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INTRODUCTION

Dear member,

I would like to welcome you to our first issue of the GS1 Ireland's monthly eZine for 2009.

The goal of the GS1 Newsletter is to raise awareness about GS1 and its activities through interesting, informative high-level articles. It is targeted at a wide audience of users and potential users of GS1 Standards.

We invite you to submit a business case study that your organisation has conducted with a customer in any industry sector that demonstrates an increased or improved use of GS1 standards and/or solutions to better serve our users around the globe.

Enjoy!

The GS1 Ireland Team

Solution Provider Accreditation

The GS1 'Seal of Approval'



Congratulations to Codico Distributors & Products Ireland

GS1 Ireland is delighted to announce that Codico Distributors Limited and Atlas Products Ireland have become the first solution providers to be awarded Accreditation. Both companies undertook staff training, provided case studies demonstrating their application of GS1 Standards, and were assessed by GS1 Ireland before being issued with the award.

Codico Distributors Limited were accredited for their bar code solutions.. The company has been a very active member of the GS1 Solution Provider programme for a number of years.

Atlas Products Ireland has been awarded Accreditation in the field of eCommerce. The company is one of the newer members of the Solution Provider programme as well as a new entrant into the Irish market.



GS1 DataBar will start with fresh foods – 2010

GS1 DataBar™ offers many opportunities for suppliers and retailers alike, but certainly one of the greatest opportunities is the ability to now capture a GS1 Global Trade Item Number (GTIN) on fresh variable measure trade items such as meat, poultry and loose produce at retail point-of-sale (POS). What's more, in addition to carrying GTIN, GS1 DataBar can also carry expiration dates, lot numbers and country of origin, enhancing consumer safety and food traceability at POS.

Today, GS1 DataBar can be found on loose produce in North America and the UK, and fresh food pilots are live in Europe and Asia.

Based on reports conducted in 2008 to determine Top 100 retailer readiness to use GS1 DataBar technology, the GS1 Advisory Council and the Executive Committee of the GS1 Management Board agreed to a new plan for GS1 DataBar adoption:

- By **2010**, GS1 DataBar standards will be available for use for all trade items when there is bilateral agreement between trading partners. The specific focus will be on **fresh food products** scanned at POS.
- By the target date of **2014**, GS1 DataBar standards, including attribute information (using GS1 Application Identifiers), can be used globally by all trading partners in an open environment and on any product. At a minimum, all retailers in all markets should be able to scan a GS1 DataBar and process GTIN to their databases. Retailers who have started GS1 DataBar programs, especially fresh food pilots, can continue with no interruption and, in 2010, can conduct bilateral trading with their trading partners.

As new retailers upgrade their hardware and software so they can scan and process GS1 DataBar, they too can begin bilateral trade with their suppliers. Early adopters are already reaping benefits such as reducing product shrink, optimizing product replenishment and category management while setting the stage for industry advances in consumer safety and traceability.

GS1 Member Organisations around the world will be working with their local retail communities to determine the date when GS1 DataBar can be used on any product (an open standard) in their nation. The dates for national use on all products, between 2010 and 2014, will be reported to the GS1 Global Office. Country-by country adoption dates allow early adopter nations to move forward, but provide additional time for other nations to get ready.

It is important that **retailers and suppliers ensure that all their hardware and software systems can support GS1 DataBar and GTIN** as systems are upgraded according to these national dates. However,

suppliers using the current EAN/UPC bar code will not need to change anything.

With food safety concerns on the rise as well as difficult economic times, retailers and suppliers can realize great advantages from GS1 DataBar: it's a low-cost technology which advances efficiency, consumer safety, and traceability at the point-of-sale.

For more information on GS1 DataBar, please visit <http://www.gs1ie.org/databar>.

GS1 MobileCom



GS1 MobileCom: Extended packaging pilots planned for 2009

With over four billion users in the world, mobile phones are becoming an important channel for businesses and consumers to interact. Today mobile phones can “scan” bar codes, read Radio Frequency Identification (RFID) tags and access the internet. By pointing and clicking at a product or magazine, mobile phones bring information and services linked to a product closer to the consumer and as a result, bring the consumer closer to the brand.

In February 2008, the GS1 MobileCom workgroup published a white paper called “Mobile Commerce: Opportunities and challenges.” The white paper outlined six mobile applications most relevant to the supply and demand chain and gave recommendations about how to best use the GS1 System to fulfill the needs of our users in this new area.

Over the course of 2008, the workgroup focused on one of these applications: **Extended Packaging**. Extended Packaging means giving consumers access to additional information or services about products through their mobile phone. Through conference calls and physical meetings led by GS1 Global Office, the workgroup developed use cases showing how consumers and businesses will use Extended Packaging, and identified a number of considerations and business requirements related to packaging, consumer experience, information exchange and information storage.

Over 50 members of the workgroup met at GS1 Germany in November 2008 to further develop the guidelines. A study tour to the METRO Future Store showed a well-developed *selfscanning* application in action using existing GS1 standards.

GUSI is Coming !!

What is GUSI?

While traditional eCommerce processes are already in place from Manufacturers through Distributors and Retailers to the Consumer, there has been little attention given to the business processes used from Manufacturers back through their suppliers, i.e. up the supply chain. The Global Upstream Supply Initiative (GUSI) was developed by the Global Commerce Initiative (GCI) and GS1 with a view to develop an upstream **solution based on common scenarios, common processes and common electronic messages**.

Put simply, GUSI aims to mirror many of the processes currently in use to move products from manufacturers **down** the supply chain to the consumer, and use them to enable integration between manufacturers and their suppliers of materials, e.g. ingredients and packaging.

It is essentially the eComm solution for upstream supply chain, enabling manufacturers to efficiently manage their incoming material processes more cost effectively.

The initiative has been implemented across Europe and Australia, multinationals such as Unilever, Kraft, Nestle, P&G, Crown, Smurfit Kappa Group and many more are realising the benefits. The initiative is made possible by the use of standards – specifically GS1 standards in eCommerce.

Given the present economic climate in Ireland, competitiveness in industry is a key challenge, the adoption of GUSI is seen as an opportunity to add efficiency and gain advantage on competitors.

How it Works

The GUSI system uses a business model known as the Upstream Integration Model (UIM) The UIM uses GS1 XML message standards to exchange information between the trading partners in support of these supply chain processes. The UIM creates a common approach and language for the business processes and data interchanges between manufacturers and their suppliers. It has been designed to cover the following business areas: Procurement, Material forecasting, Inventory management, Dispatch, Receipt, Consumption of Materials and Financial Settlement.

If you would like further information on GUSI please contact Barry Spellman on (01) 2080676 or you can e-mail the details to barry.spellman@gs1ie.org.

Safer Transfusions

Peace of mind in stressful times

Surgery or a trip to the hospital is bad enough. You don't want to have the extra worry that a nurse might unthinkingly administer you the wrong type of blood or plasma. Few statistics are available, but most experts agree that hospital workers around the world continue to mismatch blood and patients, with potentially devastating consequences.

In most countries, barcodes are used to identify blood bags and track information such as blood type or donor name. Now, with the advent of RFID technology, hospitals are beginning to track blood products in a much more efficient and effective manner, with the result that patients now have far greater peace of mind during their stay in hospital.

Matching patients and blood products

Here's an example. A hospital in Milan uses RFID to confirm that the right blood products are given to the intended patient. The bags carry an RFID tag that is combined with a lock. Before administering a transfusion, the nurse uses a reader to identify the blood bag and the RFID tag worn by the patient on his or her wristband. If they do not match, the lock on the blood bag will not open.

The RFID device also contains a temperature sensor that monitors and records the temperature outside the blood bag. This allows doctors and nurses to confirm that the blood has been stored properly. As you can see, RFID is already saving lives and reducing clinical errors. This situation will improve further as more and more hospitals and clinics adopt the new technology.

(First published on www.discoverrfid.org - 2009)



Ensure that
your bar codes
scan first time,
everytime!



Bar code Verification

Did you know....

that its the responsibility of the 'originator' of the bar code, usually the brand owner of the product being bar coded, to ensure that it meets the quality requirements of the entire supply chain.

Ask yourself two simple questions.....

Are you having trouble with your bar codes scanning, leading to troubled supplier-customer relationships?

How confident are you that your bar codes will scan at all points of your supply chain?

If yes, GS1 Ireland can help, if you need to get your bar code verified please contact
**Beatriz Gil Martin on 01 208-0660 or
email beatriz.gilmartin@gs1ie.org**



