



The Global Language of Business



Our Solution Provider network is ready to help you achieve

Accurate product identification, optimised inventory management, improved traceability and seamless data exchange

Read these success stories 2023

Industries



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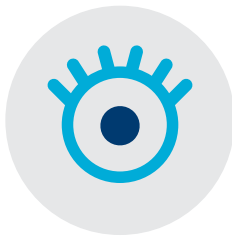
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Identify

GTIN

- KOOKAĪ boosts supply chain visibility and improves customer experience with RFID
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GLN

- Australian table grape traceability pilot
- PetCulture retail vendor onboarding with SPS Commerce
- Taking Tru Blu online

SSCC

- Australian table grape traceability pilot
- SSCC labelling reduces pallet rejection by retailers
- PetCulture retail vendor onboarding with SPS Commerce

RFID

- Scanning-enabled apps reduced TCO 3x and increased flexibility to scale at speed



Capture

EPC/RFID

- KOOKAĪ boosts supply chain visibility and improves customer experience with RFID
- BE Switchcraft achieves real-time visibility of manufacturing processes with Zebra RFID solution

EAN/UPC

- Scanning-enabled apps reduced TCO 3x and increased flexibility to scale at speed

GS1 DataBar

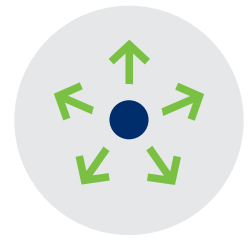
- Tracking melons from paddock to plate with GS1 Digital Link
- GS1 Digital Link connects consumers to growers in raspberry pilot

GS1-128

- Signet future-proofs its warehouse operations with Zebra's industrial wearable computers
- SSCC labelling reduces pallet rejection by retailers

QR Code with GS1 Digital Link

- Australian table grape traceability pilot
- Tracking melons from paddock to plate with GS1 Digital Link
- GS1 Digital Link connects consumers to growers in raspberry pilot
- GS1 Digital Link provides brand protection and consumer engagement



Share

EPCIS CBV

- Scanning-enabled apps reduced TCO 3x and increased flexibility to scale at speed
- Australian table grape traceability pilot

EDI

- Woolworths Group takes EDI certification to the next level
- SunRice chooses MessageXchange for flexible, fast and accurate data exchange
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- PetCulture retail vendor onboarding with SPS Commerce

NPC

- Taking Tru Blu online



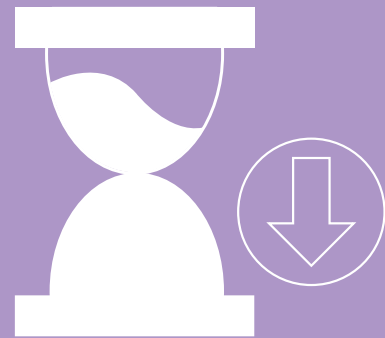
KOOKAÏ boosts supply chain visibility and improves customer experience with RFID

Challenge

KOOKAÏ wanted to remove any customer dissatisfaction from out-of-stock items or missed sales due to inventory inaccuracy in its stock file.

Solution

KOOKAÏ has tagged all the garments it manufactures with an integrated RFID Printed Fabric Label (PFL) catering for multiple languages. Avery Dennison has been able to offer an RFID labelling solution that is able to capture and manage the item level data, enabling the brand to track the inventory process from production to quality control and then to finished goods. Stocktakes can now be done daily instead of twice-yearly which enables KOOKAÏ to provide accurate stock updates to its customers in real time.



- Inventory counts cut from days to 30 mins
- Can count 30,000 items in 30 mins

KOOKAÏ

Company implementing solution

KOOKAÏ is an Australian-owned global women's fashion label with the majority of its collection produced out of its own manufacturing facilities in Fiji and Sri Lanka, as part of KOOKAÏ's overall pursuit of an ethical and meaningful existence.

KOOKAÏ decided to implement radio frequency identification (RFID) technology from Avery Dennison to precisely track all items within its supply chain, speed up check-out times and provide consumers with extra information about the products they enjoy via new interactive experiences.



"By digitising the stock receipting process we can eliminate the need for manual counting of deliveries, leaving our sales assistants free to put the focus back on the customers rather than administration. We have been able to significantly reduce our stock availability buffers on our "Find in Store" function online, with confidence that the stock will actually be available."

”

KOOKAÏ

Viktor Vagner-Cromb
CEO
Kookai



IDENTIFY = GTIN



CAPTURE = EPC/RFID



About Avery Dennison

At **Avery Dennison Smartrac**, we provide a suite of digital ID technologies that authenticate product history, provide tracking and inventory solutions and enable richer consumer encounters.

As the world's largest UHF RFID partner, we offer solutions for multiple industries, from retail apparel and food to healthcare, automotive, logistics and aviation. Our pioneering approach to RFID is proven to increase inventory accuracy, improve supply chain agility and enhance visibility across all channels. Most of our inlays meet global industry standards and are available with or without adhesive, as such are suited to countless applications, requiring and delivering outstanding performance.

Results

Kookai has cut inventory counts from a few days to 30 minutes as a result of implementing radio frequency identification (RFID), from Avery Dennison at its manufacturing facilities in Fiji and Sri Lanka. At the Fiji factory, Kookai data indicates that 30,000 items can be counted in just 30 minutes. Kookai is also experiencing benefits in-store by reducing its out-of-stocks and gaining visibility into inventory levels so that re-stocks can be increased ahead of time for fast-selling items.

Ultimately, all clothing and stores will be equipped with RFID enabling it to precisely track all items within its supply chain, speed up check out times, enable online orders to be fulfilled from local stores and provide consumers with extra information about the products they enjoy via new interactive experiences. It also means that any products Kookai has not produced itself deliver the same in-store benefits for staff and their customers and effectively eliminates the need for any stock to be counted or tracked manually.

“ For companies looking to solve inventory accuracy issues impacting on Retail Operations, Supply Chain, Loss Prevention and Marketing, RFID is a great enabler. There is no other known technology that can do this and provide results which continue to increase over time. Given the nature of the transformation, RFID is best driven from the top down at the start. As the project gathers momentum, involve the people who will use the technology every day to secure their support too. Tip This is not an IT lead project! ”



Sean Sloan
Market Development Manager
Avery Dennison Smartrac



RFID enables

- **99% inventory accuracy**
- **10 times faster stock counts = lower labor costs**

Contact

Avery Dennison Smartrac

www.gs1au.org/what-we-do/solution-providers/find-a-solution-provider/business-alliance-partner/avery-dennison-rbis

GS1 Transport Standards
Certified labelling software



Scanning-enabled apps reduced TCO 3x and increased flexibility to scale at speed

Challenge

The method of using multiple dedicated devices for inventory management, product information and price verification was costly, timely and provided a sub-optimal user experience. Given New Zealand's stringent COVID protocols at the time, The Warehouse Group needed to organise a strategy to fulfill online orders through Click and Collect.

Solution

The Warehouse Group replaced their dedicated devices with modified iPhone and iPod touch models integrated with Scandit software. It helped streamline online order fulfilment with a fast and accurate mobile scanning app.

Additionally, they replaced the manual order fulfilment process with Scandit's superior scanning, which enabled error-free picking to keep on top of the surging volume of online orders.



- Ramped up Click & Collect in just four weeks
- Ease of adoption
- team members took just **5 minutes** to learn the new system
- Rolled out to **1500+** team members
- Reduced TCO three times over



Company implementing solution

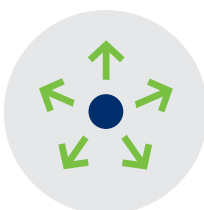
The Warehouse Group is the flagship store of New Zealand's largest retail group, The Warehouse Group. They have over 93 stores across the country, stocking affordable sporting goods, electronics, fashionwear, home and garden items, and more.



IDENTIFY =
GTIN



CAPTURE =
EAN/UPC



SHARE =
EPCIS CBV

"We want to use these low-cost smartphone scanning devices to blur the lines between our online digital experience and in-store apps to offer a self-scanning customer-facing app, and create omnichannel experiences going forward."



Trevor Jones
Solution Engineer
The Warehouse Group





SCANDIT

About Scandit

Scandit Smart Data Capture on smart devices provides actionable insights and automates end-to-end processes by capturing data from barcodes, text, IDs and objects.

Results

- Reduced TCO three times over
- 4 weeks to ramp up Click & Collect
- 5 minutes for team members to learn how to operate the smartphone app

Flexibility being able to quickly and efficiently respond to industry dynamics, such as ramping up Click & Collect fulfilment within four weeks during the COVID-19 pandemic. Team members also use the Scandit-enabled smartphone scanning solution with other apps for multiple store operations ranging from pricing, inventory management, promotions, Click & Collect order records, stock taking, product lookup and more.

User experience learning how to operate the scanning-enabled app in just five minutes is a real positive for team members. Scanning accuracy and speed, as well as the option of using the camera's flash function for scanning in dark areas of the store, has improved employee efficiency.

Scalability the option to flex devices up and/or down based on demand. Additionally, it is easy to source developers to quickly code native apps.



“Not only is smart device scanning cost-effective compared to dedicated devices and sleds, it’s a future-ready solution helping us today with retail operations such as inventory management, clienteling, stock taking and order picking; but tomorrow it could serve additional industry use cases.”



Trevor Jones
Solution Engineer
The Warehouse Group



Contact

Scandit

www.gs1au.org/what-we-do/solution-providers/find-a-solution-provider/associate-alliance-partner/scandit



PetCulture retail vendor onboarding with SPS Commerce

Challenge

PetCulture identified the need to focus on their customers and provide a superior online customer experience where shoppers can find and buy the latest pet toys, accessories and food. Behind the scenes, this experience requires supplier onboarding to ensure inventory is available and orders can be fulfilled quickly.

Solution

PetCulture partnered with SPS Commerce to transform how they onboard and collaborate with new suppliers by instituting new processes and standardised data via EDI.

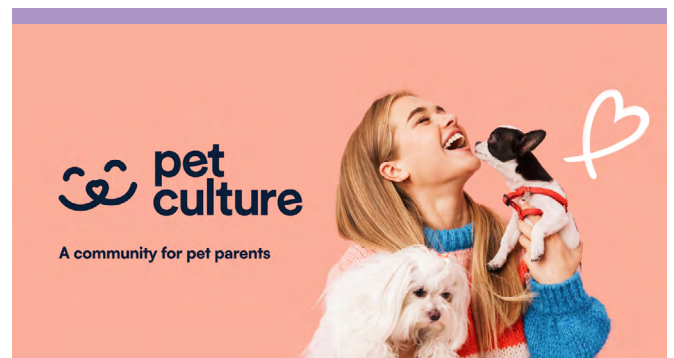


- Increased visibility
- Increased order management capabilities
- 85% initial compliance rate

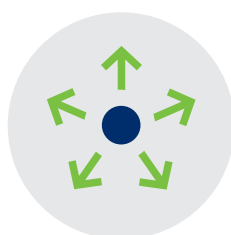


Company implementing solution

PetCulture is a joint venture start-up between Woolworths and PetSure, whose vision is to create the most rewarding relationship between pets and their pet parents.



IDENTIFY =
GTIN, GLN,
SSCC



SHARE = EDI

"The supply chain's a critical part of our business. If products are out of stock, it causes a massive disappointment to customers, and they'll happily switch and shop elsewhere."



Chris Cheung
Chief E-Commerce Officer
PetCulture





About SPS Commerce

SPS Commerce connects retail trading partners around the globe. Making it easy to collaborate with any trading partner for any channel, including e-commerce, drop-shipping and brick-and-mortar. Giving your business the ability to simplify how you exchange orders, so you can better serve your customers.

Results

PetCulture needed to move fast with its supplier onboarding program. They knew the value of document automation by partnering with a proven leader, SPS Commerce, allowing the retailer to act quickly. SPS provided the trusted processes and staff to work alongside PetCulture and its vendors to make the connections that would provide better visibility and order management across their entire supply chain.

From vendor communications to dedicated supplier onboarding specialists familiar with PetCulture and its EDI requirements, SPS led the program from end to end and achieved an initial compliance rate of 85 percent, with more suppliers onboarding soon.

“With SPS, we’re able to launch within 12 weeks, which is really awesome for PetCulture and our supplier partners. As we got to know SPS more and more, we definitely found the team very personable and very easy to work with. They really were a partner for us in EDI.”

“SPS helped us improve our efficiencies in terms of ordering and understanding the order profiles of our products very quickly. SPS was very flexible and very agile in the ways of working.”



Chris Cheung
Chief E-Commerce Officer
PetCulture



Contact

SPS Commerce

[www.gs1au.org/what-we-do/solution-providers/find-a-solution-provider/business-alliance-partner/sps-commerce-\(formerly-leadtec\)](http://www.gs1au.org/what-we-do/solution-providers/find-a-solution-provider/business-alliance-partner/sps-commerce-(formerly-leadtec))



BE Switchcraft achieves real-time visibility of manufacturing processes with Zebra RFID solution

Challenge

BE Switchcraft needed more efficient ways to track the status of projects and provide visibility of each order.

The current process included manual data entry into their ERP solution. This was inefficient, time-consuming and ultimately ineffective as the data was outdated by the time it could be analysed.

Solution

Zebra installed an RFID data capture solution using fixed RFID readers, antennas and a label printer.

An RFID tag was printed and placed on the bundle of documents which tracked the project stages.

The RFID tags on the documents were read using RFID antennas installed at crucial points in the manufacturing process.



Visibility of status of products in manufacturing reduced from 2 days to real-time



Improved financial data visibility



Improved data integrity



Company implementing solution

BE Switchcraft is a leading manufacturer of customised electrical switchboards for large building applications such as Parliament House Canberra and Adelaide Convention Centre.

From switchboard design and manufacturing, lighting control, room automation systems, energy management systems and specialist laser cutting and labelling services, BE Switchcraft invests heavily in technology to ensure their end results meet customer expectations.



CAPTURE = RFID



With greater visibility of the manufacturing process, improved financial data visibility, and now having the ability to manage customer expectations better, the RFID solution powered by Zebra has paved the way for further process refinements. With a robust solution in place, BE Switchcraft now has a solution that will support further business growth.





About Zebra

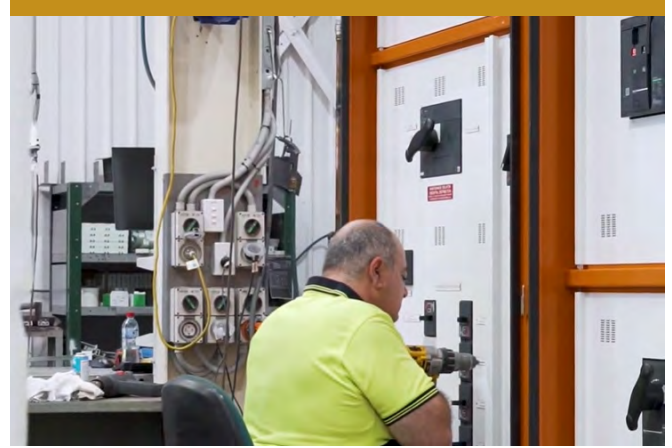
With more than 10,000 partners across 100 countries, **Zebra** delivers industry-tailored, end-to-end solutions that intelligently connect people, assets, and data to help businesses make informed decisions. It's purpose-built range solutions are delivered across a range of industries, including retail, manufacturing, healthcare, transport and logistics, warehousing, energy, utilities and hospitality. Zebra's extensive range of mobile computers, rugged tablets, RFID scanners, enterprise printers and more are designed to provide superior reliability, ease of use and insight into assets at every touchpoint, empowering frontline workers to achieve a performance edge.

Results

BE Switchcraft's adoption of a simple RFID technology has enabled managers to maintain control and optimise manufacturing processes, as well as improve the accuracy of product delivery and the advice they give to customers.

The ease of use of the RFID solution has increased staff support of the data capture process above that of barcode scanning, which has helped to significantly improve data integrity.

The most essential outcome of installing an RFID technology for BE Switchcraft is real-time data access. BE Switchcraft was able to get real-time data, while manual procedures provided a delayed view of the status of products in manufacturing for up to two days. Data is integrated with their MYOB ERP solution providing valuable information on the status of each project as well as financial data associated with the projects in production.



"We need to give our customers accurate deadlines as to when their switchboards will be ready, and we couldn't capture that in our existing systems. Monitoring the status of orders in real-time as well as monitoring the manufacturing process and the efficiencies of it was key."

"The RFID system was very straightforward to set up. The FX9600 readers were simple to install on-site, and with a little integration work, we're capturing data from the factory floor in real-time into our MYOB ERP application."



Anthony Spadavecchia
Managing Director
BE Switchcraft



Contact

Zebra Technologies

www.gs1au.org/what-we-do/solution-providers/find-a-solution-provider/associate-alliance-partner/zebra-technologies





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 =

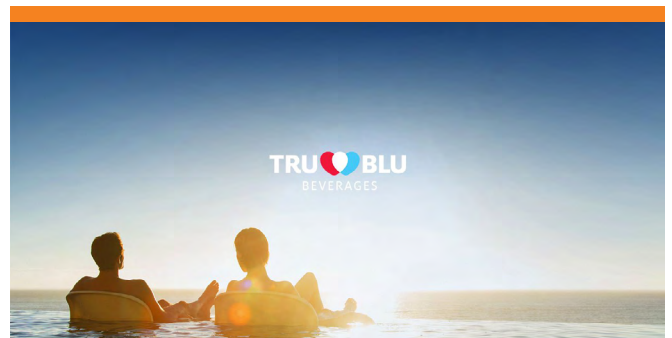
- Increase in online purchasing
- Increased quality product information required



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.

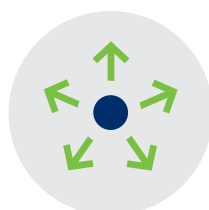
Tru Blu employs 400 people across its state-of-the-art factories, with offices in every major capital city and a range of manufacturing and distribution facilities across Australia with 400+ SKUs.



"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."



Tania Willoughby
Grocery Administration
Tru Blu Beverages



Contact

Bizcaps

[www.gs1au.org/what-we-do/solution-providers/
find-a-solution-provider/bizcaps-software](http://www.gs1au.org/what-we-do/solution-providers/find-a-solution-provider/bizcaps-software)



**National Product
Catalogue**
Certified product
for suppliers



GS1 Digital Link provides brand protection and consumer engagement

Challenge

Widely reported counterfeit issues and fraudulent behaviour in this segment mean that demand for assurance of authenticity, traceability and transparency are crucial considerations underpinning a consumer's choice and access to safe products. There is also consumer concerns around off-shore supply chains and a brand's ability to have full product traceability.

Solution

Implementing GS1 Digital Link on pack provides verification of authenticity to consumers. This means increased interoperability and greater visibility and transparency of products and the supply chain. In the event of a recall, the ability to track and identify affected products is enhanced with the unique digital identifier, encoded into the QR code.



Increased data interoperability



Greater supply chain visibility and transparency



Traceability and brand protection



Company implementing solution

Nutura Organic is a Melbourne-based brand, producing early nutrition products. They exclusively use Australian certified organic milk. Locally, they currently supply to Priceline and Woolworths. Their export market is large, mainly China, Macau and Malaysia. The early nutrition market is tightly regulated and has high consumer expectations of authenticity and trust, as part of brand choice.



IDENTIFY =
GTIN



CAPTURE =
QR Code with
GS1 Digital Link

"We are very excited to be one of the first brands to incorporate the GS1 Digital Link within that traceability system in the southern hemisphere,"



Ben Lovitt
Head of Marketing
Nutura Organic



TRUST CODES[®]

About Trust Codes

With market leadership in brand protection, data intelligence and traceability, **Trust Codes** was well-placed to help Nutura Organic implement a solution fit for purpose. Trust Codes uses advanced machine learning to counteract counterfeiters and catch those who copy codes or content online.

The Trust Codes technology leverages GS1 global standards as a foundation, layering anti-counterfeit technology to provide the best possible digital brand protection. Trust Codes has been recognised globally for their GS1 Digital Link initiatives and long-standing work with GS1 global traceability standards.

Results

- Verification of authenticity to consumers
- Increased data interoperability
- Greater supply chain visibility and transparency
- Enhanced recall ability to track and identify products
- Transparency and traceability through a product's journey
- Traceability and brand protection



"In a category dominated by the importance of safety and food security for both consumers and retail partners, traceability and demand for anti-counterfeit mechanisms will only continue to grow, so this has been an excellent project to be involved with."



Ben Lovitt
Head of Marketing
Nutura Organic

Contact

Trust Codes

www.gs1au.org/what-we-do/solution-providers/find-a-solution-provider/associate-alliance-partner/trust-codes-limited



Signet future-proofs its warehouse operations with Zebra's industrial wearable computers

Challenge

Signet needed a way to standardise its day-to-day picking across its distribution centres, while solving the issue of Microsoft 'end-of-life' support for their handheld devices.

Signet also had to factor in how changing an operating system would affect productivity, particularly as staff become familiar with new systems and processes.

Solution

Signet selected two of Zebra's Android-based industrial wearable computers to be worn in tandem. These devices mount onto the wrist and finger, allowing workers to have both hands free during the picking process. The wrist-worn mobile computer is smaller and lighter than other wearable devices in the market, fitting comfortably on any size arm. This is coupled with a small and lightweight Bluetooth ring scanner worn on the finger, which enables workers to keep their hands and eyes on the items they are handling.

40%

Reduction in picking time

\$67K

Savings per annum



Company implementing solution

Australian-owned and operated by the Winson group, **Signet** is one of Australia's leading distributors of warehouse consumables with six distribution centres Australia-wide. Known for delivering customer excellence for more than 50 years, Signet dispatches just over 6,000 orders for businesses every day. Its customers benefit from low prices, bulk-buy discounts and the convenience of products always being in stock and delivered on time.



"The wearables are far easier to use and save time per pick, while the old handheld type scanners are difficult to hold while picking, we regularly leave them behind and lose more time."



SIGNET | Warehouse Staff Signet



IDENTIFY = GTIN



CAPTURE = GS1-128



About Zebra

Zebra delivers industry-tailored, end-to-end solutions that intelligently connect people, assets and data to help businesses make informed decisions. It's purpose-built range of solutions are delivered across industries including retail, manufacturing, healthcare, transport and logistics, warehousing, energy, utilities and hospitality. Zebra's extensive range of mobile computers, rugged tablets, RFID scanners, enterprise printers and more are designed to provide superior reliability, ease of use and insight into assets at every touchpoint, empowering frontline workers to achieve a performance edge.

Results

The new wearable hands-free devices brought a 40% reduction in the picking times for the warehouse workers, which translated to an operations annual saving of \$67,000.

In addition to reducing the potential for physical strain, the solution was supported by Zebra All-Touch Terminal Emulation (TE), powered by Ivanti (formerly Wavelink). This provides an easy-to-use interface, that future-proofs Signet's fleet changes without any changes to their back-end warehouse management systems.

Overall, improved their pick times and volume, giving them a critical edge in a competitive industry.



"The use of wearable scanning and mobile computing technology has significantly improved our efficiencies and time to pick orders as well as improving picking accuracy. The Zebra wearable technology allows our team members to have both hands free whilst picking orders, reducing risk of manual handling incidents. On average, this has saved each operator around 8.3 hours a week and an operations annual saving of \$67,000. With Zebra's Android-based industrial wearable computers, we have an exceptionally powerful and easy-to-use device. It has radically improved staff efficiency, allowing our teams to complete tasks on the floor at a much faster rate,"



Allen Notley
Warehouse Manager (QLD)
Signet

Contact

Zebra Technologies

[www.gs1au.org/what-we-do/solution-providers/
find-a-solution-provider/associate-alliance-partner/
zebra-technologies](http://www.gs1au.org/what-we-do/solution-providers/find-a-solution-provider/associate-alliance-partner/zebra-technologies)



**GS1 Project i-TRACE
Standards**
Certified barcoding



Tracking melons from paddock to plate with GS1 Digital Link

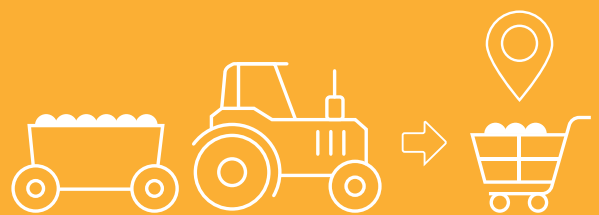
Challenge

In 2018, the Australian rockmelon brand was completely devastated by a listeria outbreak, with many countries refusing to import our rockmelons.

A way was needed to track cut rockmelons and watermelons from paddock to plate; to enhance Australia's global reputation as a provider of safe and fresh quality produce, to give consumers greater confidence when purchasing, and to educate them on the origin of the fruit and the growers.

Solution

A QR code with GS1 Digital Link was applied to the label, connecting to a traceability platform. This allowed information such as GTIN, serial number, batch code, grower information and food safety accreditation to be retrieved. For the retail POS, a GS1 DataBar was applied to the fruit. Consumers were able to scan the QR code on the melons to see detailed information on the harvest plus marketing content.



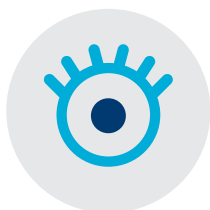
AN AUSTRALIAN FIRST
Cut rockmelons were tracked from paddock to plate



Company implementing solution

Dawson Melon Co

These melon fields are found in the Sunraysia region of Victoria.



IDENTIFY =
GTIN



CAPTURE =
QR Code with
GS1 Digital Link, GS1 DataBar

"Our encrypted, unique and serialised QR codes are GS1 Digital Link ready and this is the next step to removing barcode duplication - a single 2D QR code for consumers to engage and retailers to scan at the point of sale."



Greg Calvert
Director
Freshchain Systems



FreshChain

About FreshChain

FreshChain is an Associate Alliance Partner and provides a fully integrated, blockchain enabled, paddock to plate assurance system that verifies the food you eat.

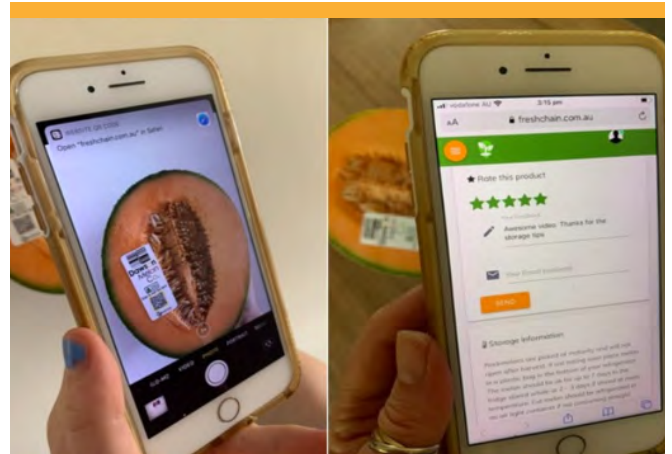
This initiative is part of the Federal Government Grants program encouraging greater adoption of traceability in fresh food which concluded round one funding in September of 2020. FreshChain has since implemented many GS1 digital link pilots in the horticultural supply chains in domestic and export sectors.

Results

This pilot was conducted in collaboration with NSW DPI with in-store support from fresh food retailers Harris Farm Markets and Market Place Fresh. The pilot demonstrated the ability to track whole and cut rockmelons from Dawson Melons' fields in the Sunraysia region to the consumer.

Dawson Melons used a fully encrypted GS1 Digital Link QR code applied to the label for the B2C piece. The GS1 Digital Link includes a URI to the FreshChain traceability platform. They also printed a GS1 DataBar for the retail POS.

- Increased confidence in the safety and quality of rockmelons
- Paddock to plate traceability
- Enhanced global reputation for safe and fresh quality produce



"We must, as a fresh food community, look beyond our individual operations and contribute to future proofing the entire horticulture industry and I believe that delivering end to end traceability is a significant step in the right direction."



Brad Dawson
Dawson Melon Co

"Our goal is to lead in providing consumers with the best and safest produce available but also support our grower network to ensure they remain viable and sustainable. A good portion of our sales are on cut products so it is incumbent on retailers to help close the loop or we lose visibility on a major portion of product that will be purchased. This is a great initiative and one that has been a long time coming."



Stephen Fanous
Managing Director
Market Place Fresh



Contact

FreshChain

www.gs1au.org/what-we-do/solution-providers/find-a-solution-provider/associate-alliance-partner/freshchain-systems-pty-ltd



GS1 Digital Link connects consumers to growers in raspberry pilot

Challenge

A way in which to engage with consumers, direct from pack was needed. The aim was to give consumers more transparency on where and when fruit is being picked and then provide them with more personalised product content to drive consumption.

A consumer traceability trial on one farm in Caboolture for Perfection Fresh Raspberries was conducted.

Solution

QR codes with digital link URI, incorporating batch and lot codes were pre-printed; reducing both time and cost. These codes were then linked to Perfection Fresh's batch/lot code when activated.

To reduce manual intervention required to activate individual QR codes on the labels, cameras were installed on the production line to read and activate codes automatically. These cameras were integrated to the traceability system via an interface and a time stamp was applied to the product.



Data insights fed back to grower



2 million punnets were marked

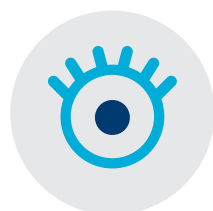


Improved UX for consumer feedback



Company implementing solution

Perfection Fresh Raspberry Farm in Caboolture.



IDENTIFY =
GTIN



CAPTURE =
QR Code with GS1
Digital Link, GS1 DataBar

“Our encrypted, unique and serialised QR codes are GS1 Digital Link ready and this is the next step to removing barcode duplication - a single 2D QR code for consumers to engage and retailers to scan at the point of sale.”



Greg Calvert
Director
Freshchain Systems



FreshChain

About FreshChain

FreshChain is an Associate Alliance Partner and provides a fully integrated, blockchain enabled, paddock to plate assurance system that verifies the food you eat.

This initiative is part of the Federal Government Grants program encouraging greater adoption of traceability in fresh food which concluded round one funding in September of 2020. FreshChain has since implemented many GS1 digital link pilots in the horticultural supply chains in domestic and export sectors.

Results

This pilot showed that data insights could easily be fed back to the brand owner/grower; such as dwell time, content stickiness, click throughs and feedback on quality. The information that was shared with consumers included storage information, fun facts, packaging disposal recommendations, social media and how to join a mailing list.

This supported the brand owner's ability to instantly track back a punnets pack date, location and time in the event of a quality issue. Simply by scanning the serialised and unique code.

Head of Marketing at Perfection Fresh, Luke Gibson says he is excited that consumers can now access greater information about where and when their food comes from.



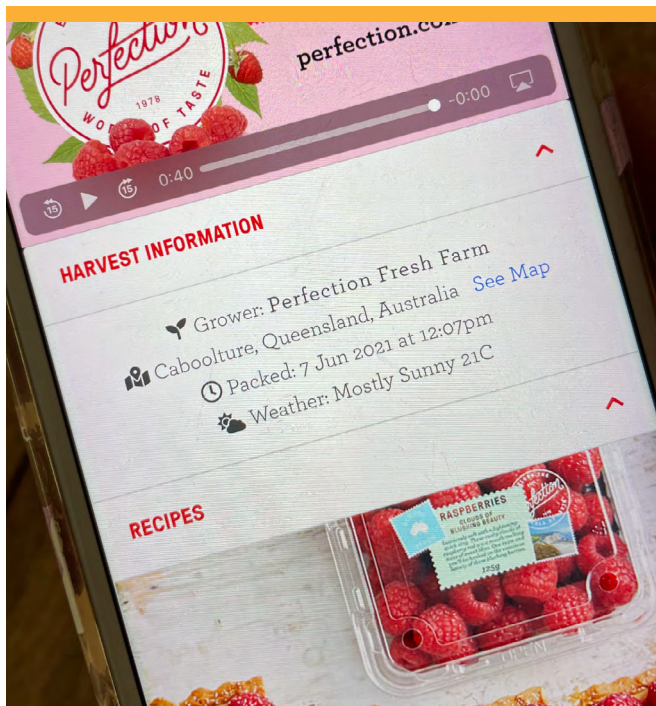
"Consumers are telling us that they want more than just the product, they are looking for an experience that connects them to the produce and growers, and to learn more about our world class produce."



Understanding consumer preferences helps us determine why people choose Perfection Fresh raspberries over another brand. This QR code trial gives consumers an opportunity to rate our product, before and after eating and give us feedback on the whole experience."



Luke Gibson
Head of Marketing
Perfection Fresh



Contact

FreshChain

www.gs1au.org/what-we-do/solution-providers/find-a-solution-provider/associate-alliance-partner/freshchain-systems-pty-ltd



SSCC labelling reduces pallet rejection by retailers

Challenge

Increased production required the elimination of labour-intensive operations, while also maintaining compliant supply chain traceability.

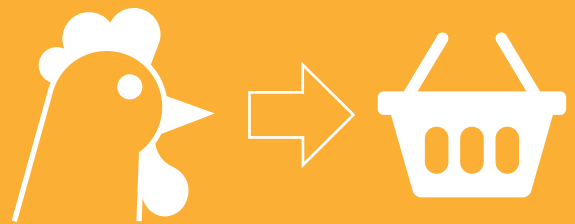
- Produce traceability back to paddock
- Reliable date, batch and barcodes for inner packs and cartons
- Automated SSCC pallet labelling to reduce non-compliance and possible retailer rejection

Solution

Automated coding and labelling solutions for;

Outer Carton Labelling – Labels with a GS1-128 barcode and unique date and batch codes applied automatically.

Pallet Labelling – Labellers were installed to apply pallet labels (with SSCCs) directly onto wrapped pallets. These standard GS1 logistics labels carry Best Before date, Batch Number and consumer unit (GTIN).



100% farm to consumer traceability

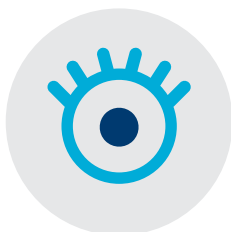
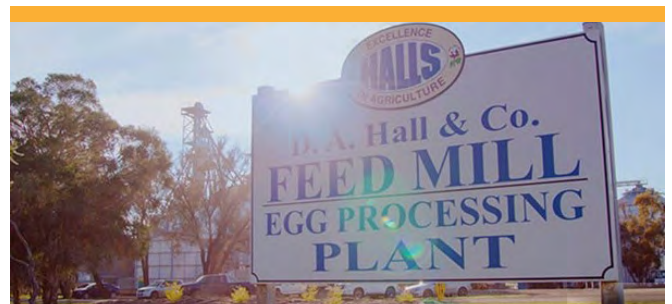
- Reduced operating costs
- Scalable for increased production
- Improved productivity



Company implementing solution

Founded in 1958, **DA Hall & Co** is a privately owned agribusiness that operates one of the largest poultry farms in Australia supplying superior, consumer-driven products across Australia.

From humble beginnings it has grown to become a large and successful integrated rural enterprise. DA Hall & Co has more than 200 employees, fulfilling a seven day-a-week operation.



IDENTIFY = SSCC, GTIN



CAPTURE = GS1-128

“DA Hall required a robust, compliant coding and marking solution that would meet future growth and provide reliability in traceability and production uptime. The strength of our Domino coding technology is that it offers a modular and highly flexible solution for permanent traceability. It’s also environmentally friendly and cost-effective due to its reliability and low maintenance requirements.”



Boyd Rose
National Sales & Product
Manager Domino
insignia



About insignia

As a long-term GS1 Strategic Alliance Partner, **insignia** has the expertise to deliver and verify barcode compliance to GS1 standards.

To increase efficiency as part of its planned production upgrade, DA Hall turned to insignia to help eradicate labor-intensive operations, increase uptime and achieve complete traceability from paddock to consumer.

DA Hall chose insignia because of their dedication to solution delivery, commitment to providing robust efficient coding and marking solutions that meet future growth opportunities, and the capability to develop tailored solutions for increased uptime and improved line efficiency.

Results

DA Hall consulted insignia during the initial planning stage of the project to ensure the project timeline would be achievable while providing limited interruption to production. insignia suggested a range of Domino products be installed across the entire production line to achieve greater efficiencies by automating processes.

Automation was implemented across the entire production line for eggshell coding, inner pack egg carton coding, outer case coding and labelling, and pallet labelling. With the help of insignia, DA Hall can process products for multiple brands, coded with accurate serialized, compliant coding and labelling in a cost effective and efficient way.

By partnering with insignia, DA Hall's investment in robust Domino printing technology has future-proofed production with increased reliability, line efficiency and scalable solutions that have the capability to increase as production increases.

DA Hall's investment in reliable technology and service capability has future-proofed production with increased reliability, line efficiency and scalable solutions that have capability to increase as production volumes increase.

"Without the reliability that insignia provides, we wouldn't be able to do what we do."

"We're a 365-day operation, and to date, insignia's never let us down... for us it's a no-brainer to bring insignia on board with us."

"It's been a much cleaner, much simpler system, less training involved and a lot more reliability and uptime."



Don Trefz
General Manager, Supply Chain
DA Hall & Co

BENEFITS

- Increased scalability
- Improved productivity and efficiency
- Traceability and coding compliance
- Reduced operating costs



Contact

insignia

[www.gs1au.org/what-we-do/solution-providers/
find-a-solution-provider/strategic-alliance-partner/
insignia](http://www.gs1au.org/what-we-do/solution-providers/find-a-solution-provider/strategic-alliance-partner/insignia)





Australian table grape traceability pilot

Challenge

To achieve end-to-end traceability from farm, through the supply chain, to consumers.

Solution

To use pre-printed unique GS1 Digital Link enabled QR codes, which are activated by a special scanning app and applied to the polybags and clamshell on the farm, which are sent to international retailers. The case-level QR code enables identification, capture and sharing of information as the products move through the supply chain.

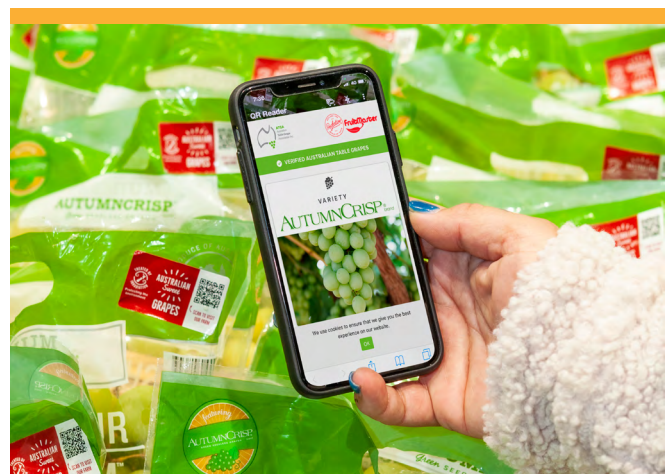


- Increased chain visibility
- Increased consumer engagement
- Increased consumer satisfaction
- Increased consumer confidence



Company implementing solution

The **Australian Table Grape Association (ATGA)** is the peak industry body representing the nation's \$900 million table grape industry. Established in the early 2000s the ATGA has supported and facilitated significant growth over the past 15 years through its partnership with research and development corporations.



IDENTIFY =
GTIN, GLN,
SSCC

CAPTURE =
QR Code with
GS1 Digital Link

SHARE =
EPCIS



Jeff Scott
CEO
ATGA

"In future, traceability will likely become a mandatory requirement, so it's positive that the Australian table grape industry has a traceability package - now globally recognised for its innovation - for growers to embrace."





About Result Group

With over 125 years combined experience in the packaging space, **Result Group** is a specialist supplier of ground-breaking technology, equipment, and materials with a focus on delivering Active & Intelligent and sustainable packaging solutions. Operating under four (4) business units; Product Identification, Process Automation, Value Added Packaging and Self-Adhesive Materials.

Results

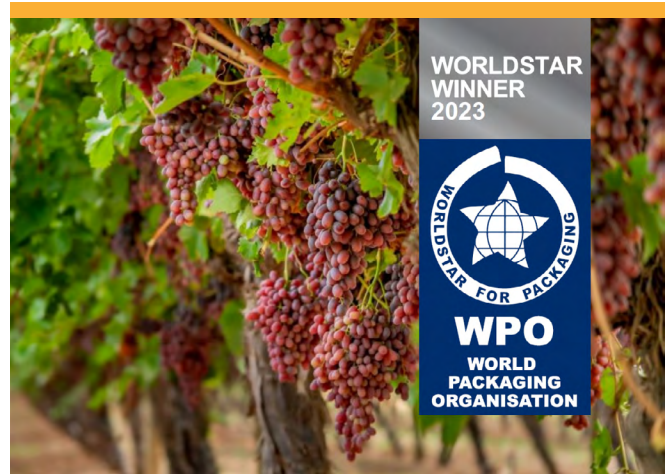
During this pilot, more than 840,000 units of table grapes, including bunch bags, clamshells, and cartons, were labelled with a unique serialised QR code, further enhanced with the use of GS1 Digital Link standards and exported to over 15 markets in the Asia Pacific Region.

Supply chain data such as picking volumes and history, packaging history, batch/lot, location, and temperature tracking is captured in a specially created dashboard supplied by Result Group

Once the products reach the consumers, a phone camera can scan the activated QR code, which will take them to a microsite to tell a story about the fruit, the farmer, the region/location, and complete a survey about the fruit quality.

The QR Code helps collect data, consumer engagement, general satisfaction, preferences for taste, market demands, fruit security, product recall, traceability and consumer confidence.

In 2023, Result Group was the proud winner of the WPO (World Packaging Organisation) WorldStar 2023 Awards, in the category of Fresh Fruits and Vegetables with this pilot.



*“Winning the award is very humbling and a great recognition for our hard-working and dedicated team. Collaboration with current system vendors and developing interoperable protocols is always a challenge and requires trust and respect. The upside, it opens up new opportunities in the traceability sector, as we continue to strive to further innovate solutions in the Australian market. We couldn’t have done it without our partners, the **Australian Table Grape Association, Agriculture Victoria, Perfection Fresh Australia, and GS1 Australia**, so this is a joint triumph.”*



Michael Dossor
General Manager
Result Group



Contact

Result Group

www.gs1au.org/what-we-do/solution-providers/find-a-solution-provider/strategic-alliance-partner/result-group



SunRice chooses MessageXchange for flexible, fast and accurate data exchange

Challenge

SunRice's on-premise middleware solution for translating EDI messages was old, time consuming to use, and expensive to maintain. As it supported a limited range of data formats, it restricted their ability to meet customer requirements.

Having a solution that supported different customer requirements and could quickly and accurately translate messages would enable swift on-boarding of new customers and overall reduce costs.

Solution

By utilising the translation engine in their existing gateway tenancy on the MessageXchange cloud service, they replaced the costly legacy software. As well as supporting SunRice's native data format, the new system could translate other required data formats.

The translation occurs in near-real time and any errors that occur during this process are immediately flagged with SunRice, preventing missed orders; something that happened frequently with the previous software.



Cost savings



Near real-time message translation



Missed orders are prevented

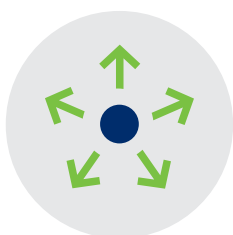


Flexible enough to support many different formats for customers



Company implementing solution

SunRice, one of Australia's leading branded food exporters, supplies more than 1100 products to approximately 50 countries across 30 brands. Established from a single rice mill in New South Wales in 1950, SunRice is now one of the largest rice food companies in the world, with more than 2,200 employees globally.



SHARE = EDI



"The MessageXchange solution has provided more visibility and accurate, real-time information throughout the project journey, which, for a growing business like SunRice, is gold."



Samantha Trentini
IT Business Partnering Manager
SunRice



About MessageXchange

MessageXchange enables thousands of businesses in Australia and around the globe to automate business processes, increase visibility and improve service. The leading cloud B2B integration and EDI service cost effectively creates a fully automated and paperless supply chain.

Results

Before this change, SunRice struggled to comply with the file formats its customers asked for. The previous software had a limited range of formats available, took a long time to implement, produced data errors, lost orders, and had a high annual premium, which impeded company growth. After moving its translation service to MessageXchange, SunRice gained the ability to plan and control its project roadmap and can now let customers know exactly when projects are going live. Projects aren't months away anymore; turnaround times have been slashed. It's now easier and faster to work with new customers and 3PLs because projects are being started and delivered faster, with improved efficiency and communication, and cost savings for all parties. What used to take a significant amount of time can now be done in a matter of hours because of the configurable nature of the solution.

"Over the last six months, the throughput SunRice has provided to customers and the added agility in the business have been outstanding. Because of the partnership with MessageXchange, SunRice has been able to onboard clients and complete projects in a short period of time, which wouldn't have been possible with the prior tool set." Samantha Trentini, IT Business Partnering Manager, SunRice



"MessageXchange makes it easier for customers to do business with SunRice. We now have the flexibility to support many different formats for customers, which is a real winner. The expertise from MessageXchange, along with the vast support of file formats, experience with our customers and quick turnaround, mean projects are being completed faster and more accurately."



Gino Prestia
Senior SAP Technical Analyst
SunRice

Contact

MessageXchange

www.gs1au.org/what-we-do/solution-providers/find-a-solution-provider/business-alliance-partner/messagexchange





Freedom Furniture saves time and improves customer service with MessageXchange and Colladium

Challenge

Freedom would send orders to suppliers by fax or email and suppliers would respond with calls, emails or faxes, which required systems to be updated manually; leading to the potential for errors.

They required a solution to automate the ordering process and provide confirmation that the order was received.

Solution

A gateway combined with Colladium allowed Freedom to interact automatically and digitally with all suppliers. This allowed Freedom suppliers to receive and respond to orders via a web portal.

With their large and diverse supply chain, this was an easy first step on their EDI journey.

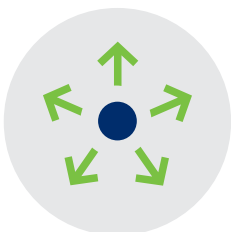


- 100% electronic trade
- Digital procurement process implemented
- Manual tasks removed = Time saved and errors reduced

FREEDOM

Company implementing solution

Freedom is a major furniture and homewares retailer with 60 stores across Australia and New Zealand. Established in 1981, Freedom offers a broad range of furniture and bedding, as well as kitchens and interior styling consultancy. Freedom is now part of Greenlit Brands, which includes Fantastic Furniture.



SHARE = EDI



One of the main drivers for moving to a digital solution was to provide better customer service. If orders were missed by a supplier, customers would have to wait longer than expected for their goods to arrive. A digital solution would mean customers would have better, more accurate insight into when their products were expected.

”

FREEDOM

Emad Ali
Supply Planning Manager
Freedom Furniture



About MessageXchange

MessageXchange enables thousands of businesses in Australia and around the globe to automate business processes, increase visibility and improve service. The leading cloud B2B integration and EDI service cost effectively creates a fully automated and paperless supply chain.

Results

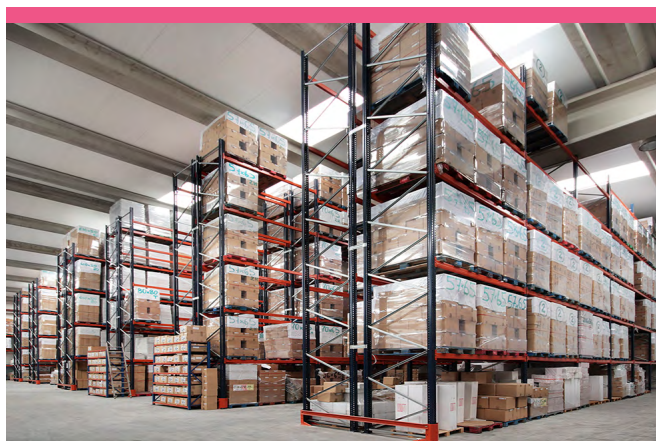
Following the adoption of this solution, Freedom has onboarded a large portion of its suppliers and has seen key benefits around time saving, improved accuracy, and better customer service. “Customers benefit from the improved accuracy because Freedom can finally provide a delivery date with more confidence. Freedom now has the perfect foundation laid to enhance its EDI solution in the future, which will provide even more data and delivery information from our suppliers for our customers.”

Freedom has begun building on this solution in a secondary phase, which will enable full EDI integration with suppliers who want to integrate their own enterprise resource planning (ERP) systems.



“The adoption of MessageXchange combined with Colladium has given Freedom confidence through automation. Removing the manual process has reduced the possibility of human error to a minimum and the team no longer spends time chasing suppliers. This has let Freedom redeploy team members to other, more valuable tasks instead of just chasing suppliers.

Freedom’s optimum target and biggest challenge was to give accurate information to customers. With this solution, Freedom places orders to suppliers and receives confirmation digitally. There are no longer any concerns over whether orders have been received or are being processed. We know the order is confirmed once we see it accepted, which is also visible on Colladium and we know when to expect the goods to arrive. All of this information goes directly into Freedom’s software via the MessageXchange gateway eliminating manual processing and the risk of associated human errors.”



FREEDOM | **Emad Ali**
Supply Planning Manager
Freedom Furniture

Contact

MessageXchange

www.gs1au.org/what-we-do/solution-providers/find-a-solution-provider/business-alliance-partner/messagexchange





Woolworths Group takes EDI certification to the next level

Challenge

The Woolworths MIGs define how suppliers should trade electronically with them via EDI. These guidelines outline the document or message types to use, as well as when to use them and the structure and business rules of each message.

With more and more suppliers choosing to trade via EDI, onboarding suppliers with the existing resources and ensuring suppliers' EDI documents are built as per the MIGs presented a challenge to Woolworths' eBusiness team.

Solution

GS1 Australia, MessageXchange and Colladium worked with the Woolworths eBusiness Team to develop an electronic EDI certification and self-testing service.

They streamlined the process for suppliers and designed the EDI Certify solution. This was created using numerous scenarios such as accepting, rejecting or changing orders.



End-to-end testing process - used to take weeks or months, now takes only days



Validation of suppliers' outgoing messages with real time feedback

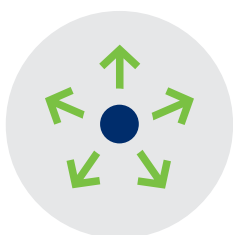


Suppliers have all the information they require, in context, when needed



Company implementing solution

Woolworths Group is a leading retailer in Australia and New Zealand, with over 1,400 stores that serve more than 22 million customers every week. Onboarding suppliers and getting their products onto shelves at the right time is paramount.



SHARE = EDI



"The EDI self-certification gives us the confidence that the suppliers are ready when it comes time for the end-to-end EDI accreditation testing and onboarding to our live systems"



Derong Yu
eBusiness Lead
Woolworths



message xchange.

About MessageXchange

MessageXchange enables thousands of businesses in Australia and around the globe to automate business processes, increase visibility and improve service. The leading cloud B2B integration and EDI service cost effectively creates a fully automated and paperless supply chain.

Results

Woolworths was keen to adopt the EDI Certify system. “We trust GS1 and we know they would partner with the right provider to get this solution delivered”, Yu said. “We saw this as a way to enhance our suppliers’ EDI onboarding experience and bring real efficiencies to our EDI accreditation process.”

The MessageXchange and Colladium teams configured the EDI Certify system to guide suppliers through the Woolworths EDI self-certification process. Enabling suppliers to generate an order with supplier-specific details such as vendor number and products, as well as validate suppliers’ outgoing messages for Woolworths’ required scenarios with real time feedback is a key feature. Most importantly, the processes simulated reallife scenarios.

Woolworths also added in other documentation, including labelling guidelines, so that suppliers have all the information they require, in context, and at the time that they need it.

With the EDI Certify service, suppliers are now able to generate EDI purchase orders based on the information they input, self-test their messages to Woolworths anytime to get all issues identified upfront. Once the issues are fixed, they can retest messages without relying on Woolworths eBusiness team.

Woolworths has seen huge efficiencies in their end-to-end testing process – what sometimes took weeks or months, now takes days.



“We’ve seen the quality of EDI messages during the end-to-end testing is now much better and the EDI accreditation testing process is smooth.”



Derong Yu
eBusiness Lead
Woolworths



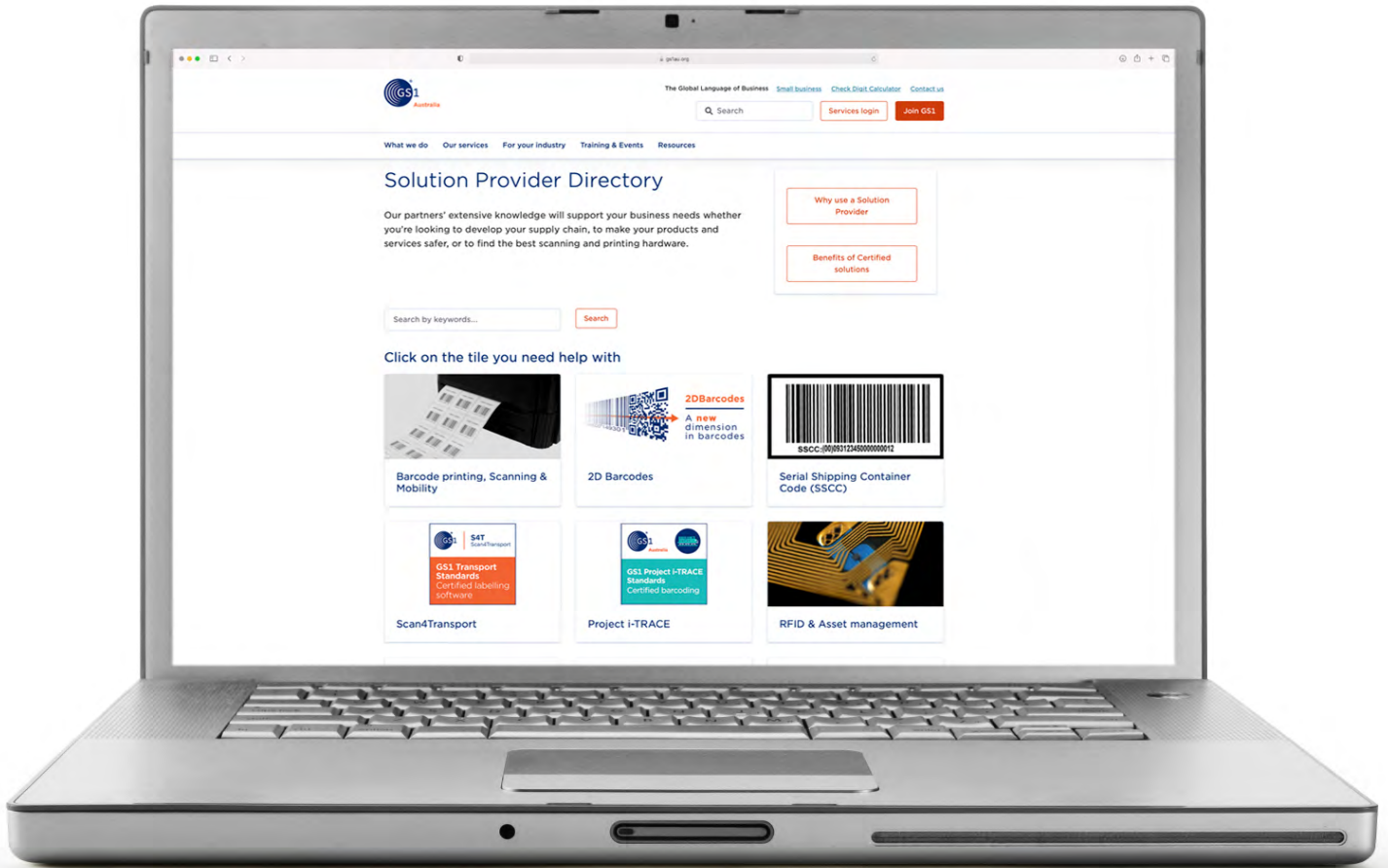
Contact

MessageXchange

[www.gs1au.org/what-we-do/solution-providers/
find-a-solution-provider/business-alliance-partner/
messagexchange](http://www.gs1au.org/what-we-do/solution-providers/find-a-solution-provider/business-alliance-partner/messagexchange)



**GS1 Transport
Standards
Certified
EDI software**



Solution Provider Directory

Our partners' extensive knowledge will support your business needs whether you're looking to develop your supply chain, to make your products and services safer, or to find the best scanning and printing hardware.

Need help finding a solution provider?

1. Visit our easy-to-use directory at www.gs1au.org/what-we-do/solution-providers/
2. Select the category you need
3. Review capable solution providers
4. Make a selection and request contact

About GS1 Australia

GS1 is a neutral, not-for-profit organisation that develops and maintains the most widely used global standards for efficient business communication. We are best known for the barcode, named by the BBC as one of “the 50 things that made the world economy”. GS1 standards and services improve the efficiency, safety and visibility of supply chains across physical and digital channels in 25 sectors. With local Member Organisations in 116 countries, 2 million member companies (over 22,000 in Australia) and 10 billion scans of over 1 billion products that carry the GS1 barcode, every day. GS1 standards create a common language that supports systems and processes across the globe.

For more information visit the **GS1 Australia website** or follow us on **LinkedIn, Twitter** and our **YouTube** channel.

GS1 Australia

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