

CALL TO ACTION – REGISTER NOW



Product Recall^{nz}

Customers buy from you because they trust your products and your brand. Don't compromise their safety and your brand by poorly managing a product recall or withdrawal.



ProductRecall^{nz} – New Zealand's new efficient online solution for recalling or withdrawing products.

Recalls and withdrawals are always unpredictable. At times, their necessity can be urgent and full of challenge.

Being registered with ProductRecall^{nz} helps your business avoid the worst possible outcomes of customer injury, lost sales, broken supply chains and brand damage.

Registered companies have at their fingertips a fast, easy-to-use tool to notify their trading partners – and to receive such notifications – when a product must be pulled back. The notices are targeted, precise and immediately actionable.

Developed by industry

GS1 New Zealand has developed ProductRecall^{nz} in collaboration with leaders in the New Zealand food and grocery sector, including the Foodstuffs Group and Progressive Enterprises, and with regulatory advice from the Ministry for Primary Industries (MPI, formerly The Ministry of Agriculture and Forestry). It is intended to replace existing, largely manual processes for recall and withdrawal that rely on paper-based communication, emails and phone calls.

Clearly, no system for recall or withdrawal (including ProductRecall^{nz}) can prevent the recalls or withdrawals becoming necessary. Nor can it remove all the risks when this happens. But ProductRecall^{nz} has been designed to enable faster, more complete pull back of a faulty product to minimise the human stress and business damage that might arise when notification and action are partial, slower and less reliable.

ProductRecall^{nz} has been proven during pilot operation in and between the businesses of Foodstuffs, Progressive Enterprises, Cadbury, DB Breweries, Fonterra Brands, Goodman Fielder, Kimberly-Clark and Nestlé. The solution has strong support from the New Zealand Food & Grocery Council. Operation of ProductRecall^{nz} in the food and grocery sector will be subject to ongoing review by an Australia-New Zealand Advisory Group of interested parties.

ProductRecall^{nz} will be launched on 23rd July 2012 – and thereafter available to companies which have met the registration requirements. Those companies can also run “mock” recalls or withdrawals with

ProductRecall^{nz}, to build capability in their particular business and trading relationships.

GS1 New Zealand intends to roll out ProductRecall^{nz} to other sectors after further consultation and piloting with businesses in those sectors.

Based on global standards

ProductRecall^{nz} is based on the GS1 System of global standards as already integrated across much of the New Zealand business community. Virtually all suppliers to the Foodstuffs Group and Progressive Enterprises are GS1 members, using GS1 identifiers for their businesses, products and locations. ProductRecall^{nz} has been designed to:

- use existing GS1 identifiers as applied within New Zealand businesses and supply chains;
- avoid ambiguity and lack of precision in identifying and describing products subject to recall or withdrawal;
- enable notification and information exchange in real time;
- make the compiling, distribution and receipt of notifications easy and intuitive for staff in all businesses;
- introduce to New Zealand, global best practice on product recall and align our processes with similar developments in Australia.

About GS1 New Zealand

GS1 is an international not-for-profit organisation dedicated to global standards and solutions that improve the efficiency and visibility of supply and demand chains. The GS1 System is the most widely used supply chain standards system in the world. GS1 New Zealand is the New Zealand member of the global GS1 organisation which has, in total, 108 national member organisations. GS1 New Zealand enables more than 4,500 members in this country - businesses of all sizes, in 22 sectors, which enhance their



efficiency and cost effectiveness by using global identifiers and supply chain best practices, including the application of bar codes, data synchronisation, radio frequency identification and e-commerce. To learn more about GS1 New Zealand visit www.gs1nz.org

Companies must first register

To use ProductRecall^{nz}, companies must first be registered (in addition to their full membership of GS1 New Zealand). This is not a tool you only pick up when a problem arises with a product – ProductRecall^{nz} could never work that way!

Typically there is an eight week stand down period from the time a company registers for ProductRecall^{nz} until they are able to use the service. However, companies that register for

ProductRecall^{nz} in advance of the 23rd July 2012 launch will be exempt from the stand down period and able to use the service following the launch.

The more companies that register – and the earlier they register – the more efficient and effective ProductRecall^{nz} will become for all.

Companies in the food and grocery industry are invited to register now, in time for the launch of ProductRecall^{nz} on 23rd July 2012. Registrations will remain open continuously.

To register for ProductRecall^{nz} visit www.productrecallnz.co.nz or for more information please call 0800 10 23 56.

Registration will include an annual subscription fee that helps meet the costs of ProductRecall^{nz}. Subscriptions are based on annual turnover, with a scale of fees that starts at \$95 + GST per annum for small businesses with a turnover between \$0- \$1 million. ProductRecall^{nz} is a modest investment in your business with potentially high return!



Registration with ProductRecall^{nz} will provide your business with:

- access to a single industry-based recall and withdrawal solution;
- an easy and intuitive workflow that makes the process of issuing and managing notifications simpler;
- targeting notifications to selected companies with tailored information;
- capability for reaching trading partners throughout New Zealand instantly and without duplication of effort;
- a means of communication directly with regulatory bodies overseeing food product recalls and withdrawals;
- reduced cost in the implementation of recalls and withdrawals; and
- improved capacity to track and trace products, and to audit communication through a supply chain.

ProductRecall^{nz} project team members:



NEW ZEALAND FOOD & GROCERY COUNCIL



Dairy for life



New Zealand

Level 2
The Woolstore Design Centre
262 Thorndon Quay
PO Box 11 110
Wellington
New Zealand

T +64 4 494 1050
F +64 4 494 1051
E info@gs1nz.org

www.gs1nz.org

Support for ProductRecall^{nz}

The New Zealand Food & Grocery Council (FGC)

"The FGC are fully supportive of this initiative and believe that members will gain benefits from using a single industry solution to facilitate product recall and withdrawals. It is further demonstration that the Food and Beverage Manufacturing Industry takes a leadership role on self-regulation around important public health issues."

Katherine Rich,
Chief Executive Officer, FGC.

Countdown Supermarkets

"Countdown plays a key role in ensuring consumer safety through the products we sell. We are very supportive of this industry initiative and encourage our trading partners to adopt this service."

Richard Manaton,
General Manager Strategy
and Corporate Affairs,
Progressive Enterprises.

Foodstuffs (operator of New World, PAK'nSAVE, Gilmours & Four Square member stores)

"Foodstuffs actively support the efficient management of recalls and withdrawals as this in turn assists in minimising any possible risk to the consumer. ProductRecall^{nz}, as an industry-led initiative, will certainly help fulfil this and we are looking forward to working with GS1 New Zealand and our trading partners to continue to enhance the process surrounding recalls and withdrawals."

Rob Chemaly,
General Manager Retail,
Foodstuffs (Auckland).

DB Breweries

"A recall/withdrawal can be a stressful time for a manufacturer, especially as it is a process that is seldom put into practice. An industry-wide solution to assist in this area is long overdue."

Dianne Bird,
Quality Assurance Manager,
DB Breweries.

Kimberly Clark

"Kimberly Clark is pleased to see a product withdrawal and recall service extending beyond the food industry, further enhancing consumer safety."

Tara MacMillan,
National Supply Chain Manager,
Kimberly Clark.

Ministry for Primary Industries (MPI) - formerly The Ministry of Agriculture and Forestry

"It's industry working together to improve product and consumer safety. We expect this platform will allow us to work more collaboratively with organisations during recall processes."

We call for all companies in New Zealand's food and grocery sector, regardless of size, to register with ProductRecall^{nz} and support this industry-led initiative. Your registration will help ensure New Zealand's food chain is one of the safest and most responsive in the world.

Remember, registrations received in advance of the 23rd July 2012 launch will be exempt from the eight week stand down period. Businesses registering following the launch will have to comply with this registration clause.

Register now at
www.productrecallnz.co.nz
or for more information
please call 0800 10 23 56.