and UK, just to name a few.



The GS1 Source framework is expected to be launched in 2013 so that brands can publish information in one place and have it accessible by apps and websites all over the world. The framework will mean that:

- Brand-owners will be able to share relevant product information easily whilst building trust with their consumers.
- Mobile/web app providers will ensure they are delivering authentic data.
- Consumers will feel confident that the digital product information they access is accurate, no matter how or where they engage with products.

On top of this, as part of the revised European Union's Regulation regarding food information that will come into force in 2014 helping consumers make informed purchases based on trusted information (such as nutritional value, ingredients and instructions for use) new requirements have been introduced for foods' information to be available to consumers when they buy online. This will place a clear responsibility on those involved in the food supply chain to make the same information that is on the package available to consumers buying online.

For more information visit [www.gs1.org/b2c](http://www.gs1.org/b2c) or contact Cameron Green at [cameron.green@gs1.org](mailto:cameron.green@gs1.org).

## Receiving & redeeming coupons electronically equals savings for coupons issuers and retailers



Digital coupons are an impactful way for businesses to engage consumers, increasing product buying and bringing more shoppers into stores. Although applications like the mobile coupon have been available since the onset of smart phones, the lack of standards in this space has caused difficulties in rolling out any scalable system. Retailers and application providers needed to build their own systems, brands had to work differently with each retailer or application, and the consumer could not find a consistent experience resulting in frustration and limited usage.

Together with Carrefour, Metro, Target, Tesco and other companies; GS1 developed a specific standard to manage digital coupons.

With this opportunity in mind a group of 56 companies, including retailers such as Best Buy, Carrefour, Metro, Moorfields, Target, Tesco, and Wegmans, developed a new GS1 Standard to manage digital coupons.

The new GS1 standard was approved on 23 May 2012 as part of the GS1 General Assembly.

The standard meets the needs of a growing number of applications enabling consumers to receive and redeem coupons electronically, making that process quicker and more secure. These applications represent potential huge savings for coupon issuers and retailers. It is a major milestone in GS1's objective to bring benefits to all value chain parties, including the end consumer.

The Digital Coupon Management Standard is now published on [www.gs1.org/gsmc/kc/b2c](http://www.gs1.org/gsmc/kc/b2c)

For questions about implementation of the standard or next steps for deployment, please contact Cameron Green at [cameron.green@gs1.org](mailto:cameron.green@gs1.org)



## GS1 & NFC Team Up on Mobile Retail



GS1 and the NFC Forum signed a memorandum of understanding aimed at exploring how these two organisations can collaborate with each other to comply with consumers' new e-commerce needs and the current growth of mobile devices in retail. The NFC Forum is a non-profit industry association that promotes the use of NFC short-range wireless interaction in consumer electronics, mobile devices and PC's. Near Field Communication technology makes life easier for consumers around the world by making it simpler to make transactions, exchange digital content and connect devices to each other.

GS1 and NFC will develop mutually-beneficial use cases based on related standards; investigate the feasibility of mutually adopting common standards in areas such as RFID and communication protocols.

In terms of communication, GS1 and NFC will increase awareness within their own organisations through information sharing, white papers, case studies, etc. Moreover, both organisations will jointly develop communication plans to inform the market about GS1 and NFC standards.

During the NFC Forum event in Denver on Oct. 30th it has been decided in a joint technical meeting that the first focus would be on joining forces in Extended Packaging and in Digital Coupons, combining GS1's data structures and standards and the NFC technology..

"This opens up a realm of opportunities for mobile B2C applications based on NFC Technology and GS1's unique product identification system" – said Miguel A. Lopera, President and CEO of GS1.

To learn more about it visit <http://www.gs1.org/1/newslib/detail.php?id=1288>

## SUSTAINABILITY



## Trusted Data is key to Packaging Sustainability



Global Protocol on Packaging Sustainability 2.0

(c) 2011

Packaging plays a critical role in the consumer goods industry. It protects and preserves our products and raw materials as they transit through the supply chain. By its nature packaging is very visible and in a world of scarce resources it is something that attracts the attention of consumers, the media and environmentalists.

Finding the balance between under-packaging and over-packaging is the aim for all of our businesses. Packaging spans the entire value chain and is a shared responsibility for all trading partners. To be able to address this responsibility effectively trading partners need to have a common way of talking about packaging and of sustainability. According to Aberdeen, an independent business intelligence consultancy, 66% of companies have incorporated sustainability criteria into some or all of their supply chain management processes, but they are looking for common language in order to share this critical data.

To provide a solution to this, The Consumer Goods Forum created the Global Protocol on Packaging Sustainability, also known as GPPS. This project has delivered a language and simple metrics to enable more informed dialogue between trading partners

about the relationship between packaging and sustainability. The Protocol contains 30 metrics to give companies a means to assess the sustainability of packaging identifying ways to improve them. The types of metrics are diverse: weight, percentage of recycled content and even packaging life cycle assessment from raw materials to final disposal after use. It will enable better decision making, both within companies and across the value chain. In turn this will result in cost reductions, reduced environmental impact and improved consumer perception.

Having completed the protocol the Consumer Goods Forum then asked GS1 to complete the process by developing standards to share sustainability-related information in an automated and homogenous way.

A GS1 workgroup with experts from leading companies in the industry is being set up for this purpose and we are looking for your participation in this project to ensure that our developed standards meet all your needs.

This is the right time to go greener, don't hesitate to be part of the big change!

To learn more about how you could use the Global Protocol on Packaging Sustainability, visit <http://globalpackaging.mycgforum.com/> Logo used by kind permission of the Consumer Goods Forum



## NEWS & EVENTS

### NRF Annual Retail's Big Show 2013

Date: 13-16 Jan 2013

New York City (NY), USA

<http://events.nrf.com/annual2013/>

### TCGF Global Food Safety Conference 2013

Date: 06 Mar 2013- 08 Mar 2013

Barcelona, Spain

<http://tcgffoodsafety.com/>

### ECR Europe Forum & Marketplace 2013

Date: 14 May 2013- 15 May 2013

Brussels, Belgium

<http://www.ecreuropeforum.net/>

For more information about any of these events,  
contact your local GS1 Member Organisation:  
[www.gs1.org/contact](http://www.gs1.org/contact)



### New GS1 Annual Report 2011-12 available online



The GS1 Annual Report 2011-2012 describes how our standards, solutions and services and our multi-sector approach continue to help us provide users around the globe with concrete answers to real business needs. In addition to our financial results for the year, read about how our work drives efficiencies in supply chains, strengthens collaborations, enables true interoperability, reduces costs and strips out unnecessary complexity.

[Download the GS1 Annual Report 2011-12](#)

[View the interactive version of the GS1 Annual Report 2011-12](#)

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