

GS1 South Africa Jan 2019 Newsletter



What's been happening

The second half of 2018 has been a busy one reflected in the articles below.

We would like to take this opportunity to thank our members for your interest and engagement during 2018 and we look forward to even further interaction with you this year. We have however noticed that some of our members are not in regular contact with our team and through this newsletter we aim to inform and update you on our various service offerings and how these can benefit your organisation. Keep in mind that your organisation is a licensed member of one of the most powerful system of standards in the world, GS1®. If you thought it is only barcoding, please take time to read our newsletter and become part of the initiatives and new service offerings.

Trusted Data Initiatives

The trusted data pilot result has indicated that without a robust business process in place, the quality of data can deteriorate as it flows through the supply chain. Due to potential cost implications and requests from trading partners, many companies have started to review their internal processes and education practices with regard to data quality, and perform audits of the information received from and shared among their trading partners.

A summary of each system is highlighted below for clarity.

- **Master Data Management (MDM):** comprises the processes, governance, policies, standards, and tools that consistently define and manage the critical data of an organization to provide a single point of reference.
- **Digital Asset Management (DAM):** source of digital images, style shots, and product image information.
- **Marketing:** source of marketing information for any given product.
- **Nutritional and Allergen Information:** source of information for any allergen or nutritional statements for the products.
- **Research & Development (R&D):** system that holds data pertaining to work directed toward the innovation, introduction, and improvement of an organization's products and processes.
- **Regulations:** source of regulations/compliance affecting product development or product availability.
- **Recipes & Ingredients:** source of product recipes and ingredients.
- **Enterprise Resource Planning (ERP):** activities assisting organizational management.

Enriched Data Initiatives

Slow progress was made to move forward with the Enriched Data onboarding. It is clear that we need to align the goals and objectives of the members and partners. A clear go to market plan, and a Community Enablement plan will be developed, to help our internal partners garner executive sponsorship and support. Executive Sponsorship is critical as industry support will be required for the community enablement program because as with a village being needed to raise a child, all areas of a demand side partner are needed to successfully enable their community. We will be in a position to move forward with replacing the currently Datanet.za platform, only once Board and Executive sponsorship is gained. Everyone must understand and support the consistent messaging and strategy around GDSN in order to ensure that the supply side partners all receive the same message. This training will lead to the release of strong messaging to an accurate target list of suppliers that had been predetermined in the development of the market strategy. We are hoping this method will increase adoption of the GDSN by the supplier and retail community. The current offering is currently being piloted by Unilever and Pick 'n Pay.



GS1 Traceability Call to Action and Working Group

Traceability is increasingly important in ensuring, the safety of domestic and international, food supply chains. Currently, Traceability in the South African domestic supply chain is not working to a common standard. Every supply chain in South Africa varies in its management of internal Traceability and external Traceability, with external Traceability working well in some cases, or not at all in extreme situations.

The objective of this working group is to provide a collaborative space in the domestic supply chain to understand how to improve their own Traceability, whilst also contributing to a more robust external Traceability framework that extends the length of supply chains. Read up more detail on the workshops' key takeout's and which elements relating to Traceability must be considered by all trade partners to strengthen supply and improve demand while promoting safety and trust. In 2019, GS1 South Africa hopes to ignite deeper discussions and build from where we have started off by facilitating a space where industries like Fresh Foods, FMCG, Healthcare, Agriculture and many more can collaborate on the common issues facing them by the use of standards. We believe South Africa's Traceability will be approached for Industry, by Industry and a safer, more secure supply chain is achievable.

For more than a decade, the GS1 Global Traceability Standard has been at the forefront of guiding the implementation of traceability solutions, from upstream suppliers to consumers and patients. The new GS1 Global Traceability Standard, version 2.0, provides the needed framework to ensure that traceability systems are interoperable and scalable, where trading partners can easily collaborate and share information for visibility across the entire chain: The Global Traceability Standard or GTS.

We would like to say a big 'Thank you' to all Traceability and Supply Chain Visibility stakeholders for the insightful and frank sharing at the first GS1 South African cross industry Traceability Working Group. We would like to thank Timothy Marsh and his Team at GS1 Global office for driving the Call to Action to address the challengers w.r.t to Traceability. A special thanks to Dr. Hennie Ras from Fractal Traceability and George Georghiades from Laurel Africa & Middle East to represent South Africa at the session in Dublin. The public and private partnerships is key to continue collaborating and allowing the experts and solution providers in our region to resolve the challengers w.r.t to sharing and authenticating data to give visibility to critical tracking events across

supply chains. Together we can drive value chain traceability and operations visibility knowing that the GS1 standards has the potential in supporting industry to develop a practical and harmonized approach.



Traceability Working Group first session held in in October 2018.

Continue making strides to support SMME's and ensure they do not use Re-Seller barcodes.

The SMME iNumba Numba initiative continue to educate SMME why Barcoding Shortcuts Don't Pay-Off. Small business owners wear many hats. You might be the CEO of your brand, and also operations manager, product manager, customer service representative-the list goes on. With a lot to do and not much time, shortcuts can be tempting, especially in the seemingly complex area of product management.

The SMME's who attended the workshops learnt that if they are working with a retailer, chances are they have asked them to label their products with barcodes to keep track of your inventory. In their research they might have come across Unique Product Codes (UPC's) barcode re-sellers that bundle readymade barcodes for low prices. This shortcut can end up being costly in many ways, this is what Scandisor and Cosmo Dumplings learnt in a practical way. Here are three reasons to properly barcode your products and avoid expensive mistakes some small businesses have made getting their product to market.

- **Future Growth**

The numbers under the barcode have meaning and importance in the supply chain and e-commerce. Many small business owners might not realize that the GTIN encoded in the barcode is like a fingerprint-constructing them properly means you are the only brand with that number. Barcodes that are sold online ultimately identify the brand you purchased them from, or worse, multiple brands that purchased the same barcode. This can cause confusion down the road when your products

need to be identified in retailer inventory management systems. Authentically created barcodes establish your brand in the commercial world. They allow you to participate beyond the first product launch by adhering to standards that have been long recognized by leading retailers.

• **Product Variations**

According to best practices, it benefits a business to construct different UPC's for each product variation in their product line. What kinds of product variations? Anything that alters the product from its original state, which means any different colors, flavors, or quantities would require unique identification numbers.

There is a clear benefit for businesses to invest in their own GS1 Company Prefix so that they can not only get into retailers' good graces but have full control over their products. This helps the small business manage which flavors need to be shipped where, and it also makes it possible to buy scan data from retailers to gain better sales insights.

Being able to work with retailers in their preferred data format has allows SMMEs to learn how different flavors and package sizes are selling.

Uniquely identifying product variations is becoming especially more important with the rise of e-commerce shopping.

• **Time (and Money)**

"Measure twice and cut once" when designing packaging with Unique Product codes (UPC) Otherwise, the small business owner may end up wasting precious time and money reapplying stickers with product codes that fit retailer specifications. For businesses that are still unsure about the process, it may be worth it to explore the option of working with a certified solution provider. These companies are uniquely qualified to help with setting up products and have extensive knowledge of barcoding.

Ultimately, no small business owner wants to experience costly setbacks that keep them from reaching their fullest potential, or experience delays getting their products on the shelves. Taking the time to become better educated about barcoding leads to more productive relationships with retailers, more operational organization, and peace of mind knowing your company is set up for long-term.



Edward Moshole Obtained GS1 Barcodes and had the barcode Verified at the GS1 Master Date verification lab- enabling him to be retail ready



Owner of Scandisor Select Wines – attended the CGCSA Summit



SMME Cosmo Dumplings – attended the CGCSA Summit



Soweto Business Access connecting with Cassel Mathale, Deputy Minister for the Department of Small Business Development about the Inumba Numba - GS1 South Africa Initiative

Namibia Seeing the Benefits of Adopting GS1 Standards

GS1 South Africa strives to improve supply chain efficiencies, not only nationally but also regionally. We are supporting members of the SADC region in implementing GS1 standards to improve B2B and B2C supply chain efficiencies. We continue to collaborate with SADC region to serve and assist all members. GS1 Global office motivates regional member organisations to provide assistance to neighboring countries.

We would like to thank Namibian Dairies for Hosting GS1 South Africa.



Namibia Dairies receiving training on GS1 Standards and the importance of EDI

Healthcare sector in Botswana is on the move adopting GS1 Standards

In September 2018 GS1 South Africa collaborated with Botswana Regulators, USAID Global Health Supply Chain Program, CMS, Imperial Logistics and other key healthcare stakeholders. The key lesson, Is what are we trying to achieve and resolve by adopting a harmonized track and trace standard. How do we involve the patients voice? Great work Phetogo Phoi and Obed Jacob and thanks for hosting GS1 South Africa the Botswana USAID Global Health Supply Chain Program implemented an initiative that requires full compliance to the GS1 System of standards to:

- Enable end-to-end data visibility
- Identify and implement supply chain efficiencies
- Ensure supply chain security
- Increase patient safety



Botswana Medicines Regulatory Authority Ministry of Health and Wellness and USAID attended the workshop

Imperial Logistics - Patient safety through Serialisation and Authentication

Imperial Logistics move approximately 400 million patient-packs of medicine annually, 90% of these throughout Africa.

The counterfeit drug industry is estimated to be worth billions of dollars annually and kill hundreds of thousands of patients every year – either from toxic ingredients or failed treatment of critical illness.

Some Fact - Fake, counterfeit and substandard medicines:

- One in ten* medical products circulating in lower & middle-income countries is either substandard or falsified
- Estimated 72 000 to 169 000 children die* each year worldwide from pneumonia due to substandard and falsified antibiotics
- Of the majority of substandard and falsified medicines, 42% stem from sub-Saharan Africa, 21% from the Americas and 21% from the European region
- 100,000 deaths* annually in Africa

Imperial Logistics has successfully adopted the GS1 Standard to improve Patient Safety by ensuring that every product is GS1 Compliant which is fundamental of roll-out and synchronization of the coding system for tracking and tracing commodities. Each component will be 2D barcoded, which will assist and enable product recalls from anywhere in the supply chain.

Authentication: a response to Patient Safety

- Imperial Logistics introduced the Raman handheld can measure through blisters and bottles
- Identify non-authentic pharmaceuticals before they can enter the market
- Protect brand and patient confidence in healthcare products
- Reduce risk of liabilities
- Report to authorities – regulators, law enforcement



Attended the SAPHEX and SAPRAA conference – to drive the adoption of GS1 Standards in Healthcare Sector.



SAHPRA Speaking on the importance of regulatory framework for Medical Devices in South Africa



GS1 team and Salma Ismail Chairperson of South African Pharmaceutical Regulatory Affairs Association (SAPRAA)



Ephraim in discussion at the SAPHEX conference

Embracing the 4th Industrial Revolution, CGCSA Summit 2018!

A successful CGCSA Summit was held on 14th November 2018, with GS1 South Africa participating in the panel discussion on Food Safety in the digital era and giving members and stakeholders an opportunity to discuss matters crucial to the food industry, as well as networking opportunities. See you at the 2019 Summit!



Keynote speaker Diane Taillard talking about Traceability and Supply Chain Visibility amongst other industry participants



The team along with CGCSA Chairman Mr. Gareth Ackerman



GS1 South Africa stand at the CGCSA Summit 2018