



## Retail industry news

July 2020



### Standards in action across Retail

Welcome to the latest edition of GS1 Australia Retail news - a monthly communication for members to keep updated on market trends, events and latest industry initiatives.

### Want to improve consumer experience?

This McKinsey and Company report explores the importance of data standards to improve consumer experience.

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## Want to improve consumer experience? Collaborate to build a product data standard

Here's how competitors can cooperate to unlock opportunities across the retail chain.

By the Strategic Marketing Council (SMC) and the Retail Council of Australia (RCA)



[Download report](#)

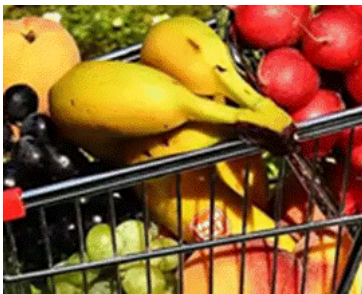


## Be part of the RFID Coalition

Get involved in the RFID Coalition, an industry workgroup made up of retailers, suppliers, solution providers and associations.

The group meets regularly to share experiences and drive initiatives to benefit retail.

[Find out more](#)



## Building trust in Australia's food supply chain

Australia's food safety systems will be strengthened by a new national traceability implementation program headed up by Deakin University. If you are in the food supply chain, see how you can get involved.

[Find out more](#)



## Make your product stand out

Why over 500 companies already publish their products on GS1 Smart Media.

Consumers expect high quality product images, information about food ingredients, allergens and all on-pack data. Smart Media is your complete digital marketing solution to make your product stand out in a crowded marketplace.

[Get in touch](#)

## Advertising regulations for



## therapeutic goods

An amendment to the Therapeutic Goods Advertising Code in July 2019 will impact complimentary medicines, vitamins, sunscreens, weight management products, and more.

[Find out more](#)



## Next level 'whole-of-chain' tracking

A day without mangoes is like a day without sunshine! [GS1 Australia](#) and Manbulloo deliver the latest in 'whole-of-chain' tracking. Every carton and every batch of fruit tracked from the packing shed to the retail shelf using GS1 standards, crop management software and blockchain integration.

[Find out more](#)



## Training offers from GS1 Australia

We offer a series of education and training programs to help members understand GS1 standards and how to implement them.

Barcode Basics for your Business  
Wednesday 22 July 2020

[Register](#)

Barcode Basics for your Business  
Wednesday 5 August 2020

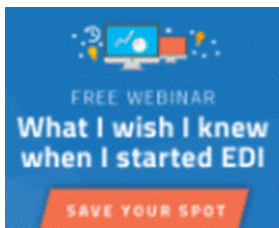
[Register](#)

GS1 standards for Transport Management & Logistics  
Wednesday 26 August 2020

[Register](#)

EDI Training  
Wednesday 2 September 2020

[Register](#)



## Free partner webinar

What I wish I knew when I started EDI. Hear from those on the frontline at Woolworths, Bunnings and more.

16 July 2020 - 2:00pm to 3:00pm

[Register now](#)



## Need help implementing GS1 standards?

Our network of Solution Providers helps with fast and accurate implementation of GS1 standards, and contributes to ongoing innovation in supply chain management.

[Search here](#)



## 10 steps to successful EDI community onboarding

In tough times, we scramble to find cost savings. EDI brings savings, visibility and efficiency to your procure-to-pay process. But retailers can only reap rewards if suppliers are on board.

[Find out more](#)



## Drivers of food traceability changes

Angela Fernandez from GS1 US talks about drivers of food traceability, including blockchain and the importance of the Global Location Number (GLN).

[Read article](#)

Did you know?



As a GS1 Australia Member you have access to a range of services at significantly reduced rates.

If you need help with:

- Checking the accuracy of your barcode
- Capturing all information about your product, including label content
- Capturing product photographs for print and online marketing
- Managing and sharing your product data and photographs with your trading partners
- Being better prepared for Product Recalls and decreasing the risk to your brands

Ask us how we can help.

Contact our [Service Engagement Team](#) on [1300 227 263](tel:1300227263).



## Need help?

Want to know more about the benefits of standards in Retail?

Contact our [Retail team](#) or phone [1300 227 263](tel:1300227263).

Join the mailing list. [Enter your details here.](#)



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