



# Taking Tru Blu Online

## Challenge:

Tru Blu was asked to provide product data for over 200 codes to align with Coles' online marketplace requirements. The digital product content needed to be accurate and synchronised with Tru Blu's GS1 National Product Catalogue (NPC) published to Coles.

## Solution:

To supply all required product data and ongoing content support services to maintain a flow of accurate, up-to-date product information.



## COVID-19 =

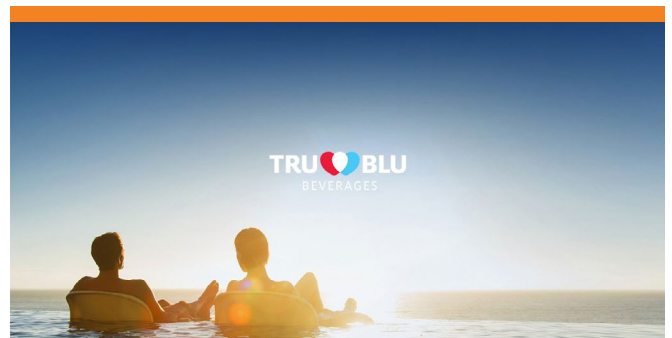
- Increase in online purchasing
- Increased quality product information required



## Company implementing solution

Tru Blu Beverages (acquired by Refresco in December 2022) is a 100% Australian-owned manufacturer and distributor of non-alcoholic and non-dairy beverages, producing one in six of all beverages purchased by Australian consumers.

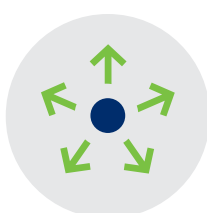
Tru Blu employs 400 people across its state-of-the-art factories, with offices in every major capital city and a range of manufacturing and distribution facilities across Australia with 400+ SKUs.



*"When the request first came through from Coles, I was unsure how we were going to address the requirements and get all the information uploaded. When I spoke to Bizcaps, they knew exactly what we needed and were already familiar with the systems and platforms involved."*



**IDENTIFY =**  
GTIN, GLN



**SHARE =**  
NPC



**Harris Spyrou**  
Marketing Manager  
Tru Blu Beverages



# Bizcaps

SOFTWARE

## About Bizcaps:

**Bizcaps** is an Australian owned and headquartered company providing master data management software tools and services to help organisations collect, maintain and exchange the product data and digital content that underpins their business.

As a GDSN compliant and NPC certified product provider across all GS1 industry sectors, Bizcaps' range of software solutions are designed to help suppliers and buyers simplify and streamline the exchange of master data across the supply chain - using GS1 global standards as a basis for clean and efficient data exchange.

Bizcaps can help provide specialist assistance in a range of areas including NPC data preparation and validation; system integration; guidance for product data quality improvement; facilitating data uploads; and onboarding assistance.

Tru Blu utilises Bizcaps Service Bureau for NPC data maintenance support and publishing assurance.

## Results:

Bizcaps' Service Bureau team worked with Tru Blu to successfully prepare, validate and deliver all required product information for the Coles online platform, enabling them to fulfil all requests and make their product range available for retail via this digital channel.

This implementation made it easier for Tru Blu to maintain accurate, compliant and up-to-date product data, as well as seamlessly introduce new products and digital content. The valuable flow on effect of this is already being seen internally within Tru Blu as they now have more time and internal resources freed up which can be allocated to other projects.

Ongoing maintenance of Tru Blu's NPC product and pricing data has been supported with Service Bureau assistance to sustain the industry's highest NPC supplier data quality ranking of Platinum.

These changes are also shaping additional business processes to ensure best practice is known and followed in the future.



*"Being a new user the Bizcaps' staff have been a wonderful help for us, offering excellent and efficient service every time."*



**TRU BLU**  
BEVERAGES

**Tania Willoughby**  
Grocery Administration  
Tru Blu Beverages



## Contact

**Bizcaps**

<https://www.gs1au.org/what-we-do/solution-providers/find-a-solution-provider/bizcaps-software>