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Consumer experiences that are “memorable”

Marianne Timmons, president of GS1 Industry Engagement, and Robert Beideman, senior director of GS1 Omni-Channel Transformation, recently discussed their experiences with retailers who are creating and implementing omni-channel strategies that put the customer front-and-centre. Here they share their observations about the shifting retail landscape for consumers and retailers—and how, even in these times, some things never change.

Robert, I understand your role as senior director of Omni-Channel Transformation is new for GS1. Can you explain more about your responsibilities and what you will be working on?

Beideman: *In line with our global mission and vision, GS1 is dedicating full-time resources to support companies’ omni-channel transformation strategies. We’re developing a clear, actionable retail strategy and an engagement approach across the community. Our goal is to be relied on as global trusted advisors on all aspects of business process transformations that our members are experiencing. I’m fortunate to be leading this effort at the GS1 Global Office as part of Marianne’s team, and am excited to be working with those across the GS1 community who are focused on the same opportunities.*

How have consumers been impacted by new technologies and so-called “omni-channel” retailing?

Beideman: *Technology has certainly altered the world around us—and the rate of change is accelerating. What’s even more astounding is how quickly consumers have adapted their expectations to new digital technologies—social media, online search and discovery, and mobile apps. This makes it very challenging for the retail industry to keep pace with consumers and engage with them in ways that fit their lifestyle and preferences.*

Timmons: *During the past year, a significant trend has been consumers increased use of mobile. Everyone is carrying a device, so retailers need to be “always on” and always available. Last holiday season, retailers saw a huge shift to mobile—it’s just how people live now. And with all of these technologies, consumers have been given more access to more data, which influences what they like, share and buy.*



Are consumers better off today with all this data?

Timmons: *I believe consumers are definitely better off. They have more opportunities to make informed decisions. It's become easier and more convenient to gain deeper insights into things they wish to purchase. The challenge for retailers and brand owners is to ensure that the product data available to consumers is accurate, complete and comparable across all channels. Retailers are quickly moving to work with suppliers to collect complete data attributes in efficient ways.*

What is the biggest change in how consumers search for and evaluate the products they buy?

Beideman and Timmons: *Social media.*

Beideman: *Consumers engaging with each other via social media has definitely become a game changer. They trust what friends—and even strangers—say about products and have all of this information at their fingertips. This has forever changed the meaning of “window shopping.” Consumers have moved into an era of search, discovery and evaluation that flows seamlessly across physical and digital paths to purchase.*

As the GTIN (Global Trade Item Number) gains relevance on the Web, manufacturers and retailers can raise the visibility of their products in online searches and deliver improved, accurate online product information to consumers. This creates better search results, builds trust in the brand and helps shoppers with their purchase decisions.

What do you mean when you say that the omni-channel transformation is “just commerce”?

Beideman: *We often discuss retail industry transformation from the perspective of consumers. For them, the borders between in-store and online shopping are quickly disappearing to become “just commerce” or simply shopping experiences. Consumers are creating their own personal supply chains, and the retail industry (as well as the transport & logistics sector) are working to adapt to this increased complexity.*

As a result, retailers can no longer afford to create strategies that focus on individual channels if they hope to create seamless commerce experiences. Rather, strategies taking a fully integrated approach will ultimately win the loyalty of consumers by enabling them to find what they want, when they want it, and where they want it.

Timmons: *Retailers realise that being good is not good enough anymore. They want to create consumer experiences that are exceptional—even memorable.*

That's why they are literally rethinking how they do business, re-examining every aspect of their supply and demand chains. And

while retailers are finding many exciting ways to connect with consumers, they recognise there's still a lot of work to be done with suppliers and logistics partners in their supply chains.

In this new retail environment, how can retailers and brand owners create “memorable experiences?”

Timmons: *“Data quality” is a key first step. It offers retailers and brand owners a chance to communicate the value of their products more completely in the eyes of consumers. As the velocity of commerce escalates (more products to sell and more channels to sell them through) the quality of the information about those products becomes extremely important—perhaps more important to the purchase journey than the actual quality of the product itself. If the product information doesn't provide the consumer with what she needs when shopping online, she may not even consider it. So information has truly become “part” of the product.*

Beideman: *I agree that sharing quality data across channels is critical to success. Ensuring that products are “web-ready”—and that analytics and insights are being driven by high-quality data online—will help create a seamless purchase journey for customers. In addition, increasing inventory visibility across ones business and optimising delivery models that make sense for today's consumer, are foundational elements of a successful strategy for omni-channel transformation.*

Timmons: *Yes, it's imperative for retailers to master inventory management—identifying, tracking, moving and managing products in an optimised way. Consumers want to know if certain products are on-hand for immediate shipping or pick-up in stores. This is an incredibly important core competency since the most well-architected, consumer-focused approach can fail at the point of fulfilment.*

Has the omni-channel retail transformation made global commerce harder or easier for retailers and brand owners?

Timmons: *I think it has placed some significant demands on retailers and brand owners in the short term. Consumers have embraced technology and are craving more information, which is a challenge for the retail industry. At the same time, in the long run, it will provide a net positive—a much larger upside than ever before for those who embrace the opportunity it presents to grow and acquire new customers.*

Beideman: *For industry leaders who are committing to developing a single view of the customer across channels—or for those that plan to operate across channels in the future, the pace of change can certainly be seen as a challenge—but one worth taking on for the long term. Harmonising your “brand” in the eyes of the consumer and taking a fresh look at how you share data within and across your enterprise will open up new opportunities for success.*

Consumers have moved into an era of search, discovery and evaluation that flows seamlessly across physical and digital paths to purchase.



The role of standards in all of this? To be part of the “connective tissue” that helps businesses share data across an organisation and with consumers, and to help simplify some of the challenges of developing “one view” of the customer.

Timmons: Our commitment to industry is to leverage their investments in GS1 and to develop the standards, solutions, and services that help maximise the value of unique identification and accurate product information within businesses and across the physical and digital worlds of customer engagement.

Read more

Read the Advertising Age article, “Macy’s Links with Google to Show Mobile Users What’s in Stock Nearby.”

Read the Boston Consulting Group article, “The Digital Future: A Game Plan for Consumer Packaged Goods.”

Let’s get started

Both Timmons and Beideman recommend the first step that retailers and brand owners can take to start or accelerate their omni-channel transformation journeys is to contact their local GS1 Member Organisation.

Contact your local GS1 Member Organisation to learn how GS1 standards can support your omni-channel strategy, especially when

it comes to improving inventory visibility and data quality.
www.gs1.org/contact

Marianne Timmons is president of the GS1 Industry Engagement organisation, bringing broad senior international experience with a strong expertise in the retail and consumer products industries. She spent more than 25 years with Wegmans Food Markets where she held positions in merchandising, marketing, retail pricing, supply chain, logistics, transportation and business to business. More recently, Marianne was vice president of Consumer Products,

Retail & Distribution with Capgemini Consulting where she advised clients in multiple areas, including omni-channel and digital transformation.

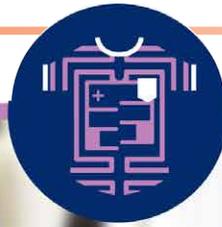
As senior director of Omni-Channel Transformation, **Robert Beideman** engages with GS1 Member Organisations and the GS1 community of retailers and brand owners on how to transform, adapt and thrive during this time of unprecedented technological change. His background blends perspectives gained from senior leadership roles in sales and marketing, systems engineering, research & development and business analytics design. Robert spent more than 15 years in the solution provider community where he designed, sold and deployed logistics automation solutions into global retail, transport & logistics, and parcel and postal markets.

GS1’s Role in Omni-Channel Retailing

GS1 standards enable:

- **Better search** - making products visible on the eCommerce “shelf”
- **Inventory visibility and optimised fulfilment** - improving the management of inventory to provide customers with the products they desire—when they need them
- **Improved product information** - giving customers accurate and complete attributes for informed evaluation and purchase decisions
- **Smarter analytics** - using attributed customer information to create targeted promotions, offers and enhanced services for products





RFID Enables the Always-On, Always-Open Omni-Channel Shopping Experience

Without EPC-enabled RFID, a retailer may be able to sell an item online but may be unable to find the item and fulfill the order.

As omni-channel increasingly defines the future of retail, businesses are finding they must adopt new standards and technologies or risk losing sales, their stores and their customers.

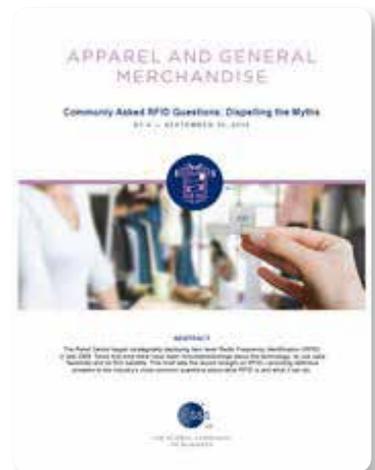
Omni-Channel in Action: Driving Visibility and Efficiency through Item Level RFID

In June 2014, Melanie Nuce, Vice President of Apparel and General Merchandise at GS1 US, authored a technology report for Apparel Magazine. The report cites findings from a recent survey from Accenture and Hybris—71% of shoppers expect to view in-store inventory online, and 50% expect to buy online and pick up their purchase in a physical store; yet only one third of retailers surveyed are able to provide customers with such services. Statistics like these are exposing the disparity between consumer perception and retailer reality, and making it clear that retailers need to take action before the close of 2014, or risk plummeting sales, customer dissatisfaction and massive store closings. Nuce concludes, “compared to just a year ago, the retail

industry now has a resounding consensus about omni-channel — it is no longer just a trend; it represents the future of retail. However, there is still a lot of work that needs to be done on the back end to ready retailers for the demands of the consumer.”

Report Reveals Imperatives for Omni-Channel Retail Strategy Adoption

In 2014, Caggemini Consulting and GS1 US surveyed apparel and general merchandise retail leaders—whose companies represent nearly \$500 billion in U.S. sales—to examine the current state of omni-channel retail strategy adoption. The report titled, “Are You Ready? How to Create an Always-On, Always-Open Shopping Experience,” reveals that there are four critical components required to help drive a successful omnichannel strategy: inventory visibility, web-ready products, predictive customer analytics and a fulfillment strategy.



Through automated identification created by EPC-enabled RFID, electronic tags are capable of receiving, storing and transmitting digital information by means of radio frequency energy. Without RFID, a retailer may be able to sell an item online but may be unable to fulfill the order if they cannot find the item in the store.

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Answers to the Commonly Asked RFID: Dispelling the Myths

The Retail Sector began strategically deploying item level RFID in late 2008. Since that time there have been misunderstandings about the technology, its use case feasibility and its ROI benefits. This new GS1 US Brief sets the record straight on RFID—providing definitive answers to the industry’s most common questions about what RFID is and what it can do.

In today’s always-on, always-open connected-consumer world, retailers and brands are looking for new ways to help



them forecast trends more accurately, collaborate with global trading partners more efficiently, and improve inventory management. Under the GS1 umbrella of standards, EPC-enabled RFID enables omni-channel retailing by taking item identification a step further to connect the digital and physical worlds that consumers continue to straddle in their browsing and shopping experiences.

The GS1 US EPC Item Level Readiness Program provides the education, training, tools, and community support that the apparel and general merchandise industries need to implement item level tagging in day-to-day operations.

To learn more visit www.gs1us.org/apparelgm.

GS1 Standards for Foodservice Improve Food Safety, Consumer Confidence

The global foodservice industry is expected to reach \$2.2 trillion by 2015. GS1 standards improve business efficiencies as well as lay the groundwork for improved food safety around the globe.

In an industry with tightening profit margins, new regulations and more educated consumers who want to know what's in their food and where it came from, foodservice companies have two choices: press on independently and risk failing on their own or collaborate and support one another to share success together.

GS1 standards allow foodservice manufacturers, distributors and operators to "speak the same language" through uniform product identification codes as food travels through the supply chain – from farm or manufacturer lot, to a restaurant's back door. Through this improved supply chain visibility, GS1 standards improve food safety, business efficiencies and access to better product information.

By using the same methods for product identification and information, supply chain players can adhere to new regulatory requirements around allergens, improve access to full nutritional information for products, and improve the speed and process for recalls should a potential foodborne illness outbreak occur. As consumers want to know more about their food and be assured their food is safe, product tracking and data sharing are crucial.

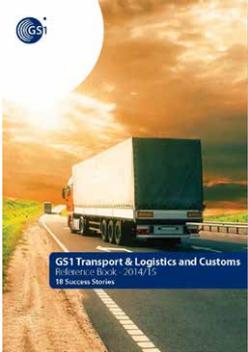
On the business processes side, GS1 standards can automate the flow of products between trading partners, enhance inventory management by reducing receiving errors and credits, and reduce incorrect data entry and other inefficiencies.

GS1 has encouraged early standards adoption on a global level to build a network of players who can influence others for industry-wide participation. For example, in the U.S., a group of 55 foodservice manufacturers, distributors, operators and associations came together in 2009 to launch the Foodservice GS1 US Standards Initiative with a goal for 75 percent of the industry – measured by revenue – adopting GS1 standards for product identification and data sharing by 2015. Supply chains around the globe have taken similarly proactive steps in an effort to improve consumer confidence worldwide.



GS1 Releases T&L Reference Guide

A new reference book released by GS1 for Transport & Logistics and Customs includes a collection of stories from operators, manufacturers, retailers and others around the world about how GS1 standards made a difference in their operations. The guidebook also documents best practices for successful implementation initiatives, including the integration of GS1 standards in transport, warehouse, cross-border and asset management processes.



Examples, include:

- Leading Dutch Food Retailer Creates a Fast Lane for Receiving Goods, and GS1 Standards Help to Gain Significant Savings
- Smooth Operation of Third-Party Storage Facility
- Cosmetics Manufacturers and Retailers Take Common Logistics Approach with GS1 Standards

GS1 standards in shipping and receiving can save the time it takes to receive goods by up to 92 percent

(source: GS1 UK)

Read the full Reference Book:

http://www.gs1.org/docs/transportlogistics/GS1_T_L_Reference_Book_2014.pdf

Levi Strauss Mexico Improves Efficiencies and More through EPC-Enabled RFID

EPC-RFID improved inventory, increased sales and reduced out-of-stocks at Levi Strauss' Mexico operations

Levi Strauss & Co. improved operational efficiencies and profitability by implementing EPC-enabled RFID technology into its Mexico operations, according to a recent case study.



"EPC-enabled RFID is a competitive advantage and an innovation within the organisation," said Abel Garcia, Director of IT, Levi Strauss, Latin America.

The iconic American blue jeans brand turned to technology in an effort to find more reliable and precise control of its inventory, resulting in improved inventory accuracy by 99 percent and an 11 percent increase in sales. The move also led to a 40 percent reduction in out-of-stock merchandise.

Read the complete case study:

http://www.gs1.org/docs/apparel/3_GS1_Levi_Strauss.pdf

DATA QUALITY

GS1 Data Quality Video

GS1 encourages businesses to share accurate and complete data while complying with new and emerging regulations. We do this while staying focused on establishing a solid foundation for collaborative commerce. In a new video, representatives from GS1, together with business leaders, talk about the importance of this collaboration, offering testimonials about how they're using GS1 standards to bring better data to an increasingly digital world. The video also touches on challenges organisations are facing today in managing product data as well as how the EU 1169/2011 regulation could improve the consumer experience in different sectors.



[View the video.](#)

GS1 Sweden Shifts Focus to Foodservice, Pharma

As more foodservice and pharmaceutical companies subscribe to Validoo, a GS1-approved data pool, GS1 Sweden has stepped-up efforts to share best practices and other resources for GS1 standards adoption.

GS1 Sweden has turned its attention to the foodservice and pharmaceutical sectors as more companies subscribe to Validoo, a GS1-approved datapool, to access and share product information.

Currently, Validoo has recruited virtually the entire foodservice market in Sweden, and in pharmaceuticals, nearly 75 percent of the market are Validoo customers. Increasing numbers of foodservice and pharmaceutical companies in Sweden use Validoo Item and Validoo Media Store for images, meaning the two sectors will soon be ready to become Global Data Synchronisation Network (GDSN) subscribers.





"We have targeted Foodservice and Pharma as an area of focus and have been striving to encourage new and current customers to adopt GS1 standards on a broader scale," said Annika Krafve, sector manager for retail. "Foodservice in particular is a rapidly maturing industry, where the players are more concerned about modern management, traceability and food safety."

New regulations have also played an important role in the development of the industry and the need for uniform standards. In particular, nutritional labeling and allergen regulations have spurred EU 1169/2011 compliance, according to Krafve.

In addition, she added, *"We have made organisational changes, including sector, marketing and standard business managers who are taking a more holistic approach to standards adoption in their fields. GS1 Sweden has also looked to expand resources in Validoo, improve customer contact and share standards adoption best practices from major industry players."*

To read more about GS1 Sweden's Validoo, visit: <http://www.validoo.se>

SAFETY

OECD Product Safety Working Group Tackles Track and Trace, Global Recalls

On 23 and 24 October, Global Office attended the Product Safety Working Group of the OECD on behalf of BIAC (Business and Industry Advisory Committee, the OECD industry association) in Paris. Two points on the agenda were of particular relevance to GS1.

Firstly, the track-and-trace project is assessing if defining a global tracking label is a relevant idea to ensure better identification of products by consumers. The working group launched a consultation last spring, and GS1 submitted an answer, part of which relied on the existence of standards that comply with prerequisites, such as being machine- and human-readable. Discussion is now at the governmental-level and consumer protection agencies are being asked to comment on next steps for this project.

The second project of interest is one that has been running for a while: the Global Recalls Portal. GS1 standards have already been integrated - with specific fields for GTIN and GPC. The portal is now up and running and GS1 will be working with authorities to help them better utilise these fields.

For further information, contact Coline Donon at: coline.donon@gs1.org

New Food Safety Regulations Debut Worldwide

New food safety laws around traceability are taking shape in increasing numbers of countries worldwide, positioning food safety as a top priority for legislative agendas in 2015.

New Zealand's government has been actively developing a framework for enhanced traceability requirements around food products. They are in the process of defining specific regulations for animal products that will likely be extended across other sectors with the help of GS1 as an active subject matter expert.

China is also in the process of revising its food safety laws for all food products. As a result of draft legislation which required the establishment of a food traceability system that utilises advanced technology, a public consultation was launched in June, 2014. GS1 continues to participate in this consultation.

Following a major safety scandal related to dirty cooking all that impacted exports, the Taiwan Food and Drug Administration plans to enforce a new food tracing system in 2015. Food companies will be required to autonomously build documentation that traces their products through every step of the supply chain.



In Europe, the European Commission launched a revision process this year to update their 12-year-old General Food Law. In addition, by the end of the year, food labelling and fish traceability requirements will be mandatory for any product entering the EU market. A GS1 European working group has been handling product safety issues related to these new regulations.

For further information, contact: coline.donon@gs1.org



VISIBILITY

EPC Gen2 turns 10!

GS1 first ratified the ground-breaking EPC Gen2 standard in December 2004. Since its debut, this first-ever EPC standard has established itself as the standard for UHF implementations across multiple sectors, and is the backbone of RFID deployments around the world!

Chipotle, METRO Adopt Traceability Standards for Full-Scale Visibility and Sustainability

“High quality products, food safety and sustainable practices are all top priorities for METRO,” Britta Gallus, director of group regulatory affairs and the traceability project lead, said in the published case study. “For us, sustainability is about protecting the environment, conserving natural resources, minimising our impact on the climate, and taking social responsibility for employees and the supply chain.”

As consumers grow more concerned about food safety, animal wellness and the environment, food companies are taking proactive measures to improve the traceability of their food - from farm to fork - while ensuring sources are as sustainable as they claim.

U.S. restaurant chain Chipotle Mexican Grill adopted GS1 standards to lay the groundwork for this type of enhanced and real-time supply chain visibility. Using a cloud-based platform developed by solution provider FoodLogicQ, the popular taco-burrito chain founded by Steve Eells uses GS1 standards to identify and track products from its growers and suppliers to its more than 1,600 restaurant units. Delivering on its “Food with Integrity” mission, the chain also uses this traceability process to zero in on the sources of its produce and meat to ensure the highest level of freshness and quality as

well as ensure its suppliers are adhering to environmentally- and sustainably-sound farming and practices.

“We carefully select our food suppliers based on their practices,” Heidi Wederquist, Director of Quality Assurance & Food Safety for Chipotle’s Supply Chain team, said in the published case study. “With our traceability system in place, it will be easier to work with existing supplier partners and onboard new suppliers – including more local and regional suppliers. This will give us greater visibility and assurance that we are using the very best sources of food that we can find.”

Adopting GS1 standards, including Global Trade Item Numbers (GTINs) for products and GS1 Serial Shipping Container Codes (SSCC), has also helped Chipotle increase efficiencies in quality assurance and logistics in the form of improved stock recovery processes, more opportunities to capture and share quality attributes throughout the supply chain, and enhanced reporting at the restaurant level.



METRO GROUP, a global retailing company and parent company to METRO Cash & Carry, also recently extended its use of GS1 standards to its consumers, for end-to-end, business-to-business-to-consumer (B2B2C) commerce. Using its own information technology department and with the assistance of GS1 Germany, METRO developed the improved traceability platform using Radio Frequency Identification (RFID) and GS1 visibility-enabling EPCIS, which can be applied to non-food product groups such as consumer electronics and pharmaceuticals. Through the enhanced traceability programme, the company also ensures the safety and sustainability of its products and sources.



"High quality products, food safety and sustainable practices are all top priorities for METRO," Britta Gallus, director of group regulatory affairs and the traceability project lead, said in the published case study. "For us, sustainability is about protecting the environment, conserving natural resources, minimising our impact on the climate, and taking social responsibility for employees and the supply chain."

To learn how GS1 standards enable visibility from source to shelf, visit:

http://www.gs1.org/docs/epcis/gs1_epcis_source_to_shelves.pdf

Read the full Chipotle and METRO case studies.



SUSTAINABILITY

Exchanging Packaging Sustainability Data across the Supply Chain

By Victor Bell, President, EPI

Consumers have shown an increased desire for more information and accountability on product sustainability. In response, many retailers have taken efforts to measure and report key packaging data to demonstrate the environmental impacts both internally and to their customers. But since they have acted independently, inconsistencies in the data collected from suppliers has inhibited meaningful discussions among trading partners. Sustainability is a shared responsibility, so a common language is critical to supporting a collaborative, transparent supply chain.

To address this need, the Consumer Goods Forum (CGF) worked together with brand owners, retailers, packaging manufacturers and others to develop the Global Protocol on Packaging Sustainability (GPPS). Published in 2011, the GPPS contains more than 50 environmental, economic and social performance metrics.

In 2013, the standards for automatically exchanging GPPS metrics via the GS1 Global Data Synchronisation Network (GDSN) were approved, and an implementation guidance document was completed this past May.

How will packaging data be exchanged?

Brand owners can now exchange selected metrics with retailers through the Global Data Synchronisation Network (GDSN) linked to the GTINs (Global Trade Item Numbers) contained in EAN/UPC product barcodes. Retailers can now leverage their



existing GDSN solutions for getting accurate data from brand owners on the sustainability of their packaging rather than through the use of individual scorecards. In addition to GPPS metrics, GDSN subscribers can also access information about the product brand owner and health and wellness as well as product descriptions, dimensions and classifications.

What Data is Available?

Retailers can request that vendors report both environmental attributes (measurable data about the packaging itself) and life cycle indicators (data derived from use of streamlined life cycle analysis tools). The attributes retailers could require include:

- Packaging weight and optimisation
- Packaging to product weight ratio
- Amount of recycled and renewable content used
- Chain of Custody
- Packaging reuse and recovery rates
- Cube utilisation
- Assessment and minimisation of substances hazardous to the environment
- Global Warming Potential (GWP)

Additional metrics such as material waste and production site information may be more difficult for retailers and brand owners to exchange at the moment, but that could change.

The end of Retailer Scorecards?

Large retailers, including Walmart and Tesco have introduced packaging scorecards to assess the sustainability of suppliers. These scorecards focus on product to packaging ratio, recycled content, renewable energy used, greenhouse gas emissions, cube utilisation and the recovery value of the raw materials. Now, instead of each retailer requesting information on different sustainability criteria, GDSN can be used to collect the data. That means suppliers have just one mechanism to communicate this data to multiple retailers, and retailers have one source to access the information, streamlining the process for all in the supply chain while improving accuracy through GS1's automatic exchange. Measuring a company's progress in this way and sharing the data through the GDSN will help raise environmental awareness and encourage more sustainable practices.



Brand Owners and Retailer Collaboration

While global and local businesses can benefit by exchanging GPPS metrics through cost savings, reduced environmental impact, improved consumer perception, and better decision-making, there are limitations. Many of the attributes and indicators have not been fully optimised because brand owners may have difficulty obtaining the required data. As a result, both parties need to agree on a limited number of metrics, specifically, those for which data can easily be derived. Brand owners can also work with retailers and their supply

chain to agree on a standard set of functional units and ensure adequate data sharing. They can also establish Bill of Material (BOM) databases with sufficient granularity so that data for reporting on metrics and Extended Producer Responsibility (EPR) fee obligations can be accomplished using one master set. The more we standardise and share data, the more sustainable our supply chain will become.

Victor Bell is President of Environmental Packaging International (EPI), a consultancy specialising in global environmental packaging and product stewardship based in Jamestown, Rhode Island, USA.

Email Victor at vbell@enviro-pac.com or visit www.enviro-pac.com.

GS1 Hong Kong Celebrates 25 Years

There are currently over 8 million barcode scans at retail checkouts each day in Hong Kong, according to Anna Lin, chief executive of GS1 Hong Kong.

Celebrating 25 years of success, the GS1 Hong Kong 25th Anniversary Gala will take place on 17 December at the Hong Kong Convention and Exhibition Centre with 600 invited guests, including GS1 Hong Kong representatives, partner companies and distinguished business leaders from all different sectors.

"Throughout the past 25 years, we have been witnessing the explosive business and economic growth of the community," said Anna Lin. "GS1 Hong Kong is fully committed to



unleashing infinite opportunities for Hong Kong businesses using a uniform product barcode, and we continue to make strides toward a more digital supply chain."

There are currently over 8 million barcode scans at retail checkouts each day in Hong Kong, according to Lin. More than 2,000 companies in Hong Kong and Southern China now adopt ezTRADE, GS1 Hong Kong's e-commerce platform to automate their 'order to cash' processes with over 30 million EDI transactions based on EANCOM standards each year.

On the EPC/RFID front, Airport Authority Hong Kong successfully integrates RFID technology in its baggage reconciliation and management system using the EPC UHF Gen 2 standard. Now, as one of the world's busiest international passenger and cargo airports, Airport Authority Hong Kong utilizes EPC Gen2 RFID tags to handle over 80,000 travellers' baggages each day.

"GS1 Hong Kong has been on a long quest to boost innovative technology adoption," Lin remarked.

Enzo Blonk, Director Industry Engagement, GS1 discussed GS1's Identify-Capture-Share suite of standards, with a focus on EPC/RFID use and traceability in all sectors during the conference. Blonk also shed light on new inroads with AIDC technology in the Apparel, Fashion and Footwear industry, which is experiencing a revival in Nigeria: "As part of the MINT (Mexico/Indonesia/Nigeria/Turkey) countries, Nigeria is closing the gap with South-Africa which, being part of the BRICS nations, is considered as the biggest economy on the African continent."

Also during the event, Tarryn Daniels, Program Manager – AIDC, GS1 South Africa spoke about barcoding, global data synchronisation for supply chain management and enabling visibility beyond labels. "There are huge pockets of potential in Nigeria and it makes me excited to know what can still be achieved there," said Daniels.

Reverend Yinka Akinlade, managing director of POS Shop Limited, demonstrated how GS1 standards and ERPs enhance inventory management.

"It was great to be a part of a room full of knowledgeable, interesting and interested people, captains of industry in most cases, share experiences with each other, and have shown a drive to succeed and to work together," said Blonk. "This is what GS1 Nigeria needs, and the Retailer Forum was very historic, not only for GS1 Nigeria, but for the entire sub-Saharan Africa."



GS1 Nigeria Retailers' Forum

The first-ever GS1 Nigeria Retailers' Forum, held Sept. 3 at the Sheraton Lagos Hotel in Ikeja, Lagos focused on raising the awareness of GS1 in the Nigerian industry and the cost savings and efficiencies which global standards can provide for the country's emerging economy.

Themed "Empowering the Nigerian Retail Sector by means of GS1's 40 years of Global Business Experience," the now annual event also marked the 40th anniversary of the first GS1 barcode scanned at Marsh Supermarket in Troy, Ohio. The National Association of Supermarket Operators of Nigeria (NASON), FCMB (a Nigerian Bank), Goodies Supermarket, Unilever Nigeria Plc and POS Shop Limited sponsored the event to solidify the message being sent to the Nigerian industry.

Whereas consumers here still think that most of the international brands on the market are imported, in fact, 85 percent of products in retail are produced within Nigeria," said Tunde Odunlami, CEO GS1 Nigeria.

HackZurich Produces Over 100 New Apps in 40 Hours

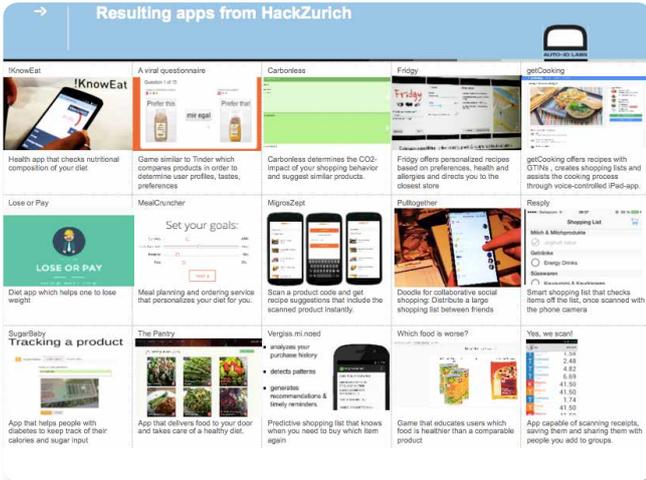
Software and mobile app developers came together to create new, award-winning applications in a sleepless 40 hours at HackZurich, Switzerland's largest hackathon, held 10-12 October. HackZurich sponsors included Migros, a large Swiss retailer, GS1 Global, GS1 Switzerland, solution providers Codecheck.info and Scandit, Google, Apple and Evernote to name a few.

"Hackathons" challenge software and mobile app developers from around the globe to produce innovative, award-winning apps in a fixed, often sleepless period of time.

Tasked with developing apps to enhance consumer experiences using provided application programming interfaces (API) and product data, 352 registered participants organised into nine groups - or workshops - producing 101 new, innovative apps.

The workshop themed "Retail Innovation: The Future of Shopping," hosted by GS1 Switzerland and Auto-ID Labs Zurich, provided developers and other attendees the opportunity to meet like-minded peers and explore GS1





standards and the B2C landscape. Fifteen apps were created based on API access to information for 4,000 products as well as store, pricing and availability, loyalty, product review, and POS transaction and shopping history data provided by Migros.

The hackathon's second place app "Get Cooking", a smart recipe app based on the contents of a consumer's refrigerator, was an output of the Retail Innovation workshop and also received the Microsoft award for the most innovative app overall.

GS1 plans to leverage hackathons to create an environment where the global community can explore solutions based on new technology innovations or on existing technologies applied in innovative ways. Exposing GS1-based data by simple, standard APIs is critical to the future, regardless of whether the data are aimed to be public or kept between a set of specific parties. Hackathons are a great way to engage the developers that GS1 needs to be relevant with and to innovate in the future.

To continue exploring innovative solutions for pressing business challenges outside of hackathons, GS1 has formed a new Innovation Network that will bring together business- and technology-minded thought leaders from in various industries.

For more information about GS1's involvement, contact Dipan Anarkat at dipan.anarkat@gs1.org

For more details about this year's event and to stay informed about HackZurich 2015, visit <http://www.hackzurich.com>. Link: Aftermovie (5min)

To learn more about the GS1 Innovation Network, please contact Steve Bratt, CTO and President, Standards Development and EPCglobal, at Steve.Bratt@gs1.org.



Up-Coming Events

JANUARY

National Retail Federation (NRF) Retail's Big Show 2015

11 Jan 2015- 14 Jan 2015
 New York City, United States
<http://bigshow15.nrf.com/>

MARCH

CGF Global Food Safety Conference 2015

04 Mar 2015- 06 Mar 2015
 Kuala Lumpur, Malaysia
<http://tcgffoodsafety.com/>

GS1 Global Standards Event Spring 2015

16 Mar 2015- 20 Mar 2015
 Jersey City, United States
<http://www.gs1.org/events>

14th ECR Asia Pacific Conference & Exhibition 2015

24 Mar 2015- 25 Mar 2015
 Hong Kong, Hong Kong
<http://www.ecr-ap-conference2015.com/>

APRIL

RFID Journal LIVE! Annual Conference and Exhibition 2015

15 Apr 2015- 17 Apr 2015
 San Diego (CA), United States
<http://www.rfidjournalevents.com/live/>

Global GS1 Healthcare Conference Spring 2015

21 Apr 2015- 23 Apr 2015
 Mexico City, Mexico
<http://www.gs1.org/healthcare/>

Consumer Goods Forum Global Supply Chain Conference Held in Germany

This year's Consumer Goods Forum Global Supply Chain Conference addressed cloud-based traceability, omni-channel retailing - and more

Nearly 130 management and technical representatives from 15 companies gathered in Munich, Germany, for the Consumer Goods Forum (CGF) Global Supply Chain Conference, 24-26 September.

Themed, "Inside, Outside and Around the World," this year's conference focused on what companies are doing internally in their specific sectors and on a global level to improve supply chain efficiencies and traceability.



Kicking-off the event was Harrie Swinkels, CEO of SSI Schäfer. He spoke about the introduction of the 3D Matrix solution, a highly dynamic system for the storage and picking of totes, cartons, trays and pallets offering flexibility and scalability for improved warehouse management.

Other sessions covered the German retail scene, with a close look at the challenges and successes of discount store formats in the country; omni-channel retailing at the grocery level; the implementation of real-time data to enhance product availability and reduce out-of-stocks; use of "the cloud" for full-scale traceability, and more.

At GS1's conference exposition booth, representatives from the GS1 Global Office, GS1 Denmark, GS1 Germany and GS1 Sweden spread the word about supply chain visibility, and how GS1 standards provide the ability to accurately identify, capture and share information about products moving through the supply chain, creating end-to-end traceability for critical business processes, consumer safety and logistics efficiency.

A hands-on demo of a smart phone App highlighted a success story between GS1 Germany and METRO Cash & Carry. In 2012 the pair launched a fish traceability pilot that allows customers to scan fish barcodes to understand where the fish was caught, how it was caught, the best-by-date, and other important data. All this information is provided directly by METRO's fish suppliers.

A series of technical tours offered up-close, hands-on learning at leading companies with unique and highly-efficient supply chain and operational processes. Tour destinations included:

- BMW, for a look at automation in high-tech environments
- Alnatura, a German organic products company with a full-scale traceability program for their private label egg line
- METRO Cash & Carry, where traceability was integrated into each of the company's business processes, especially in fresh foods, through the use of global standards on consumer packs for traceability and self-owned delivery centers

For a full recap of the conference, visit
<http://www.tcgfsupplychain.com/>

To learn more about the METRO Cash & Carry and GS1 Germany read the case study:
http://www.gs1.org/docs/retail/GS1_Metro_traceability_sustainability_case_study.pdf



**GS1 Global Standards Event October 2014
Success in Rome**

Omni-channel retailing, standards and implementation guideline development served as the main focus points of the event

Three-hundred and thirty-nine attendees from 36 countries - representing 100+ companies and 32 GS1 Member Organisations - travelled to Rome for the GS1 Global Standards Event, held Oct. at the Sheraton Roma Hotel & Conference Center.

The focus of the more than 40 sessions, industry workshops, networking events - and the Standards Development University - was on accelerating the development of GS1 standards and driving global adoption through sharing best practices from successful implementations.

At the plenary session, guest speakers from Google, Tesco, and DHL shared their perspectives on successful omni-channel retailing, discussing improvements they've seen in search/discovery, inventory visibility, order fulfillment and product listing accuracy. The GSMA - who represent the interest of mobile operators worldwide - shared how standards for digital coupons can enable rich consumer experiences. A joint workshop was held with members of both the Transport & Logistics and Apparel sectors to explore omni-channel delivery model optimisation.

Guideline development for standards implementation was also a focus of the event. Read the Sessions Accomplishments Report at www.gs1.org/events/2014/rome to learn what was accomplished by the working groups, to view plenary sessions video and photos, and to download presentations.

Save the Date! The 2015 GS1 Global Standards Event will take place in Jersey City, N.J., 16-20 March 2015.

The Global Food Safety Conference

3-5 MARCH 2015 KUALA LUMPUR, MALAYSIA

The Global Food Safety Conference is one of the leading annual food safety events, bringing together 1,000 of the top food safety professionals from over 50 countries to advance food safety globally. Over the three days of plenary and breakout sessions, you will be exposed to great speakers and industry professionals

who will share new ideas and perspectives on managing food safety. Networking opportunities, a lively exhibition space and social events at the conference provide a unique opportunity to connect, conduct business and exchange valuable up-to-date information with your peers in a professional environment.

Five reasons to attend the Global Food Safety Conference in Kuala Lumpur:

- Attend the breakout sessions to learn more on safety issues and solutions, GS1 is presenting at the "from Traceability to Trust" session
- Exchange knowledge and best food safety practices
- Explore, discuss and debate food safety risks and challenges
- Network with 1,000 food safety experts from around the world
- Having worked with the food industry for nearly 60 years, The Consumer Goods Forum provides a wealth of experience through its events

To learn more about the Global Food Safety Conference, visit: <http://www.tcgffoodsafety.com/>

GS1's Frank Sharkey Receives Prestigious AIDC Award

The Association for Automatic Identification and Mobility (AIM) presented Frank Sharkey, GS1's Global Technology Director, with the Richard R. Dilling Award at this year's AIM Summit, held in Arlington, Va., in September.

The most prestigious honor in the Automatic Identification and Data Capture (AIDC) industry, The Dilling Award, named after Richard R. Dilling, former vice president of AIM, recognises executives, scientists, and engineers that have made outstanding contributions to the industry, including furthering its growth through important applications and technological innovation.

During his 15 year tenure at GS1, Sharkey contributed greatly to the AIDC community. Previous recipients of the Dilling Award include the late Alan Haberman, a former supermarket executive and barcode champion; Tom Brady, former GS1 vice president, AIDC Technology and Chuck Biss, GS1 senior director, AIDC Healthcare.



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