



Digital Innovation and Transformation

GS1 Ireland Annual Report 2015



- Neutral and not-for-profit
- User-driven and governed
- Global and local
- Inclusive and collaborative

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Chairman's Statement



John O'Callaghan
Group IT Director
Musgrave Group
Chairman GS1 Ireland

Introduction

Welcome to the GS1 Ireland Annual Report for 2015 where we share our highlights and progress in delivering GS1 standards and solutions for the benefit of our members.

For decades, GS1 has been to forefront in meeting our members' needs for supply chain standards in the physical bricks-and-mortar retail world. We are at a crossroads today with the digital omni-channel world. Conscious of this changing landscape, a key focus for GS1 Ireland in 2015 was on innovation and change, and on supporting our members to visualise and realise their ambitions for the use of GS1 standards in their organisations. We were therefore delighted for Senator Feargal Quinn to be our Guest of Honour for the launch of our new Knowledge Centre at our re-furnished offices in Merrion. The Knowledge Centre allows us to continue to build on the success of our online communications channels with members including our updated website, webinars and e-training options as well as our enhanced Solution Provider Programme.

Today, all of our members are now operating in the digital era, and indeed most industry commentators would even say that "digital is the new normal". Digital Data and Data Quality are cornerstones of this new digital era. GS1 Ireland and its working committees remain committed to actively pursuing our efforts on data quality initiatives and in particular to take the next steps with brand-owners and manufacturers towards ensuring data quality at the source, as well as striving toward 100% data quality in product master data. Consumers are correctly demanding high standards of product quality and traceability and are equally demanding full visibility from "origin to consumption" – and GS1 standards enable these demands to be met.

Meeting the needs of our members

In 2015, GS1 Ireland was pleased to launch in Ireland its fTrace solution to support companies wishing to provide customers with traceability data directly to the "palm of their hands" via their smart phones. fTrace closes the gap between digital and in-store product information while also supporting safe,

reliable food chains. It is specifically designed for traceability in food and non-food products, and the provision of additional product information such as origin and production history.

Retail Sector

GS1 Ireland also continued its work on data quality through its Digital Data Quality (DDQ) Committee in 2015. During the year the members of the DDQ Committee completed user acceptance testing of our new Barcode Manager Application – a web-based data management and barcode generation tool. In addition, the DDQ Committee also completed its work to define a data model for the FMCG sector in Ireland. This data model meets the needs of those companies wishing to list a product with a retailer in the Irish market and work will commence in 2016 to extend the attribute list to incorporate the recently published European Data Model.

Healthcare Sector

Under the guidance and support of our Healthcare Committee, GS1 Ireland continued in 2015 to engage with key stakeholders across a range of initiatives resulting in another busy and exciting year in Healthcare for GS1 Ireland; and it has been a year of achievements. The HSE received an award at the GS1 Global Healthcare Conference in April for their excellent implementation of the national solution to track and trace surgical instrument trays and endoscopes. In addition, St James's Hospital received the eProcurement Excellence Award at the National Procurement and Supply Chain Awards. We would like to extend our congratulations to both the HSE and St James's Hospital for their respective awards.

Throughout the year members of the GS1 Ireland team participated in a number of high profile industry events, conferences and awards ceremonies, both nationally and internationally. We are delighted and honoured to be invited to support these events and to avail of the opportunity to inform industry users, regulators and representatives of state bodies on the many benefits accruing from the implementation of GS1 standards – be that consumer and patient safety, business process efficiency or cost savings.

A Strategic Plan for 2016 to 2018

GS1 Ireland's vision is a world in which GS1 is the preferred industry standard to Identify, Capture, Share and Use information among participants in the supply chain about products, services, business locations and more. The end of 2015 marked the completion of the third and final year of the strategic plan for 2013 to 2015, and I am pleased to report we met or exceeded each of our priority area targets. Accordingly, in 2015 the Supervisory Board and Management Team of GS1 Ireland prepared a new strategic plan for the period 2016 – 2018. The five key strategic objectives for the organisation have been defined as:

- 1. Implement Member Centricity 2.0** – to proactively enhance the value of GS1 to members and prospects through a suite of digital services;
- 2. Advance Branding and Awareness** – to advance the awareness of GS1 Ireland among members and key stakeholders as the primary source of global standards and solutions that enable efficiency, traceability and communications;
- 3. Build Industry Engagement** – to build a practice of engagement to secure the endorsement and commitment of industry to implement GS1 standards-based solutions;
- 4. Deliver Transformational Services and Solutions** – to identify and deliver, with approved partners, a suite of transformational services and programmes to fulfil members' needs;
- 5. Ensure Organisational Sustainability and Capability** – to be a highly effective and innovative organisation that supports and enables its people to achieve the organisation's objectives.

I look forward to reporting on progress in each of these five key areas in future annual reports.

Governance and Supervisory Board

During the reporting year three Directors retired from the Supervisory Board - Mary Campbell (Unilever Ireland), Eric Morrissey (Pfizer Ireland) and Cormac Watters (DCC Group). I would like to thank Mary, Eric and Cormac for their contribution to GS1 Ireland during their tenure on the Board and working Committees.

Following the adoption of the Companies Act 2014, GS1 Ireland commenced work to prepare its new Company Constitution, including Memorandum and Articles of Association as required by legislation. The intention is to publish the new Constitution for adoption at the Annual General Meeting in 2016.

Conclusion

Finally, I would like to thank each of the members of the Supervisory Board for their very valuable contributions and support during the year, and for their active participation in the working committees. I wish also to congratulate Mike and his colleagues in the Executive on an excellent performance in 2015 and we look forward to continuing success in 2016.

John O'Callaghan
Chairman GS1 Ireland



CEO's Statement

“Progress is impossible without change – and to change for the better, we must innovate.”



Mike Byrne
Chief Executive Officer
GS1 Ireland

The Year in Review

In 2015, it was evident both in Ireland and worldwide that the pace of change, globalisation, and the need to organise data have altered the relationship between consumers and business. With the convergence of mobile technologies and digital applications capable of scanning GS1 barcodes, shoppers are now able to integrate data into their buying decisions anytime and anywhere. Shoppers expect companies to deliver relevant, accurate, and consistent product information through any channel they desire. The same trend may also be seen in other sectors and healthcare providers in Ireland and elsewhere are increasingly using GS1 standards to transform their delivery systems so as to provide increased value, quality and most importantly safe care to their end-users, while also reducing costs.

As businesses mobilise to respond to this disruption, the role of GS1 has never been more relevant. Leveraging the power of GS1 standards and solutions, organisations can innovate, collaborate, and transform their business processes to meet these challenges. Successful companies and organisations are innovating to become more agile in sharing data between their departments, their trading partners, and in satisfying today's information-aware consumer or end-user.

As mentioned by our Chairman, a key focus for GS1 Ireland in 2015 was on innovation and change, and on supporting our members to visualise and realise their ambitions for the use of GS1 standards for the benefit of their organisations. GS1 Ireland's new Knowledge Centre will greatly enhance and support our ability build Industry Engagement and deliver Transformational Services – two of the key objectives of our new strategic plan for 2016 to 2018.

In addition to opening our Knowledge Centre we also added three new personnel to our team in 2015, and they have added considerably to our membership services and support offerings. Such additions have allowed us to provide valued professional and advisory services to our members across a range of sectors including Retail/Consumer Packaged Goods, Healthcare, Marine, and Logistics.

Sector Report and Review of Business

GS1 Ireland continued to support our members in 2015 in offering a broad range of standards and services in a variety of industry sectors. Each of these standards is designed to enable improved efficiency and effectiveness in supply chains.

I am therefore pleased to report a strong business performance for GS1 Ireland 2015. The core membership of the organisation remained stable and mature, with the number of active members and licence holders increasing by 3.6% to 3,103 during the reporting year (2014: 2,994). Total income, inclusive of deposit interest, for the year ended 31 December 2015 also remained strong at €1,777,503 (2014: 1,741,113).

Retail and Related Sectors

Today, thanks to technology like the internet, smartphone apps and social media, retailers can offer consumers digital ways to research, shop and interact with the items that they buy and use.

Consumers now expect to find immediate, accurate and trusted product information on the device of their choosing. For most businesses and organisations, successfully enabling consumer or purchaser sales is both the end-goal and the end-stage and this goal cannot be realised unless GS1 standards have been correctly and consistently used across business processes. Quite simply, for an item or product to be visible in a supply chain or business process, it must first be identified, its activity captured, and the information shared in a standard way.

During the reporting year, GS1 Ireland also continued to roll-out its certified datapool service, DataSync.ie, to members and maintained access to other certified Global Data Synchronisation Networks™ (GDSN®).

In 2016, GS1 Ireland will work with our colleagues across the GDS Network to ensure a successful roll out of GDSN Major Release 3 in Ireland. Major Release 3 will further improve product information sharing and data synchronisation, enabling our

members to leverage trusted data, to provide richer product information, to better adapt to regulatory requirements, to better support industry-specific functionality, to improve data quality and, importantly, to increase speed to market.

Healthcare Sector

Internationally, and in Ireland, the use and benefits of GS1 standards in Healthcare has become very evident. In order to comply with all of the latest regulations, industry is increasingly aligning around one single set of global standards and healthcare organisations and state agencies are turning more and more to GS1.

Many governments in Europe are recommending the use of GS1 standards. For example, the UK Department of Health mandated GS1 standards in its latest NHS eProcurement Strategy, published in April 2014, and similar endorsements have also occurred in Denmark, the Netherlands and France to name but a few. In Australia, healthcare companies are increasingly using GS1 barcodes despite the absence of binding healthcare legislation in their market. Today 97% of medicines in Australia carry GS1 barcodes, and 75% of medical devices are marked using GS1 standards and similar figures are noted in Ireland and Europe.

The activity of the Healthcare User Group (HUG) continued and their work has been key to progressing the adoption of GS1 standards for procurement at a national level by the HSE. GS1 standards are seen as a key enabler to support improved patient safety. The eProcurement programme at St James's Hospital progressed with additional suppliers commencing testing, of which a number are close to go-live in 2016. An outline of the programme, including its benefits, can be found in the St. James's Hospital eProcurement Whitepaper which was published late in 2014 and is available on our website.

In 2016, GS1 Ireland will continue to engage with the key stakeholders in Irish healthcare and expects to further increase its work with the HSE and Hospital Groups, focusing on transformative projects to enable end-to-end traceability, patient safety and efficiency.

Smart Manufacturing Ireland and the GS1 Ireland Solution Provider Programme

In 2015, the Internet of Things— or digitising the physical world—has received enormous attention and a key focus of this attention has been on Smart Manufacturing.

Smart Manufacturing will transform the design, manufacture, operation, and service of products and production systems. It is estimated that connectivity

and interaction among parts, machines, and humans will make production systems as much as 30% faster and 25% more efficient and elevate mass customisation to new levels.

When industry commentators and analysts talk about the benefits of Smart Manufacturing, among the key benefits mentioned are higher quality and lower costs and companies are now developing Smart Manufacturing solutions which design-in the requirements for GS1 standards and solutions at the outset rather than seeing them as an add-on further down the line. Conscious of the role GS1 Ireland can play in this space for the benefit of all our members, in late 2015 we established the GS1 Ireland Smart Manufacturing Ireland solution provider programme and I look forward to reporting on the progress of this initiative next year.

Supporting our members through Training and Professional Advisory Services

2015 was a busy year for the members of the GS1 Ireland Professional Services Team which covers activities including; Advisory Services, Software Development, Training and Education and Industry Events.

In the first quarter of 2015 the Professional Services team dedicated a considerable amount of time to e-Locate, the national fishing industry traceability framework. This scheme closed at the end of March 2015 and inspection visits to 14 fish processors were undertaken right across the country, from the northern Donegal coast, to the Dingle peninsula and from Dublin Port to Galway Bay.

The technical expertise of the GS1 Ireland Professional Services team was also utilised in the development of a number of specialist applications to support various implementation projects in 2015. This is a new venture for GS1 Ireland and forms part of our strategic initiative to meet members' needs and proactively support their supply chain initiatives.

During 2015 GS1 provided both in-house classroom courses as well as a number of tailored, in-company training courses on all aspects of GS1 standards, including traceability. These training sessions were run in GS1 Ireland's new Knowledge Centre as well as at a number of venues across the country.

Finally, I would like to thank the Supervisory Board, Working Committees and all of GS1 Ireland's members for their support during 2015 and I look forward to further success and continued progress in 2016.

Mike Byrne
CEO GS1 Ireland

GS1 Knowledge Centre Launched



Senator Feargal Quinn (centre) with John O'Callaghan, GS1 Ireland Chairman (right) and Mike Byrne, GS1 Ireland CEO (left)

Senator Feargal Quinn has a long connection with GS1 Ireland and its previous constitutions as EAN and Article Number Association of Ireland and was in fact the first Chairman of the ANAI.

The 1980's was the era when scanning systems were emerging in traditional grocery. Senator Quinn's vision for barcode standards and their beneficial use in retail was evident from the very start. He was a pioneer of the introduction of checkout scanning in Ireland and the use of the EAN/ UPC barcodes as the global standard prevails to this day.

Senator Feargal Quinn Guest of Honour at the inauguration of the GS1 Ireland Knowledge Centre and meeting rooms.



A commerce graduate from University College Dublin (UCD), Senator Quinn's first business experience was in his father's holiday-camp in Skerries, Co Dublin. However, he is best known throughout the world for setting the bar in world-class retailing and customer service and through his visionary leadership of the Superquinn chain of supermarkets.

His retailing connections today enable him be an ambassador for the Irish food industry, which he believes has much untapped potential. He is an international board member of the US Food Marketing Institute, a former president of the The Consumer Goods Forum, and is a former president of the EU-wide lobbying group Eurocommerce.

The Supervisory Board and Staff of GS1 Ireland were delighted and honoured that Senator Quinn could share this day with them as the organisation prepares and positions itself to support Irish organisations in their adoption of global supply and demand chain standards for the next 40 years and beyond.



On June 5th 2015, the Chairman, Board, Chief Executive and team at GS1 Ireland were delighted to host Senator Feargal Quinn as Guest of Honour on the occasion of the opening new GS1 Knowledge Centre and meeting rooms.



www.gs1ie.org/about

GS1 Strategy 2016 – 2018



Our Vision

GS1 Ireland's vision is a world in which GS1 is the preferred industry standard to Identify, Capture, Share and Use information among participants in the supply chain about products, services, business locations and more.

Our Mission

GS1 Ireland's mission is:

- To lead and manage the GS1 system in Ireland, on behalf of our members
- To provide services and applications to existing and potential members to support their use of the GS1 system
- To influence the development of GS1 standards in collaboration and accordance with GS1 GO
- To anticipate future needs where GS1 standards can deliver value for members and potential members
- To maintain and develop contact with key Stakeholders relevant to GS1 Ireland
- To represent Ireland within the framework of GS1 GO and affiliated organisations

Our Strategic Objectives

In 2015 the Supervisory Board and Management Team of GS1 Ireland prepared a new strategic plan for the period 2016 – 2018. Building on the previous plan (2013 – 2015) the 5 strategic objectives for the organisation have been defined as:

1. **Implement Member Centricity 2.0** - to proactively enhance the value of GS1 to members and prospects through a suite of digital services
2. **Advance Branding and Awareness** - to advance the awareness of GS1 Ireland among members and key stakeholders as the primary source of global standards and solutions that enable efficiency, traceability and communications
3. **Build Industry Engagement** - to build a practice of engagement to secure the endorsement and commitment of industry to implement GS1 standards-based solutions
4. **Deliver Transformational Services and Solutions** - to identify and deliver, with approved partners, a suite of transformational services and programmes to fulfil members' needs
5. **Ensure Organisational Sustainability and Capability** - to be a highly effective and innovative organisation that supports and enables its people to achieve the organisation's objectives.

1 Implement Member-Centricity 2.0

Over the last 3 years GS1 Ireland has re-focused its operations and customer service delivery to put members and their needs at the heart of what it does on a daily basis.

Investments continue to be made in adopting digital communications and ecommerce solutions to ensure members have access to information and services at a day and time that suits them. GS1 is committed to continuously improving its service delivery mechanisms and to responding quickly to member requests for new products and services, as identified by pro-active helpdesk management and surveys.

2 Advance Branding and Awareness

GS1 Ireland has made a strategic and active commitment to participating in industry events and conferences each year. This activity is undertaken with the express purpose of fostering an increased understanding among key stakeholders of the considerable benefits to be realised through the adoption of open, global supply chain standards.

Event participation and availing of opportunities to speak at conferences has step-changed awareness of GS1 in recent years and will continue to be central to our activities over the period of this strategic plan 2016-2018.

Event activity has been combined with a shift in communications strategy to focus on the benefits of standards adoption through case studies on a range of applications including healthcare regulation compliance (pharmaceuticals and medical devices and hospital care) and global food traceability (meat and seafood).

Finally, alignment with the global GS1 brand across all print and digital materials (brochures, technical documents and publications), in addition to GS1's online presence with its website and social media channels, plays a key part in growing recognition of the GS1 brand internationally and in Ireland. GS1 Ireland is committed to maintaining and enhancing its presence both in traditional and digital arenas in the coming years.

3 Build Industry Engagement

The third strategic objective for the years 2016 – 2018 is to build a practice of engagement across the organisation with key industry stakeholders and to work with them as proponents and advocates for the benefits of using standards-based, interoperable solutions. In forging a direct relationship with industry practitioners it is the goal of GS1 to fast-track the implementation of standard-based solutions over and above proprietary solutions.

Industry engagement will be driven by our core standards users in the retail grocery, consumer goods and healthcare sectors. Adoption will be supported through active industry and project-based committees working on initiatives directed by the industry members involved.

Key to industry engagement is continuing to build and deepen GS1's relationship with regulatory bodies, associations and academic institutions. A collaborative relationship with solution providers through the GS1 Partner Programme will also be central to the successful achievement of this strategic objective.

4 Deliver Transformational Services and Solutions

GS1 is committed to delivering, with approved partners, a range of solutions and programmes that will extend the depth of services offered to members. The development and roll out of these services will be identified through direct industry engagement and will be in line with member needs.

Services and solutions to be delivered will include Master Data Services such as the GS1 Ireland data pool datasync.ie, Barcode Manager, EDI data exchange solutions and various software applications for managing and sharing data and maintaining data quality.

Opportunities for the development and launch of new traceability and cloud-based data sharing services have also been identified together with solutions that enhance the availability and quality of product data in the online world, through new standards such as GS1 SmartSearch.

GS1 is committed to working with members and solution providers to support the adoption of advanced barcode symbologies including GS1 DataBar & Data Matrix, as well as EPC encoded RFID tags to improve supply chain efficiency and visibility.

5 Ensure Organisational Sustainability and Capability

In order to best serve the needs of our members and to support stakeholders that work alongside GS1, the organisation must be correctly and sustainably managed and resourced.

The Board and Management of GS1 Ireland has implemented stringent procedures regarding the organisation's finances, adopting best practices for corporate governance and deploying appropriate procedures for recruiting and up-skilling personnel to ensure the association is ideally positioned to fulfil members' needs into the future.





Sectors

GS1 standards underpin supply and demand chains, reduce costs and deliver exceptional efficiency in many industries. Consumers have a more seamless shopping experience and consumer and patient safety are improved.

GS1 Standards in Retail



In collaboration with key partners across the global consumer packaged goods (CPG) and fresh foods sectors, GS1 is responding to the changing habits of consumers, who expect consistency and safety when shopping, especially for food.

GS1 standards help trace fresh foods from farm to fork. Businesses also leverage GS1-powered data to satisfy safety regulations, create a baseline for replenishment strategies, ensure overall quality and eliminate waste.

During the last year, fresh foods producers, distributors, retailers and associations together created guidelines to help the Fruit & Vegetable, Fish and Meat & Poultry sectors to integrate standards into their everyday business processes and continue the journey towards full supply chain visibility.

Over the last 40 years the CPG industry has pioneered supply chain standardisation and continues to innovate in the midst of the retail

revolution. Today, industry is responding to the consumer's increasing need for accurate, detailed product information; to new regulatory requirements; and to demands for overall product traceability – all within an increasingly complex global landscape, with the support of GS1 standards.

GS1 makes it possible for consumer packaged goods companies and grocery retailers to enhance product traceability and safety, share accurate product information along the supply chain, and improve product recalls.

www.gs1ie.org/retail

Omni-channel and e-Commerce

The retail industry is evolving, driven by the expectations and changing habits of today's consumers who move between traditional stores and online commerce, and demand more accurate and detailed product information about the products they buy. This seamless, consistent shopping experience—omni-channel retail—is the new norm.

GS1 standards are supporting the consumer journey – before buying by helping with research, during the actual purchase process and afterwards throughout fulfilment. GS1 standards-based solutions are helping physical and digital supply chain channels to converge, enabling businesses to integrate store operations, delivery and inventory management.

GS1 standards make it easy for people to discover and purchase products wherever they are – at home, in store or on the go.

For decades, GS1 standards supported single channel commerce between consumers and physical (“bricks-and-mortar”) stores.

Today, thanks to technology like the internet, smartphone apps and social media, retailers can offer consumers digital ways to research, shop and interact with the items that they buy and use. Many treat these increasingly overlapping channels as distinct segments, with different inventories, support staffs and assortments. This results in complex systems, higher costs and a less satisfactory experience for the consumer. An omni-

channel approach is required to enable a seamless consumer experience. Omni-channel brings physical and digital channels together, creating a consistent experience for the consumer, regardless of what channel she uses.

With GS1 standards powering omni-channel commerce, retailers and brands can grow their business, reduce costs, leverage consumer insights and manage risk.

GS1 standards allow products to be accurately identified, listed by standard categories, described by trusted information and tracked across the supply chain in real time. This means better search results, improved product information, optimised consumer fulfilment, smarter analytics, safer products and fewer counterfeits.

As a result, businesses can provide a consistent experience to the consumer across physical storefronts, telesales and telemarketing, direct selling, print catalogues, web sites, mobile web sites, smartphone applications and more. To do that successfully, businesses of all sizes must be able to understand each other, no matter where they are in the world.

GS1 standards enable organisations to identify, capture and share information smoothly, creating a global language of business that makes it easier for people to discover and purchase products.



GS1 standards make it easy for people to discover and purchase products wherever they are — at home, in store or on the go

Data Quality

Quality data is a prerequisite for doing business efficiently and profitably and is a priority for Irish businesses today. Data quality is an assessment of its reliability and completeness to serve a specific purpose in a given business context. Where once this vital business fundamental was something that happens in the background, today it is firmly to the fore.

The 5 elements of data quality

Data quality is the term used for information, or Master Data, that has all 5 elements of quality at the one time. To qualify the data must be:

- complete
- consistent
- accurate
- time stamped
- industry standards based.

The business value of high quality data cannot be underestimated and is a key priority for Members of GS1 Ireland. In 2015 the Digital Data Quality (DDQ) Committee undertook a number of defined projects with the specific purpose of raising the quality of product master data in Ireland.

Project 1: Barcode Manager website tool

In Quarter 1 2015 the DDQ Committee completed a user acceptance test of Barcode Manager – the new web-based data management and barcode generation tool offered by GS1 Ireland. DDQC members made a number of recommendations on functionality and usability which were incorporated into the solution, which was launched in August 2015. The Committee also identified the value in Barcode manager as a “spring board” towards the adoption of Global Data synchronisation in Ireland. With over 350 companies now using the tool to register products and create barcodes, in accordance with GS1 standards, data synchronisation and quality data are fast becoming a reality in Ireland. We are excited about the additional functionality to be included in the next release of the tool which will enable seamless integration with DataSync.ie, the national data pool for Ireland.

Project 2: The Irish Data Model

The DDQ Committee completed a second significant project in 2015 to define a data model for the FMCG sector in Ireland. There has been an explosion in the number of data attributes required to market a product in recent years and new laws such as the Food Information for Consumers Regulation EU/1169 in particular, has introduced a significant number of new requirements, particularly in the context of B2C sales.

In fact multiple data sets are needed to accommodate different business processes such as manufacturing, product recall or inventory

management. The GS1 Ireland DDQ Committee agreed to undertake the definition and delivery of a data model for “B2B New Item Set Up” – a business process that varies from trading partner to trading partner and results in duplication of effort and added cost.

The result of this intense and highly collaborative project was a data model that satisfies the needs of those listing a product with a retailer in the Irish market. Given the openness of the Irish and critical value of exports, a logical final step for this project was to map and extend the data attribute list to incorporate the recently published European Data model. This exercise was also successfully completed in Q4 2015.

Project 3: Internal Data Assessments

The third project completed by the DDQ Committee participants in 2015 was an analysis of their own internal data repositories to assess existing data against the newly agreed Irish Data Model and the Global Data Dictionary (GDD). Using a third party data quality tool the committee members submitted data files for analysis. The data was graded for completeness, accuracy and validity against the GDD and by year end the committee members were delighted to achieve a 100% accuracy rating.

The Global Data Dictionary (GDD) is an international repository of data definitions that helps trading partners to speak the same language when doing business.





Next step: Digital Data and GS1 SmartSearch

The only way to maintain data quality is to have it updated in real time across disparate systems and between trading partners. To prove this in 2016 the members of the Digital Data Quality Committee will undertake a pilot of DataSync.ie, the National data pool for Ireland which connects to the Global Data Synchronisation Network (GDSN). The aim of the pilot is to demonstrate the value of GDSN's in maintaining data quality and in turn reducing the overhead of managing and sharing data between organisations.

Having data that is of high quality, is reliable and complete will enable GS1 Ireland's members to pioneer new innovative solutions such as GS1 SmartSearch www.gs1.org/gs1-smartsearch which facilitates the inclusion of structured data about products in web pages which are used by search engines such as Google and smartphone application providers to deliver a richer shopping and brand experience for consumers.

Data quality

Accurate, shareable, searchable and linkable data is essential to ensuring a seamless consumer shopping experience and improving business processes

The growth of omni-channel commerce is bringing physical and digital channels together as brands and retailers work to create a consistent experience for consumers.

However, businesses are discovering that in many situations, their efforts to do that are dependent on the quality of their data. For example, consumers expect the information displayed after an online search to be complete and accurate.

High quality data is essential for capturing the interest of consumers and driving online sales. It also enables optimised fulfilment and smarter customer analytics.

GS1 standards provide the foundation for improving and maintaining data quality, so you can be sure your organisation's data are complete, consistent and up to date. GS1 is devoted to data quality because we know it is at the core of any successful business. Data quality increases efficiency, reduces costs, positively impacts consumer safety and enhances the consumer shopping experience.

Data quality also helps with regulatory compliance. Take, for example, EU Food Information Regulation 1169/2011 (EU 1169), designed to make food labelling easier to understand so consumers can make informed decisions. One provision of EU 1169 states that a consumer on a shopping website must see the same packaging information as a consumer in a bricks-and-mortar store. Data quality is fundamental to respecting this part of EU 1169 and GS1 Ireland along with GS1 offices across Europe have been actively helping their Members be compliant.

www.gs1ie.org/retail

Next Generation Traceability



Satisfying consumers by closing the gap between digital and in-store product information while ensuring safe, reliable food supply chains

fTrace

On 15th September 2015 GS1 announced that the Electronic Product Code Information Service (EPCIS) and Core Business Vocabulary (CBV) standards for event-based supply chain visibility had been ratified by the ISO Joint Technical Committee on Information Technology and the International Electro-technical Commission (IEC).

The ratification of this standard came at an appropriate time for GS1 Ireland's Members as it recognised the granular level of traceability information needed by regulators and consumers today. The ability to capture information about the transformation of food products and ingredients makes EPCIS an ideal enabler of farm-to-fork traceability.

The depth and sophistication of a traceability system is demonstrated by how far back and how far forward in the supply chain it can track or trace a product or ingredient. Traditional one-up / one-down traceability systems were supported through the use of barcodes and optionally, EDI.

However, one-up / one-down traceability is limited by the level of active participation of each stakeholder and the quality of information they provide. More importantly, the static, silo nature of this information means it cannot be queried

dynamically, leading industry and GS1 to jointly develop more sophisticated solutions to meet this increasing demand for data from regulators, consumers and trading partners.

EPCIS offers a dynamic, cloud based solution that enables trading partners to share information about the physical movement and status of products as they travel along the supply chain. EPCIS helps answer the "what, where, when and why" questions posed by customers and regulatory authorities. EPCIS can help disparate applications in different organisations to create and share event-based visibility data.

fTrace is a traceability platform solution that is fully compliant with the GS1 EPCIS and CBV standards. Supported by GS1 Ireland, fTrace is specifically designed for tracing food and non-food products, as well as for the provision of additional product information such as its origin and production history.

Traceability information can be obtained from fTrace by a consumer by simply scanning a barcode on the pack using their smartphone, or by entering the barcode number directly into the www.ftrace.com website.

Equally, retailers can access product traceability data from the centralised, standards-based repository. This information can be retrieved and

provided to add value to a consumer's shopping experience, for example at the time of purchase at the meat counter in a supermarket.

However, EPCIS standards are not only used in the fresh food industry. EPCIS-based solutions will also be deployed by medical device and drug manufacturers across the US and Europe to comply with the serialisation requirements of the US Drug Supply Chain Security Act (DSCSA) and European Falsified Medicines Directive (2011/62/EU).

EPCIS' versatility is helping drive adoption of the standard, allowing for industry-specific enhancements within the fTrace solution. GS1 Ireland is looking forward to supporting Members across the supply chain, from suppliers and distributors to retailers, hospitals and regulators that wish to work together to combat counterfeiting, enhance consumer and patient safety and improve inventory management and business efficiency.

Accurate and complete ingredient, source, quality and safety information, across channels, builds consumer brand loyalty

In 2015 GS1 Ireland launched fTrace in Ireland to support companies wishing to provide customers with traceability data directly into the palm of their hand, through their smart phone. Irish Country Meats was the first company in Ireland to implement fTrace technology. Oliver Gahan, IT Director, Irish Country Meats stated "the ability to provide traceability information directly to our customers with the fTrace platform allows us to build trust with our consumers and it reinforces the very proud tradition we have at Irish Country Meats of providing high quality product that is fully traceable Irish product".

For further information on event-based traceability solutions visit www.gs1ie.org/ftrace



Egg-cellent Traceability



Member Feature: Riverview Eggs



Over a number of years GS1 Ireland has worked with Riverview Eggs, a family run egg production, packing and distribution company, to help them implement a world-class traceability and quality control standards. This achievement has recently been honoured through their award of the British Retail Consortium (BRC) AA standard, Bord Bia EQAS Certificate and a GS1 Global Traceability Conformance (GTC) certificate.

Riverview Eggs began in 1966 on the Kelleher family farm with just 700 hens in a converted barn. Today, under the stewardship of DJ and his sister Mary, their mother and the involvement of a number of other family members in egg production Riverview Eggs has grown to become one of the leading egg packers in the Republic of Ireland, selling eggs from over 300,000 hens. The business counts Dunnes Stores, Tesco, SuperValu and Centra along with businesses such as Pallas Foods and Total Produce in the food services sector, among its customer base. As they celebrate their 50th anniversary in 2016 they are justifiably proud of what the family business has become and the quality standards it upholds.

"What makes Riverview unique is that not only do we pack and distribute eggs, but we've maintained the tradition my mother started in actually producing our own eggs. That tradition is carried on by my brothers Richard and Mortimer, along with 10 other producers, who produce specifically for Riverview," explained Mr. Kelleher.

The process of egg quality and traceability begins on each farm. Each day as eggs are dispatched the pallet is labelled with details of the farmer and oldest date of lay. On arrival at Riverview, each batch is scanned into the Riverview stock control system and this begins the detailed tracking process, recording every egg from farm of origin to the final packing box that is dispatched to a specific retail customer.



Riverview Eggs receives GS1 Global Traceability Conformance Certificate. Pictured are (left to right) Denis O'Brien and Mike Byrne, GS1; DJ Kelleher and Alf Smiddy, Riverview Eggs.

Egg grading starts with a process called candling where using light, each egg can be seen through, to check for any faults or cracks and to identify any soiled eggs. After candling, each egg is ink coded with key traceability information including its best before date, the farmer's identity number and the production method. In fulfilling retail orders eggs are packed into customer-specific, barcoded packaging and then into outer cases. It is at this point that the unique information for each box is applied with a GS1 standards compliant label that contains the product identification code for that box of product, a serialised shipping identifier, the expiry date for the eggs and the batch number. As this box label is scanned at the point of dispatch, the key link is created in the Riverview ERP system between the batch of eggs and the final customer.

Reflecting on the process management and traceability system at Riverview, implemented with guidance from GS1 Ireland, Mr. Kelleher commented, "the adoption of GS1 standards was actually quite easy. The staff bought into it very, very readily

because the traceability data is recorded automatically and can be retrieved at the press of a button."

When Intars Irbe, the Team Leader, started working at Riverview Eggs, the process was very manual and paper-based. With the introduction of the GS1 barcode-based system, Mr. Irbe noted that the paper workload has lightened considerably and everything can be looked up in the computer system in a matter of seconds.

In choosing to work with GS1 Ireland as an advisory partner, Mr. Kelleher commented that one of the key strengths was GS1's ability to listen to the needs of the member company. *"GS1 simplified the entire thing. They listened to us; they enabled us to put a system in place that our staff could understand. When a producer sends the eggs in here we are able to demonstrate with great ease where all of those eggs have ended up. And this is where production processes, traceability and GS1 standards marry up extremely well".*

"Our customers are becoming more demanding in their requirements for traceability. We are satisfying this through the adoption of GS1 standards. I would absolutely recommend GS1 to any producer. They will work with you to develop a system of traceability that will work for your customers, your staff and your auditors. At the end of the day we have to sell a product and be able to stand over it and GS1 allows us to do that in a very simplified and user friendly way."

www.gs1ie.org/our-members

Apparel, Fashion & Footwear



A better shopping experience for consumers, made possible by improving inventory accuracy and enabling more collaborative supply chain processes

Today's apparel consumers expect to get the right product in the right place at the right time. It can be a challenge to increase the speed-to-market while keeping track of items with many different attributes like type, size, colour, style and season. GS1 standards, including eCom and EPC/RFID tagging at the item-level, greatly improve inventory accuracy and stock flow, which ultimately drive sales. Consumer and demand-driven omni-channel strategies, which more and more retailers are adopting today, are also enabled by the use of GS1 standards.

Fashion trends change quickly. This leads to high-speed product turnover and a vast number of stock-keeping units to manage. On the supply side, production is complex and truly global; brands and manufacturers alike source materials and labour from a worldwide network of suppliers.

Add to this the challenges of today's omni-channel retail world where the lines between traditional and online shopping are blurring. It's easy to imagine how difficult it has become for the apparel, fashion and footwear industry to ensure that consumers can find the right product in the right place at the right time. The adoption of global standards is more relevant than ever before.

Thanks to Global Trade Item Numbers and Global Location Numbers, EPC/RFID, EPCIS, EDI business messages and other GS1 standards, business

partners in this industry are breaking through the complexity and finding better ways to collaborate.

GS1 standards help apparel brands and retailers increase speed-to-market while keeping track of items with many different attributes like type, size, colour, style and season. Standards provide visibility of merchandise as it travels to distribution centres, stores – or straight to consumers' homes. They allow companies to monitor the progress of shipments and then verify the accuracy and completeness of deliveries. They speed up inventory counts and help prevent loss of merchandise through electronic article surveillance.

Our standards are even being used to create exciting shopping experiences such as "smart" fitting rooms where shoppers can scan products to discover which colours and sizes are in stock, get more information about the articles they've chosen or receive suggestions for other items that match.

When a consumer's experience of an apparel brand is seamless and consistent, it is easier to convert interest into sales

EPCIS

EPCIS is in use around the world to improve traceability, security, regulatory compliance and interoperability

As things move along the supply chain—from raw materials arriving at factories, to finished goods moving from warehouses to distribution centres to retailers' shelves and finally to consumers' homes—trading partners need to know “what, where, when and why.”

The answers to these questions help meet the demands of regulatory bodies, business partners further down the chain, in-house stakeholders seeking to improve efficiency and even the consumers in today's omni-channel marketplace.

EPCIS provides this visibility. EPCIS is a GS1 standard that allows businesses to capture and share information about the movement and status of products, logistics units and other assets in the supply chain. As a companion standard to EPCIS, the Core Business Vocabulary (CBV) ensures all trading partners have a common understanding of the business meaning of that information.

Today, EPCIS is used to track fresh fish, Halal meat, oil & gas, returnable transport items and much more.

EPCIS is being deployed to satisfy pharmaceutical chain-of-custody regulations in jurisdictions worldwide. It is utilised to track sustainability initiatives and to underpin disaster management programmes.

EPCIS has recently been ratified by the Joint Technical Committee on information technology of the International Organization for Standardisation (ISO) and the International Electrotechnical Commission (IEC), a sign of the great value of EPCIS to prevent counterfeits from entering legitimate supply chains, improve patient safety and contribute to global traceability.

“We are seeing EPCIS emerge as a way to reliably document chain of custody and chain of ownership. Such information trails are mandatory in a growing number of regulatory jurisdictions, as they help prevent counterfeits from entering legitimate supply chains. Of even greater importance is patient safety, which can be improved substantially by the supply chain visibility that EPCIS helps provide.” Scott Mooney, Vice President of Distribution Operations and Traceability, McKesson Pharmaceutical.

EPCIS is used to track everything from the origin and freshness of food, to the authenticity of medicine to managing retail inventory and availability in realtime.





GS1 Standards in Healthcare



An expanding community of highly engaged stakeholders is working to ensure GS1 standards benefit all patients in Ireland and worldwide

Annual Review

2015 has been another busy year in Healthcare for GS1 Ireland and it has been a year of achievements. The HSE received an award at the GS1 Global Healthcare Conference in April for their excellent implementation of the national solution to track and trace surgical instrument trays and endoscopes.

The activities of the Healthcare User Group (HUG) continued and this work has been key to progressing the adoption of GS1 standards for procurement at a national level by the HSE. GS1 standards are seen as a key enabler to support improved patient safety. The eProcurement project at St. James's Hospital progressed with additional suppliers commencing testing, of which a number are close to go-live in 2016. An outline of the programme, including the benefits, is available in the St. James's Hospital eProcurement Whitepaper which was published late in 2014.

Under the guidance and support of its healthcare committee, GS1 Ireland continued to engage with key stakeholders. Finally at the end of the year St. James's Hospital received the eProcurement excellence award at the National Procurement and Supply Chain awards. We would like to extend our congratulations to both the HSE and St. James's Hospital for the respective awards.

HSE adoption of supply chain standards for patient safety

The Healthcare User Group (HUG) leadership team met four times during 2015 with several subgroup meetings to progress the various work items. The main objective of the group is to support the implementation of GS1 standards for Irish healthcare. The main focus was on demonstrating the benefits of the Global Trade Item Number (GTIN) as a unique identifier for the HSE. The group also demonstrated how the GTIN assists in the de-duping of existing master data and how the National Product Catalogue, a GS1 certified datapool, was used to demonstrate the sharing of data between suppliers and healthcare providers, to address the need for accurate master data.

The success of the HUG breakfast briefing in November 2014 led to the launch of a new webinar series called 'Getting Started', which was run throughout 2015. The goal of this educational session was to help suppliers get an understanding of what can be done now to prepare for GS1 standards adoption.

In May the HSE held its annual leadership event, called the HSE Masterclass, for the second time. GS1 Ireland was invited to join HSE Procurement on their stand. This was an excellent opportunity for GS1 Ireland to create awareness internally within the HSE on the opportunity the adoption of GS1 standards for improved patient safety, efficiency and traceability offers the HSE.



“The adoption of GS1 coding standards is viewed as a very important priority to ensure best practices and safety for patients.” John Swords, Head of Procurement, HSE. Eolas magazine Summer 2015.

2015 was also the year the HSE confirmed its plans to introduce an Individual Health Identifier (IHI) for Irish healthcare. As part of this project GS1 Ireland has been supporting the HSE with guidance as to how this identifier can be encoded in a standard barcode. GS1 has an ISO certified unique identifier suitable for the identification of patients and healthcare professionals (caregivers) which is called the Global Service Relationship Number (GSRN).

Regulatory Update

Further product recalls and counterfeit products entering the healthcare supply chain have led regulators to look seriously at addressing these issues. Regulations have been brought in by both the US FDA and by the EU Commission to improve traceability in healthcare.

2015 was a significant year for medical devices, as the regulation is now in place for Class III and Class II/Implants in the US. A similar regulation will be published by the EU with an expected compliance date in 2018. This means that all medical device suppliers selling products in the US and the EU will be required to have an internationally recognised unique identifier encoded in a standardised barcode

on their products. Most organisations are working with GS1 to support compliance with these regulations. GS1 Ireland hosted a number of free webinars on UDI during the year to educate and inform GS1 Ireland members on the requirements of UDI regulation compliance.

The legislation for pharmaceuticals has also been processed by the EU and the final delegated acts were published in September 2015 with a compliance date of 9th February 2019. The legislation on safety features for pharmaceuticals requires all manufacturers to include a unique identifier with key data elements such as product code, batch, expiry and serial number in a 2D barcode on the product packaging.

NHS Update

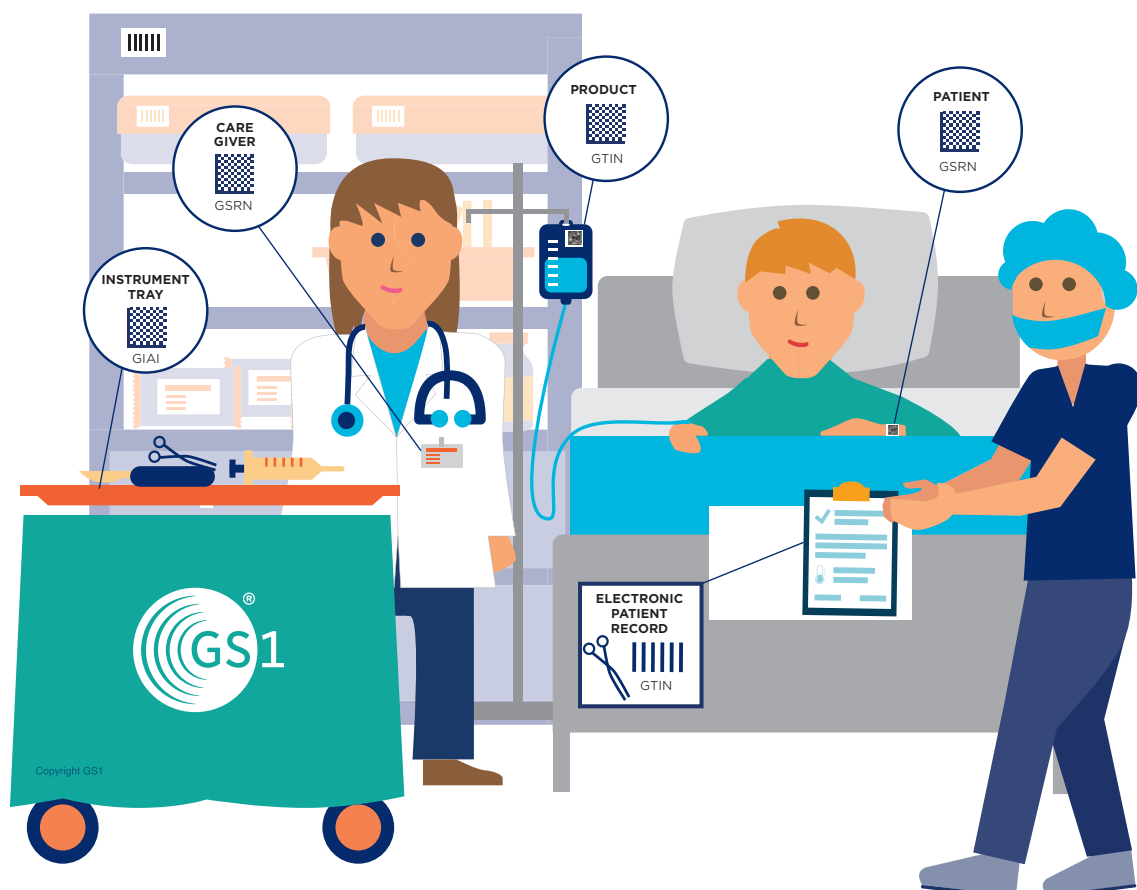
New regulations on traceability of medical devices and pharmaceuticals in the EU, the US and elsewhere are driving a harmonised standard for identification in healthcare. Using global standards facilitates widespread interoperability among healthcare software applications and technologies. The barcode scan of a unique identifier is becoming the key to access information in the clinical system about a patient, product or service. In recognition of this the NHS eProcurement strategy has mandated that every product procured by an NHS Trust has to be identified with GS1 standards.

In December 2015, the UK Department of Health assessed applications from NHS Trusts for the nomination of six Demonstrator Sites. The final six demonstrator sites are due to be announced early 2016. These trusts will act as the sites of excellence for the use of GS1 and PEPPOL (Pan European Public Procurement On-Line) standards. The sites chosen will receive support and a share of £12m funding from the Department of Health. Each site is expected to demonstrate significant efficiencies and cost savings, reduced errors, improved patient outcomes and enhanced patient safety from using the standards.

Derby Teaching Hospitals NHS Foundation Trust is leading the way in this area. They have developed an in-theatre usage and procedure-level costing system. Using GS1 barcodes they can capture the details of the patient, staff, instrument trays, scopes, products, consumables, procedures and the time used in an operation, leading to a significant reduction in the volume of stock held and the ability to have accurate cost data.

The system enables the capture, at the point of use, of every single detail of the procedure through the use of compliant barcodes. Speaking about GS1 standards and how they transform the procurement, inventory management and supply chain efficiency of the health care industry, Kevin Downs, Director of Finance and Performance at Derby Teaching Hospitals NHS Foundation Trust said: "Having worked in the retail industry, I understand the value of GS1 standards and how they can improve patient safety, and reduce costs at the same time, whilst providing real management information to address clinical variation."

"As part of this strategy, DH will mandate through contracts the use of GS1 coding for the NHS, create a single NHS GS1 datapool for the NHS to use in its systems and centrally invest in enabling Product Information Management and Messaging technologies." Better Procurement, Better Value, Better Care – A procurement development programme for the NHS, August 2013



Awards

HSE wins the HPAC Award for Patient Safety

In April 2015 at the GS1 Global Healthcare Conference in Mexico, the HSE received the prestigious Healthcare Provider Advisory Council (HPAC) Award for Patient Safety for the very successful implementation of a national solution for the safe tracking of surgical instrument trays and endoscopes. This solution has already been rolled out to over 20 HSE hospitals with the remaining hospitals due to be completed this year. This excellent implementation demonstrates true interoperability using globally unique identification standards. We would like to extend our congratulations both to the HSE and to Pauline Biggane who accepted the award on behalf of the HSE.



Pauline Biggane HSE ICT (left) with Alan Gormley of GS1 Ireland (centre) and Ulrike Kreysa, VP GS1 Global Healthcare (right)

St. James's Hospital wins eProcurement Excellence Award

In 2015 GS1 Ireland continued its support of the National Procurement and Supply Chain Awards which were attended by over 350 senior procurement executives. At the event St. James's Hospital received the 'eProcurement Excellence' award for their successful implementation of the eProcurement model which automated and standardised the purchase-to-payment process. The judges noted that this model is an example that should be followed by the entire health sector. St. James's were also shortlisted for the Overall Excellence in Procurement and Supply Chain Award. The key partners involved in this project with St. James's were Cruinn Diagnostics, Fannin/DCC Vital, Johnson and Johnson, TrueCommerce (formerly known as Atlas Products International) and GS1 Ireland.



St. James's Hospital wins E-Procurement Excellence Award at the National Procurement and Supply Chain Awards 2015. Pictured from St. James's Hospital are (left to right) Greg Magrane - Project Manager, FM Directorate; Michael Kelly - GS1 Ireland Board Member; Feargal McGroarty - NCHCD Project Manager; Siobhain Duggan - GS1 Ireland; Lorcan Birthistle - Chief Executive St. James's Hospital; Vincent Callan - Director of Facilities; Pat Bailey - Materials Management Business Lead



The Model Hospital

Over the past number of years GS1 Ireland has had the opportunity to work with the Galway Clinic to support them in their vision for a 'model hospital'. In early 2015 Galway Clinic went live with the tracking of patients in the hospital using RFID technology based on GS1 standards. The benefits of this application are proving far reaching, particularly in terms of patient safety. Mark Sheehan, Business Development Manager at the Galway Clinic presented this case study as part of the GS1 Global webinar for hospitals (the Healthcare Providers Advisory Council (HPAC) webinar series).

Future Agenda

2016 looks set to be another busy year for GS1 Ireland in the Healthcare sector.

- Getting Started webinars: Further sessions will be run in 2016 with a view to adding dedicated sessions for hospitals preparing to implement GS1 standards.
- Compliance with medical device regulations (2018) and the EU Falsified Medicines Directive (2019) will continue to be central to the activities of all stakeholders across the healthcare sector. GS1 plays a key role in enabling the traceability required by these regulations and we will continue to advise member companies as they prepare for this legislation in Ireland, Europe, US and around the world.
- The Healthcare User Group (HUG) will remain central to supporting the adoption of the GS1 product identifier, the GTIN, for the purposes of both compliance with regulations and procurement, to link suppliers' product data to HSE data via the National Product Catalogue. A second HUG event is planned for 2016.
- St. James's Hospital will continue to engage with suppliers to adopt the innovative procurement model which is the 'new way of doing business with SJH' following the successful go live with Cruinn Diagnostics in 2015. All suppliers are invited to join the programme.
- GS1 Ireland will work with the HSE to support the identification of all medical equipment using the GS1 asset identifiers.
- GS1 Ireland will continue to work with an Irish hospital on an implementation to demonstrate the application of RFID in healthcare to track laboratory samples from theatre to the lab. The use of GS1 standards in this instance is critical to future-proof the solution and to enable scalability over time.

GS1 Ireland will continue to engage with the key stakeholders in Irish healthcare and expects to further increase its work with the HSE and Hospital Groups, focusing on transformative projects to enable end-to-end traceability, patient safety and efficiency.





Services and Solutions

Application providers, end users and regulators are increasingly accessing GS1-powered services and solutions. Business is easier when customers, suppliers and partners all speak the same language.

Industry Engagement



2015 was a busy year for the members of the GS1 Ireland Professional Services Team which covers activities including; Consultancy, Software Development, Training and Education and Industry Events.

Professional and Advisory Services

In the first quarter of 2015 the Professional Services team dedicated a considerable amount of time to **e-Locate**, the national fishing industry traceability framework. This scheme closed at the end of March 2015 and inspection visits to 14 fish processors were undertaken right across the country, from the northern Donegal coast, to the Dingle peninsula and from Dublin Port to Galway Bay.

Software Development

The technical expertise of the GS1 Ireland Professional Services team was utilised in the development of a number of specialist applications in support of various implementation projects throughout 2015. This is a new venture for GS1 Ireland and forms part of our strategic initiative to fulfil Member needs and proactively support their supply chain initiatives.

The software applications developed in 2015 included:

- A GTIN (barcode number) Verification Application for a major Irish Hardware/DIY organisation to confirm the correct structure and licencing of the barcode numbers being submitted for their on-line store.
- A Traceability App for one of the country's leading juice producers to computerise their traceability and recall systems.

- A Data Mapping Application to enable medical device suppliers to publish their product master data to the National Product Catalogue (for healthcare items).

An innovative solution was developed for a leading business furniture supplier to help identify and track the furniture supplied to a major global client. The app facilitates the identification of each item of furniture using a GS1 Global Individual Asset Identifier (GIAI) and enables the client's personnel to scan the barcode attached to the furniture item and to make service requests or report damage.

A landmark project in 2015 was the development of a software application to enable the HSE National Distribution Centre (NDC) to undertake a survey of the products in their warehouses and to firstly record the GTIN (Global Trade Item Number or barcode number) and product hierarchy of each item and secondly to map the data found back to the internal HSE Material Code. This app is now also in use in Saint James's Hospital, and the Cleveland Clinic in the United Arab Emirates.

Two final projects completed in 2015 were a traceability app for a national mushroom producer to record data for their recipe production processes and an app for a cash-in-transit operator to facilitate the packing, labelling and traceability of bulk coin bags.

Training and Education

Throughout 2015 GS1 provided both in-house classroom courses as well as a number of tailored, in-company training courses on all aspects of GS1 standards, including traceability. These sessions were run in GS1's new Knowledge Centre as well as at a number of venues across the country.

Industry Events

Throughout the year members of the GS1 Ireland participate in a number of high profile industry events, conferences and awards ceremonies, both nationally and internationally.

We are delighted and honoured to be invited to support these events and to avail of the opportunity to educate industry users, regulators and representatives of state bodies on the many benefits accruing from the implementation of GS1 standards – be that consumer and patient safety, business process efficiency and cost savings.

A shortlist of the many events in which we participated during 2015 includes:

April

- International conference on traceability hosted at Nestle's Head Office, Lisbon, Portugal
- HSE MasterClass, Dublin

June

- IoT Conference, Kildare

July

- Food and Drink Data & IT Summit, NEC Birmingham, UK

September

- Zetes Supply Chain Summit, London, UK
- Food & Drink Conference, Dublin
- ECR Ireland Leaders Congress, Dublin
- TradeIT Food Safety Brokerage, IT Tralee, Kerry
- End2End Supply Chain Conference, Dublin
- HMI Conference and Exhibition, Dublin

October

- Medtec Europe, Galway
- Checkout FMCG Awards, Dublin
- Pharma Industry Awards, Dublin
- InterTrade Ireland Exhibition, Dublin

November

- Institute for Global Food Security Food Safety Seminar, Queens University Belfast, Northern Ireland
- Chinese authorities in Shanghai, China
- GS1 Slovenia Food Traceability Conference, Slovenia

December

- National Procurement and Supply Chain Awards, Dublin
- Future In Food Conference, Dublin



Maria Svejdar (centre) GS1 Ireland presenting **Kerry Foods** with the award for Best New Product Launch (Food) at the Checkout FMCG Awards 2015.



Siobhain Duggan, Director of Innovation & Healthcare, GS1 Ireland, presents the Private Sector Procurement Collaboration Award to the **SuperValu & Food Academy, Bord Bia and the Local Enterprise Office Network** team at the National Procurement Awards.



Mike Byrne, GS1 Ireland, presents the Operational Excellence Award to Lynn Smullen, Dave Clancy and Simon Hancock, **Pfizer Ireland Pharmaceuticals** Grange Castle at the Pharma Industry Awards.

Solution Provider Programme



Innovation is as important for a not-for-profit as a for profit company. GS1 by its nature is in a unique position to facilitate innovation. In maintaining a suite of standards designed in collaboration with industry, for industry, we want to support the proliferation of those standards for the benefit of all users. Fostering an appreciation of the benefits of interoperable and scalable solutions is one of the core of the reasons GS1 Ireland re-established its Solution Provider Programme in 2015.

The goal of the programme is simple; to build relationships with solution providers that provide solutions, hardware and software to GS1 Ireland's members. This three-way collaboration between GS1, solution providers and end-users will result in solutions that are interoperable, enabling improved data analytics, omni-channel retailing and will facilitate the transition to the converged network of IT and OT technologies. As part of programme participation GS1 Ireland is also pleased to invite our solution partners to use the newly established GS1 Knowledge Centre and meeting rooms to showcase their solutions to our members. The GS1 Ireland Knowledge Centre is our centre of excellence for effective trading and logistics, and consists of a showroom, training and meeting facilities.

GS1 Ireland's members are competing both in local and global markets that demand efficient business processes. Those Solution Providers that demonstrate a willingness to implement solutions based on GS1 standards that support our members

in achieving success in these markets, will qualify for participation in the Programme.

To support solution providers seeking qualification GS1 Ireland provides training and project implementation support. Solution validation enables our members to trust that the projects they initiate have a longevity that is guaranteed by the virtue they are built on an open, standards-based foundation.

GS1 Ireland is committed to fostering this collaborative network to add value to our members and to drive innovation across the supply chain. GS1 Ireland's network today consists of over 3000 member organisations, across multiple industry sectors. Our solution partner network has more than 30 participants and is continuing to grow. We are please this network is promising to be ever more rewarding for all stakeholders involved; for GS1 Ireland, for solution providers and ultimately for our industry members.

GS1, together with invited solution providers will build a Knowledge Centre to bring the value chain alive. With conference and meeting spaces, the Knowledge Centre will provide a unique opportunity for theoretical and practical learning.

www.gs1ie.org/spp

Member Spotlight



NATURAL, HANDMADE SOAPS FOR HEALTHIER SKIN

During 2015 GS1 Ireland was delighted to welcome as a new member, entrepreneur Lucinda Layton who is the owner of Rose & Alice Handcrafted Soaps & Gifts in Co. Laois.

As the mother of two children who have sensitive skin and being a “chronic itcher” herself, Lucinda recognised that there was a gap in the market for high quality skincare products that are kind to your skin.

The Rose & Alice range is made from only the best organic and all natural ingredients and without the chemicals and irritants found in mass-market soaps. Following extensive trials and research, Lucinda created a wonderful collection of products that not only smell great but are wholesome and healthy for skin. Having run a busy real estate company in Silicon Valley, Lucinda moved with her family to Ireland seeking a better quality of life. It wasn't long before she sought the challenge of starting another new business.

Rose & Alice was launched in April 2015, and by September Lucinda's products could be found in markets and fairs throughout Ireland. Lucinda was surprised at how well received her products were. “I was doing so many markets and events, building up momentum weekend after weekend”. Phenomenal demand meant that Christmas 2015 was Lucinda's busiest ever.

Feedback from customers has been overwhelmingly positive. “Customers contact me, saying that their skin is softer, less prone to irritation, and that they're using creams and lotions a lot less. I am delighted how quickly our customers discovered the difference that a fully natural product can make.” Rose & Alice products have proven especially popular with mothers whose children suffer from eczema, as Lucinda's soaps don't cause the same irritation that normal soaps can.

Lucinda's business has developed at a blistering pace, and she shows no sign of slowing down in 2016. “The focus is now on expanding the business into retail.” In order to prepare her products for sale through retail outlets, Lucinda redesigned her packaging to a more commercial format, including a GS1 barcode, which is essential to the listing process. Lucinda's ambitions include seeking a domestic listing for her products, but she is also looking to find interested retailers abroad.

Fortunately GS1 barcodes are accepted in every country so we hope to find Rose and Alice products on shelves all over the world in the near future.



www.roseandalice.com

www.facebook.com/RoseandAliceHandcraftedSoapsandGifts

www.gs1ie.org/Our-Members

Barcode Manager



The stress-free way to accurately and effortlessly manage product data and generate barcode numbers and symbols

GS1 Ireland launches new online tool to make barcode number allocation easier and more efficient.

In September 2015 a new web-based tool was launched that transformed the way GS1 Ireland supports members new to the world of barcoding.

The tool, named Barcode Manager, enables businesses to record the details of a new product and automatically allocate the next barcode number in sequence to that product.

With Barcode Manager Members can:

- Generate barcode numbers for a new product
- Store barcode details for existing products
- Compile a detailed data profile for products
- Print or export a product information sheet
- Generate barcode symbols in a range of file formats
- Upload existing product information from other systems via spreadsheet

Since its initial launch to new members who joined after 1st September 2015 over 200 companies have begun to create product profiles and allocate GTINs (Global Trade Item Numbers) using Barcode Manager.

There are many reasons Members, both new and established alike, have readily adopted Barcode Manager.

- 1) **Speed** – barcodes are allocated quickly and efficiently and no manual check digit calculation required
- 2) **Accuracy** – sequential number allocation reduces error and risk of duplication
- 3) **Convenience** – product data is stored online with easy to use export and print options available
- 4) **Security** – an external archive of barcode numbers and product descriptions is maintained
- 5) **Image generation service** – as an extra feature barcode symbol images can be generated for each number allocated

A range of support tools, training resources and guides are available to Members getting ready to on-board product details into Barcode Manager. The guides and webinars cover the steps for creating products and outer cases, as well as generating barcode symbols. For users with specific queries or complex product ranges, a one-to-one on-boarding session can be arranged directly with the Membership Services Team.

With Barcode Manager's built-in check digit function a whole stage of the barcode generation process is now automated, saving time and preventing errors.

www.gs1ie.org/barcode-manager

Corporate and Financial Information

We are pleased to share the results of the financial year 2015 together with information about our governance details.

GS1 (Global Standards 1 (Ireland)) Limited

Report and Financial Statements for the year ended 31 December 2015
(A company limited by guarantee and not having a share capital)

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Directors and Other Information

Board of Directors

John O'Callaghan – Chairman
Tony Minogue – Vice Chairman
Justin Carton
Jim Copeland
Sean Dennison
Tony Graham
Damian Harte
Michael Kelly
Daragh Monahan
Catherine Phelan
Bob Semple
Thomas Shortall
PJ Timmins
Pat Tracey

Secretary and Registered Office

Mike Byrne
2nd Floor
The Merrion Centre
Nutley Lane
Dublin 4

Registered Number: 404327

Auditors

Mazars
Chartered Accountants &
Statutory Audit Firm
Harcourt Centre
Block 3
Harcourt Road
Dublin 2

Bankers

Bank of Ireland
College Green, Dublin 2

Bank of Ireland
Merrion Road, Dublin 4

Solicitors

Mason, Hayes and Curran
6th Floor South Bank House
Barrow Street
Dublin 4

Gore & Grimes
Cavendish House
Smithfield
Dublin 7

Directors' Report

The directors submit their report together with the audited financial statements for the year ended 31 December 2015.

1. Companies Act 2014

The company is limited by guarantee, not having a share capital. Companies Act 2014 became effective on 1 June 2015. Under the Companies Act 2014, there is a requirement to have the words Company Limited by Guarantee added to the end of the company name unless exemption granted under Section 1180 of the Act. The directors will make a formal decision on the company name within the transitional period as allowed by the Companies Act 2014.

2. Principal activities

The mission of the company is to support Organisations in their efforts to improve supply and demand chain efficiency. The principal activities of the company are the licensing of global company prefixes and global location numbers to identify products and locations for the purpose of automatic data capture and for EDI. The

GS1 global standards cover barcoding, EDI, data synchronisation and EPC/RFID. The company also provides a range of relevant professional and advisory services for its user organisations, including education, training, and verification services.

3. Results and review of business

Total income, inclusive of deposit interest, for the year ended 31 December 2015 was €1,777,503 (2014: €1,741,113).

The number of active user companies was 3,103 (2014: 2,994). The surplus for the year after taxation, after transitioning to FRS 102, amounted to €226,908 (2014: €241,453). The reserves at 31 December 2015, after transitioning to FRS 102 were €1,540,669 (2014: €1,314,630). The core membership of the company is stable and mature.

Details of the impact of the transition to FRS 102 is set out in Note 6 to the financial statements.

4. Dividends

The company is a not for profit company and clause 6 of the Memorandum and Articles of Association expressly forbids any form of distribution to the members of the company.

5. Events since the year end

There have been no significant events affecting the company since the year end.

6. Research and development

The company undertakes research and development relevant to the implementation of GS1 standards and solutions. The company is also participating in research and development projects in a number of sectors including Retail foods (GS1 DataBar), Healthcare (the use of GS1 barcoding and RFID in the tracking of patients and medical devices and other equipment) and Marine (traceability & labelling).

7. Future developments

In Ireland, and the other 112 countries where organisations have adopted our standards, GS1 has successfully established a common language among suppliers and retailers across more than 20 sectors, including Retail, Healthcare, Transport and Logistics, Automotive, Financial Services and Defence. GS1 Ireland continues to play its part in the delivery of global standards for our members that enable greater efficiencies in their supply chains and that deliver the benefits achievable through the adoption of new technologies such as DataSync.ie. In so doing, GS1 Ireland will continue to focus on ensuring that our service offering remains valued by our membership.

8. Directors

The election and retirement of directors is in accordance with the Articles of Association.

The names of the persons who were directors at any time during the year ended 31 December 2015 are set out below. Unless otherwise stated, they all served as directors for the entire year ended on that date.

John O'Callaghan – Chairman
Tony Minogue – Vice Chairman
Mary Campbell (resigned 6 March 2015)
Justin Carton
Jim Copeland
Sean Dennison
Tony Graham
Damian Harte
Michael Kelly
Daragh Monahan
Eric Morrissey (resigned 16 September 2015)
Catherine Phelan

Bob Semple
Thomas Shortall
PJ Timmins
Pat Tracey
Cormac Watters (resigned 11 June 2015)

Mike Byrne is the Company Secretary.

9. Directors and secretary and their interests

The company is limited by guarantee and does not have any share capital. Therefore, the directors and secretary who served during the year did not have a beneficial interest in the company.

10. Transactions involving directors

There were no contracts or arrangements of any significance in relation to the company's business, or that of related companies, in which the directors or secretary of the company had any interest, as defined in the Companies Act, 2014, at any time during the year ended 31 December 2015.

11. Risks and uncertainties

In common with many not for profit organisations, the organisation must maintain and develop its income sources to ensure the continuation of its role in Ireland. In order to mitigate this risk, the directors review the sources of income on an on-going basis. The organisation also maintains a comprehensive strategic and operational risk register which outlines principal risks and mitigating policies. The key risks are reviewed by the Directors at each board meeting. In addition, reserve levels are monitored to ensure that they are maintained at a reasonable level in the context of planned expenditure and future commitments. The directors are at all times conscious that maintaining the reputation of the organisation is critical.

12. Governance and committees

GS1 Ireland is Member Organisation of GS1 AISBL and is required to comply with its Statutes, Code of Practice and other relevant Agreements as adopted under the General Assembly of GS1. In addition to the Supervisory Board, which meets four times a year and is responsible for the strategy and overall performance of the Organisation, the Directors also participate in four Committees:

a. Operations Committee:

The Operations Committee consists of the Chair, Vice Chair and CEO. The Committee meets four times a year in advance of the scheduled Supervisory Board meetings and reviews in detail the organisation's management accounts, risk register and operational reports.

b. Remuneration Committee:

The Remuneration Committee consists of the Chair, Vice Chair and one other independent Director. The committee meets on average once a year to determine and agree the policy for the remuneration of the Company's CEO.

c. Nominations Committee:

The Nominations Committee consists of the Chair, Vice Chair and the CEO. The committee meets on average twice a year and the objectives of the committee are to recommend to the Supervisory Board individuals suitable for nomination to the Board and to provide the Supervisory Board with advice on the structure and general composition of the Board.

d. Audit and Risk Committee:

The Audit and Risk Committee consists of the Vice Chair and two other Directors, with the CEO in attendance. The committee meets at least once a year and is responsible for the oversight of the Company's audit and control functions. This includes financial reporting and accounting, external audit,

regulatory compliance, the effectiveness of the internal control environment and processes, and risk management.

13. Accounting Records

The measures that the directors have taken to secure compliance with the requirements of sections 281 to 285 of the Companies Act 2014 with regard to the keeping of accounting records, are the employment of appropriately qualified accounting personnel and the maintenance of computerised accounting systems. The company's accounting records are maintained at the company's registered office at 2nd Floor, The Merrion Centre, Nutley Lane, Dublin 4.

14. Auditors

Mazars, Chartered Accountants and Statutory Audit Firm, continue in office in accordance with Section 383(2) of the Companies Act 2014.

On behalf of the Board

John O'Callaghan
Tony Minogue
3rd March 2016

Directors' Responsibilities Statement

The directors are responsible for preparing the directors' report and the financial statements in accordance with applicable Irish law regulations.

Irish company law requires the directors to prepare financial statements for each financial year. Under the law, the directors have elected to prepare the financial statements in accordance with Companies Act 2014 and FRS102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" issued by the Financial Reporting Council, and promulgated by the Institute of Chartered Accountants in Ireland ("relevant financial reporting framework"). Under company law, the directors must not approve the financial statements unless they are satisfied they give a true and fair view of the assets, liabilities and financial position of the company as at the financial year end and of the profit or loss of the company for the financial year and otherwise comply with the Companies Act 2014. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;

- state whether the financial statements have been prepared in accordance with applicable accounting standards, identify those standards, and note the effect and the reason for any material departure from those standards; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for ensuring that the company keeps or causes to be kept adequate accounting records which correctly explain and record the transactions of the company, enable at any time the assets, liabilities and financial position of the company to be determined with reasonable accuracy, enable them to ensure that the financial statements comply with the Companies Act 2014 and enable the financial statements to be audited. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Independent Auditors' Report To The Members Of GS1 (Global Standards 1 (Ireland)) Limited

We have audited the financial statements of GS1 (Global Standards 1 (Ireland)) Limited for the year ended 31 December 2015 which comprise the Income and Expenditure Account, the Balance Sheet, the Statement of Changes in Equity, the Statement of Cash Flows and the related notes. The relevant financial reporting framework that has been applied in their preparation is the Companies Act 2014 and FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland issued by the Financial Reporting Council and promulgated by the Institute of Chartered Accountants in Ireland (Generally Accepted Accounting Practice in Ireland).

This report is made solely to the company's members, as a body, in accordance with section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditors

As explained more fully in the Directors' Responsibilities Statement the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view and otherwise comply with the Companies Act 2014. Our responsibility is to audit and express an opinion on the financial statements in accordance with Irish law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the directors' report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially

inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies, we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the assets, liabilities and financial position of the company as at 31 December 2015 and of its surplus for the year then ended; and
- have been properly prepared in accordance with the relevant financial reporting framework and in particular with the requirements of the Companies Act 2014.

Matters on which we are required to report by the Companies Act 2014

- We have obtained all the information and explanations which we consider necessary for the purposes of our audit.
- In our opinion the accounting records of the company were sufficient to permit the financial statements to be readily and properly audited.
- The financial statements are in agreement with the accounting records.
- In our opinion the information given in the directors' report is consistent with the financial statements.

Matters on which we are required to report by exception

We have nothing to report in respect of our obligation under the Companies Act 2014 to report to you if, in our opinion, the disclosures of directors' remuneration and transactions specified by sections 305 to 312 of the Act are not made.

Mairéad Divilly
for and on behalf of Mazars
Chartered Accountants & Statutory Audit Firm
Harcourt Centre
Block 3
Harcourt Road
Dublin 2

3rd March 2016

GS1 (Global Standards 1 (Ireland)) Limited

Income and Expenditure Account

		Year ended 31 December 2015	Year ended 31 December 2014 (as restated)
	Notes	€	€
Income	7	1,771,101	1,725,262
Expenditure		<1,558,124>	<1,512,803>
Operating surplus		212,977	212,459
Gain on financial assets at fair value through profit and loss	14	11,014	21,416
Interest receivable and similar income	10	<u>6,402</u>	<u>15,851</u>
Surplus before taxation	11	230,393	249,726
Taxation	12	<4,354>	<8,273>
Surplus after taxation		226,039	241,453
Other comprehensive income		—	—
Total comprehensive income		<u>226,039</u>	<u>241,453</u>

All income is in respect of continuing operations.

Balance Sheet

		31 December 2015	31 December 2014 (as restated)
	Notes	€	€
Fixed Assets			
Tangible fixed assets	13	237,985	31,216
Financial assets	14	<u>337,147</u>	<u>326,133</u>
		575,132	357,349
Current Assets			
Debtors	15	152,068	165,059
Cash and cash equivalents		<u>1,309,879</u>	<u>1,254,786</u>
		1,461,947	1,419,845
Creditors			
Amounts falling due within one year	16	<487,124>	<456,031>
Net Current Assets		<u>974,823</u>	<u>963,814</u>
Total assets less current liabilities		1,549,955	1,321,163
Provision for Liabilities	17	<9,286>	<6,533>
		<u>1,540,669</u>	<u>1,314,630</u>
Capital and Reserves			
Income and expenditure account		<u>1,540,669</u>	<u>1,314,630</u>

On behalf of the Board John O'Callaghan and Tony Minogue, 3rd March 2016

GS1 (Global Standards 1 (Ireland)) Limited

Statement of Changes in Equity

		Income and Expenditure	Total Equity
	Notes	€	€
As at 1 January 2014 (as restated)	6	1,073,177	1,073,177
Excess of income over expenditure	6	<u>241,453</u>	<u>241,453</u>
At 31 December 2014		1,314,630	1,314,630
Excess of income over expenditure	6	<u>226,039</u>	<u>226,036</u>
At 31 December 2015		<u>1,540,669</u>	<u>1,540,669</u>

On behalf of the Board John O'Callaghan and Tony Minogue, 3rd March 2016

Statement of Cash Flows

	Year ended 31 December 2015	Year ended 31 December 2014 (as restated)
	€	€
Cash flows from operating activities		
Surplus after tax for the year	226,039	241,453
Depreciation	41,798	48,930
Gain on financial assets at fair value	<11,014 >	<21,416 >
Interest and similar income	<6,402 >	<15,851 >
Tax charged to the profit and loss	4,354	8,273
Increase/<decrease> in debtors	10,418	<18,595 >
Increase in creditors	33,845	23,897
Interest received	6,402	15,851
Income taxes <paid>/refunded	<1,780 >	<u>10,938</u>
Net cash flows from operating activities	303,660	<u>293,480</u>
Cash flows from investing activities		
Purchase of property, plant and equipment	<248,567 >	<11,145 >
Net cash from investing activities	<248,567 >	<11,145 >
Net cash from financing activities	—	—
Net increase in cash and cash equivalents	55,093	282,335
Cash and cash equivalents at beginning of year	<u>1,254,786</u>	<u>972,451</u>
Cash and cash equivalents at end of year	<u>1,309,879</u>	<u>1,254,786</u>

On behalf of the Board John O'Callaghan and Tony Minogue, 3rd March 2016

Notes to the Financial Statements

1. Company information

GS1 (Global Standards 1 (Ireland)) Limited is a company incorporated under the Companies Act 1963, without share capital, the liability of which is limited by the guarantee of its members, such amount as may be required, but not exceeding €1.00. The company is a not-for-profit company and its Memorandum and Articles of Association expressly forbids any form of distribution to the members of the company.

The mission of the company is to support Irish organisations in their efforts to improve supply and demand chain efficiency. The principal activities of the company are the licensing of global company prefixes and global location numbers to identify products and locations for the purpose of automatic data capture and for EDI. The GS1 global standards cover barcoding, EDI, data synchronisation and EPC/RFID. The company also provides a range of relevant professional and advisory services for its user organisations, including education, training, and verification services.

2. Basis of preparation and statement of compliance

The financial statements have been prepared on the going concern basis and in accordance with generally accepted accounting principles under the historical cost convention, modified to include certain items at fair value and comply with financial reporting standards of the Financial Reporting Council, as promulgated by The Institute of Chartered Accountants in Ireland and the Companies Act 2014.

This is the first set of financial statements prepared by the company in accordance with accounting standards issued by the Financial Reporting Council, including FRS 102 “The Financial Reporting Standard applicable in the UK and Republic of Ireland” (“FRS 102”). The company transitioned from previously extant Irish and UK GAAP to FRS 102 as at 1 January 2015. An explanation of how transition to FRS 102 has affected the reported financial position and financial performance is given in note 6.

All references to 2015 are to the year ended 31 December 2015. All references to 2014 are to the year ended 31 December 2014.

3. Significant judgements and estimates

The company makes estimates and assumptions concerning the future. The resulting accounting estimates will, by definition, seldom equal the related actual results. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are discussed below:

a) Establishing lives for depreciation purposes of tangible assets

Leasehold improvements comprise a significant portion of the total assets. The annual depreciation charge depends primarily on the estimated lives of these assets and estimated residual values. The directors regularly review these asset lives and change them as necessary. Details of the useful lives is included in the accounting policies.

b) Providing for doubtful debts

The company makes an estimate of the recoverable value of trade debtors. The company uses estimates based on historical experience in determining the level of debts, which the company believes will not be collected. These estimates are based on such factors as the records of the debtor in the Companies Registration Office, the level of communication with the debtor and historical experience. The level of provision required is reviewed at the end of each financial year.

4. Accounting policies

a) Currency

i. Functional and presentation currency

The financial statements are presented in euro, which is the company's functional and presentation currency and is denoted by the symbol €.

ii. Transactions and balances

Foreign currency transactions are translated into the functional currency using the spot exchange rates at the dates of the transactions.

At each period end foreign currency monetary items are translated using the closing rate. Non-monetary items measured at historical cost are translated using the exchange rate at the date of the transaction and non-monetary items measured at fair value are measured using the exchange rate when fair value was determined. Foreign exchange gains and losses that relate to borrowings and cash and cash equivalents are presented in the Income and Expenditure accounts within finance (expense)/income. All other foreign exchange gains and losses are presented in the Income and Expenditure accounts within 'Other operating (losses)/gains'.

b) Income

Income represents the amounts derived from the provision of services which fall within the company's ordinary activities, stated net of value added tax.

Income from the provision of services is recognised in the accounting period in which the services are rendered, the outcome of the contract can be measured reliably and economic benefits will flow to the company. Income from a contract to provide services is recognised in the period in which the services are provided. Accordingly, income received from customers in respect of periods which fall after the end of the financial year are not recognised as income and are included in creditors as deferred income.

The company derives income from the following services:

- Membership income;
- Licensing income;
- Training and education of members;
- Professional services.

c) Interest income

Interest income is recognised as it is received.

d) Taxation

The company is managed and controlled in the Republic of Ireland and consequently, is tax resident in Ireland. Tax is recognised in the Income and Expenditure accounts, except to the extent that it relates to items recognised in other comprehensive income or equity. In this case tax is also recognised in other comprehensive income or directly in equity respectively.

i. Current tax

The company is exempt from corporation tax on its ordinary activities in accordance with the Taxes Consolidation Act, 1997. The company is however, liable for corporation tax on its earned deposit interest and other passive income.

ii. Deferred tax

Deferred taxation is calculated on the differences between the company's taxable profits and the results as stated in the financial statements that arise from the inclusion of gains and losses in tax assessments in periods different from those in which they are recognised in the financial statements. Full provision for deferred tax assets and liabilities is made at current tax rates on differences that arise between the recognition of gains and losses in the financial statements and their recognition in the tax computation, including differences arising on the revaluation of fixed assets. Deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

On the basis of the above, as the company is exempt from Corporation Tax, deferred tax does not apply with exception of tax arising on timing differences on passive income such as the unrealised gain on financial investments.

e) Tangible fixed assets

Tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. Depreciation is calculated to write down the cost less estimated residual value of all tangible fixed assets, over their expected useful lives, using the straight-line method. Residual values and useful lives are reviewed and adjusted if appropriate at each reporting date. At present it has been estimated that all items of tangible fixed assets have no residual value.

The rates applicable are:

Computer, software and office equipment	20% / 50% straight line
Furniture and fixtures	20% / 50% straight line
Leasehold improvements	12.5% straight line

On disposal of tangible fixed assets the cost and related accumulated depreciation and impairments are removed from the financial statements and the net amount, less any proceeds is taken to the Income and Expenditure accounts.

f) Financial assets

The company holds investment in a fund consisting of equitable shares in a number of companies which are listed and actively traded on recognised stock markets. The fund is managed external to the company. These investments were initially recognised at cost and thereafter valued at fair value which is the bid price of the securities in an active market at the reporting date after considering the tax payable on any gains earned.

g) Operating leases

Leases in which substantially all the risks and rewards of ownership are retained by the lessor are classified as operating leases. Payments made under operating leases (net of any incentives received from the lessor) are charged to the Income and Expenditure accounts on a straight-line basis over the period of the lease.

Operating lease incentives received on entering a new operating lease are credited to the Income and Expenditure account to reduce the lease expense, on a straight line basis over the period of the lease.

h) Cash and cash equivalents

Cash and cash equivalents include cash on hand, demand deposits and other short-term highly liquid investments with original maturities of three months or less.

i) Debtors and other receivables

Sales invoices are raised and expected to be received within the company's normal credit terms, such sales do not bear interest. At the end of each reporting period, the carrying amounts of the debtors and other receivables are reviewed to determine whether there is any evidence that the amounts are not recoverable, and whether an impairment loss should be recognised.

j) Creditors

Creditors are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

k) Employee benefits

The company provide a range of benefits to employees, including annual bonus arrangements, paid holiday arrangements and defined contribution pension plans.

i. Short term benefits

Short term benefits including holiday pay and other similar non-monetary benefits, are recognised as an expense in the period in which the service is received.

ii. Annual bonus plans

The company recognises a provision and an expense for bonuses where the company has a legal or constructive obligation as a result of past events and a reliable estimate can be made.

iii. Pension and Post Retirement Benefit Scheme

Pension costs arising under the company facilitated Personal Retirement Savings Account (PRSA) scheme are charged to the Income and Expenditure accounts as incurred. The company also operates a defined contribution executive pension scheme in respect of certain employees. Contributions to the scheme are charged to the statement of comprehensive account as incurred.

5. Transition to FRS 102

Prior to 1 January 2015 the company prepared its financial statements under previously extant Irish GAAP. From 1 January 2015 the company has elected to present its annual financial statements in accordance with FRS 102 and the Companies Act 2014.

The comparative figures in respect of the 2014 financial statements have been restated to reflect the company's adoption of FRS 102 from the date of transition at 1 January 2014.

Set out below are the changes in accounting policies which reconcile surplus for the financial year ended 31 December 2014 and the total equity as at 1 January 2014 and 31 December 2014 between Irish GAAP as previously reported and FRS 102.

In preparing this financial information the company has applied certain exceptions and exemptions from full retrospective application of FRS 102 as noted below.

Exceptions

Accounting estimates

In accordance with FRS 102, as a first time adopter the company did not revise estimates on transition to reflect new information subsequent to the original estimates.

Lease incentives

In accordance with FRS 102 the company has taken advantage of the exemption in respect of lease incentives on leases in existence on the date of transition to FRS 102 and continues to credit such incentives to the Income and Expenditure account over the period to the first review date on which the rent is adjusted to market rates.

6. FRS 102 principle adjustments

The reconciliation of the Income and Expenditure Account prepared in accordance with Irish GAAP and in accordance with FRS 102 for the year ended 31 December 2014 and the reconciliation of the amount of total equity at 31 December 2014, before and after the application of FRS 102, is as follows:

	Statement of Comprehensive Income for the year ended 31 December 2014 €	Total equity as at 1 January 2014 €	Total equity as at 1 December 2014 €
As previously reported under Irish GAAP	229,082	1,074,747	1,303,829
Impact of:			
Holiday pay accrual (a)	<3,691 >	<5,108 >	<8,799 >
Financial instruments (b)	21,416	4,717	26,133
Deferred tax (b)	<5,354 >	<1,179 >	<6,533 >
As reported under FRS 102	<u>241,453</u>	<u>1,073,177</u>	<u>1,341,630</u>

a) Holiday pay accrual

Irish GAAP

Under Irish GAAP provisions for holiday pay accruals were not recognised and holiday pay was charged to the Income and Expenditure Account on a payments basis.

FRS 102

FRS 102 requires short-term employee benefits to be charged to the Income and Expenditure Account as the employee service is received.

Impact

This has resulted in the company recognising a liability for holiday pay of €5,108 on transition to FRS 102. In the year ended 31 December 2014 an additional charge of €3,691 was recognised in the Income and Expenditure Account and the liability as at 31 December 2014 was €8,799.

b) Financial instruments

Irish GAAP

Under Irish GAAP the financial instruments were carried at cost less impairments.

FRS 102

FRS 102 recognises these instruments as basic financial instruments and in accordance with Section 11, requires these instruments to be measured at fair value through profit and loss.

Impact

At the date of transition and at 31 December 2014, the fair value of the financial investments was €304,717 and €326,133 respectively. These fair values represent the bid price at those respective dates. This resulted in an increase in equity of €4,717 on transition to FRS 102 and a further €21,416 uplift in the year ended 31 December 2014.

Deferred tax arising from tax payable on settlement of the gain is calculated at 25% of the expected gain. This resulted in deferred tax of €1,179 on the transition 1 January 2014 and an additional charge of €5,354 in 2014.

c) Statement of cash flows

Irish GAAP

Under Irish GAAP, cash flows were presented separately for operating activities, returns on investment and servicing of finance, taxation, capital expenditure and financial investment, acquisitions and disposals, equity dividends paid and financing.

FRS 102

Under FRS 102, cash flows are required to be shown separately for three categories only, namely, operating, investing and finance. Additionally, the cash flow statement reconciles to cash and cash equivalents whereas under previous Irish GAAP the cash flow statement reconciled to cash. Cash and cash equivalents are defined in FRS 102 as “cash on hand and demand deposits and short term highly liquid investments that are readily convertible to known amounts of cash and that are subject to an insignificant risk of changes in value” whereas cash was defined in FRS 1 as “cash in hand and deposits repayable on demand with any qualifying institution, less overdrafts from any qualifying institution repayable on demand”.

Impact

Cash flows from taxation and returns on investments and servicing of finance shown under Irish GAAP are included as operating activities under FRS 102.

7. Income

All income derives from activities in the Republic of Ireland. The analysis of income by activity is as follows:

	2015	2014
	€	€
Licensing income	1,587,794	1,503,747
Professional, Advisory and Training income	80,342	126,170
Membership registration income	<u>102,965</u>	<u>95,345</u>
	<u>1,771,101</u>	<u>1,725,262</u>

8. Staff costs

The average monthly number of employees, including executive directors, during the period, analysed by category, was as follows:

	2015	2014
	Number	Number
Administration	11	10

The aggregate payroll costs of these employees were as follows:

	2015 €	2014 €
Wages and salaries	718,294	740,382
Social welfare costs	73,383	79,204
Retirement benefit costs	<u>98,981</u>	<u>48,551</u>
	<u>890,658</u>	<u>868,137</u>

9. Pension and post retirement benefit

The company facilitates a Personal Retirement Savings Account (PRSA) scheme for its employees, the contributions to which are paid to an independently administered fund. The retirement benefit cost for the year represents contributions payable to the fund. The contribution charged (including death in service) to the Income and Expenditure account for the year was €53,154 (2014: €48,551).

The company also operates a company sponsored defined contribution executive scheme, supported by an external trustee. The assets of the scheme are vested in independent trustees for the sole benefit of the executives. The contribution charged to the Income and Expenditure account for the year was €45,827 (2014: Nil).

10. Interest receivable and similar income

	2015 €	2014 €
Interest receivable	<u>6,402</u>	<u>15,851</u>

11. Operating costs

	2015 €	2014 €
Operating costs are stated after charging:		
Directors' emoluments in respect of qualifying services	-	-
Auditors' remuneration		
– for audit services	10,000	10,000
– for non-audit services	1,045	833
Depreciation	<u>41,798</u>	<u>48,930</u>

12. Taxation

	2015 €	2014 €
<i>Current tax:</i>		
Corporation tax for the year	1,601	3,963
Over provision in respect of the prior year	<u>-</u>	<u><1,044></u>
	1,601	2,919
<i>Deferred tax:</i>		
Arising on timing differences (note 17)	<u>2,753</u>	<u>5,354</u>
Total tax charge	<u>4,354</u>	<u>8,273</u>

Factors affecting tax charge for year

The current tax charge for the year is different to the current charge that would result from applying the standard rate of Irish corporation tax to the surplus before taxation. The differences are explained below:

	2015 €	2014 €
Surplus before taxation	<u>230,393</u>	<u>249,726</u>
Surplus for the year multiplied by standard rate of corporation tax in Ireland of 12.5%	28,799	31,216

Effects of:

Non-taxable mutual trading	<27,999 >	<29,235 >
Passive income taxable at higher rate	801	1,982
Deferred tax on unrealised gain on financial investment	2,753	5,354
Over provision in prior years	<u>—</u>	<1,044 >
Total tax charge for year	<u>4,354</u>	<u>8,273</u>

In accordance with the Taxes Consolidation Act, 1997, the company is exempt from corporation tax on its ordinary activities on the basis that any surplus arising is derived from business done with its members. The company is only liable to corporation tax in respect of its deposit interest and any other passive income at the rate of 25%.

13. Tangible fixed assets

	Leasehold improvements	Fixtures & fittings	Office equipment	Computers	Total
	€	€	€	€	€
Cost					
At 31 December 2014	143,570	2,020	25,940	254,740	426,270
Additions	<u>177,873</u>	<u>—</u>	<u>22,194</u>	<u>48,500</u>	<u>248,567</u>
At 31 December 2015	<u>321,443</u>	<u>2,020</u>	<u>48,134</u>	<u>303,240</u>	<u>674,837</u>
Depreciation					
At 31 December 2014	143,570	2,020	25,940	223,524	395,054
Charge for year	<u>14,731</u>	<u>—</u>	<u>2,959</u>	<u>24,108</u>	<u>41,798</u>
At 31 December 2015	<u>158,301</u>	<u>2,020</u>	<u>28,899</u>	<u>247,632</u>	<u>436,852</u>
Net Book Amount					
At 31 December 2014	<u>—</u>	<u>—</u>	<u>—</u>	<u>31,216</u>	<u>31,216</u>
At 31 December 2015	<u>163,142</u>	<u>—</u>	<u>19,235</u>	<u>55,608</u>	<u>237,985</u>

In respect of the prior year:

	Leasehold improvements	Fixtures & fittings	Office equipment	Computers	Total
	€	€	€	€	€
Cost					
At 31 December 2013	143,570	2,020	25,940	337,370	508,900
Additions				11,145	11,145
Disposals	<u>—</u>	<u>—</u>	<u>—</u>	<93,775 >	<93,775 >
At 31 December 2014	<u>143,570</u>	<u>2,020</u>	<u>25,940</u>	<u>254,740</u>	<u>426,270</u>
Depreciation					
At 31 December 2013	142,062	2,020	25,940	269,877	439,899
Charge for year	1,508	—	—	47,422	48,930
Disposals	<u>—</u>	<u>—</u>	<u>—</u>	<93,775 >	<93,775 >
At 31 December 2014	<u>143,570</u>	<u>2,020</u>	<u>25,940</u>	<u>223,524</u>	<u>395,054</u>
Net Book Amount					
At 31 December 2013	<u>1,508</u>	<u>—</u>	<u>—</u>	<u>67,493</u>	<u>69,001</u>
At 31 December 2014	<u>—</u>	<u>—</u>	<u>—</u>	<u>31,216</u>	<u>31,216</u>

There were no assets held under finance lease included in the tangible fixed assets.

14. Financial assets	2015	2014
	€	€
Listed investments		
At 1 January	326,133	304,717
Increase in fair value of investments	<u>11,014</u>	<u>21,416</u>
At 31 December	<u>337,147</u>	<u>326,133</u>

The listed investments are part of a specified investment fund managed externally to the company. The investments are recognised on active markets and measured at fair value through profit and loss in line with the company's accounting policy. The fair value was determined by reference to the bid price at the financial year end date. The above investments are due to mature 20th March 2018 and cannot be surrendered before that guarantee date.

The above values are not realised values and are not guaranteed. The actual realisable value will depend on the performance of the investment at the date of maturity. The above investments are 100% capital guaranteed. The protected amount, before tax, is the higher of:

- the original amount invested
- 100.1% of the value of the fund at that stage

The capital protection on the investment with Irish Life Assurances Plc is provided by Permanent TSB. If, over the investment term, the returns are greater than the capital protection, then Barclays has contracted to provide to Irish Life Assurance Plc the potential returns for the fund.

15. Debtors	2015	2014
	€	€
Trade debtors	32,296	35,762
Corporation tax	92	2,665
Value added tax	1,592	1,811
Paye/prsi	3,521	-
Prepayments	<u>114,567</u>	<u>124,821</u>
	<u>152,068</u>	<u>165,059</u>

All debtors fall due within one year. All trade debtors are due within the company's normal terms, which is 30 days.

16. Creditors	2015	2014
Amounts falling due within one year	€	€
Trade creditors	104,512	75,304
Accruals	322,807	322,631
Deferred income	47,257	26,641
Paye/Prsi	-	21,458
Other creditors	<u>12,548</u>	<u>9,997</u>
	<u>487,124</u>	<u>456,031</u>

The repayment of trade creditors varies between on demand and 90 days. No interest is payable on trade creditors. The terms of accruals and sundry creditors is based on underlying contracts.

Tax and social insurance are subject to terms and conditions of legislation. Interest accrues on late payments, however no interest was due at the financial year end date.

Other amounts in creditors are unsecured, interest free and payable on demand.

17. Provision for liabilities	2015	2014
	€	€
Deferred tax		
At 1 January	6,533	1,179
Charged to income and expenditure account	<u>2,753</u>	<u>5,354</u>
At 31 December	<u>9,286</u>	<u>6,533</u>

Unrealised fair value gains on listed investments (note 14) are not subject to current tax and therefore a timing difference arises until the realisation of gains on settlement.

18. Related party transactions

Income of €1,710,212 in relation to licensing fees was received from third parties in the year. These third parties are considered related parties of the company as they hold membership of this company under its ownership structure.

Included in the amounts above is income of €88,153 from member entities of GS1 Ireland who are also represented on the Board of the company. There were no amounts outstanding in relation to this amount at the balance sheet date.

Key management personnel compensation

The senior employees who have authority and responsibility for planning, directing and controlling the activities of the company are considered to be key management personnel.

Total remuneration in respect of these individuals is €398,462 (2014: €385,496).

19. Financial instruments

The analysis of the carrying amounts of the financial instruments of the company required under section 11 of FRS 102 is as follows:

	2015 €	2014 €
<i>Financial assets at fair value through profit or loss</i>		
Listed investments	<u>337,147</u>	<u>326,133</u>
<i>Financial assets that are debt instruments measured at amortised cost</i>		
Trade debtors	32,296	35,762
Cash and cash equivalents	<u>1,309,879</u>	<u>1,254,786</u>
<i>Financial liabilities measured at amortised cost</i>		
Trade creditors	<u>104,512</u>	<u>75,304</u>

20. Commitments

The company holds a 35 year lease with 10 years remaining for its premises at The Nutley Building, Merrion Road, Dublin 4. The annual commitment of €94,200 is subject to review at 5 year intervals.

On 29 January 2015, the company entered into a new 10 year lease, with a five year break clause in respect of the additional space at the Nutley Building. The annual rent commitment is €32,745.

Total future minimum lease payments under non-cancellable operating leases are as follows:

	2015 €	2014 €
<i>Due:</i>		
Within one year	126,945	94,200
Between one and five years	507,780	376,800
After five years	<u>601,980</u>	<u>565,200</u>
	<u>1,236,705</u>	<u>1,036,200</u>

With regard to DataSync.ie, the company also has commitments to payment of annual licence fees to 1WorldSync and annual certification fees to GDSN Inc. The current licence commitments expire in August 2016.

The company also has commitments to GS1 Global in respect of the ongoing product licensing arrangements.

21. Approval of financial statements

The financial statements were approved by the board of directors on 3rd March 2016.

Supervisory Board

The Supervisory Board of GS1 Ireland is comprised of representatives from its membership base and further strengthened by expertise from a number of independent advisors. The board includes participants from both retail and supply organisations from across the key food, consumer goods, DIY, healthcare and public sectors.

Each of the industry leaders and experienced professionals elected to the GS1 Ireland Supervisory Board serve in a voluntary capacity and receive no financial remuneration for their time or expertise. The management and staff of GS1 Ireland are indebted to the Supervisory Board members for their ongoing support, advice and guidance.



Chairman
John O'Callaghan
Group IT Director,
Musgrave Group



Vice-Chairman
Tony Minogue
General Manager
Glanbia Business
Services Group



Justin Carton
Director of Information
Carton Bros.



Jim Copeland
Head of Member Relations
Hardware Association Ireland



Sean Dennison
Head of IT
BWG Foods



Tony Graham
Independent Advisor

Damian Harte
Head of Commercial Support Office
Tesco Ireland



Michael Kelly
Independent Advisor

Daragh Monahan
Commercial Director
East Coast Bakehouse



Catherine Phelan
Supply Chain Director
Mars Ireland



Bob Semple
Independent Advisor

Thomas Shortall
ICT Director
Kerry Group Plc



PJ Timmins
Independent Advisor

Pat Tracey
Group Operations Director
DCC Vital/Fannin



Company Secretary:
Mike Byrne
Chief Executive Officer
GS1 Ireland



Industry Committees

The Board and Management of GS1 Ireland would like to acknowledge the many expert advisors and member-company representatives that give so generously of their time and knowledge by serving on various GS1 committees that form a vital part of our engagement with industry.

Our thanks go to Michael Kelly (Chair), Leo Stronge, Tony Graham and Liam Hartnett for their tireless support through the work of the **GS1 Ireland Healthcare Committee**.

We would also like to recognise the **Healthcare User Group (HUG)** members and their respective organisation for the time and support dedicated to the successful achievement in progressing the adoption of GS1 Standards in Irish healthcare. The members of the Healthcare User Group (HUG) are:

Vincent Callan, St James's Hospital (Provider Co-Chair); Mark Coffey (Supplier Co-Chair); Pat Tracey, DCC Vital; John Swords, HSE Procurement/Health

Business Services; Siobhan Dunphy, HSE Procurement/Health Business Services; Fionnuala Kennedy, Mater Private; Joan Cahill, Pfizer; Orlaith Brennan, IPHA; Pauline Biggane, HSE CIO Office; Mark Sheehan, Galway Clinic.

We would also like to recognise the **Digital Data Quality (DDQ) Committee** members and their respective organisations for the time and support dedicated to the successful achievement of so many projects completed in 2015. The members of the DDQ Committee are:

Justin Carton, Carton Bros. (Supplier Co-Chair); Sean Dennison, BWG Foods (Retailer Co-Chair); Karl McEntee, Arysza; Peter Roche, Glanbia; John Golden, Heineken Ireland; John Nugent, Ornua; Ciaran Young, Irish Distillers; John Ward, Kerry Foods; Michael McGinn, Largo Foods; Catherine Phelan, Mars Ireland; Anne Hickey, Musgrave Retail Partners Ireland; Eddie Doyle, Tesco Ireland, and Ciaran O'Reilly, Topaz.



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