Implementation of GS1 DataBar on Private Label products in Biedronka stores.

Fresh Foods Session
GS1 Industry and Standards Event 2015
14th October 2015
1. Jeronimo Martins Polska - Biedronka
2. Characteristics of GS1 DataBar
3. Does Biedronka need GS1 DataBar?
4. Project objectives
5. Project phases / scope of activities
6. Project team
7. Implementation cost
8. Benefits of the new solution?
Jeronimo Martins Polska - Biedronka

- Jeronimo Martins Polska S.A. belongs to Portuguese Jeronimo Martins Group, that is the leader in food distribution in Portugal.

- In Poland it operates chain of „Biedronka” stores.

- „Biedronka” is the largest supermarket chain in Poland with over 2600 stores.

- Over 55,000 employees in Poland.

- 15 DCs all over Poland.
### Characteristics of GS1 DataBar

**GS1 DataBar in short:**

- **New, smaller barcode with product id key (GTIN)**
- Applicable to small, difficult to label products
- Encoding of additional data: e.g. weight, batch or expiry date.
Project objectives

New barcode standard that helps increase customer safety through new features in the supply chains:

- **Support product recall process**
- **Decreases risk of selling products that expired or close to expiration date**
Project phases / scope of activities

**PHASE 1:** Identify barcodes in GS1 DataBar family that meet JMP needs

**PHASE 2:** Define and implement software and hardware changes in the supply chain

**PHASE 3:** Run pilot implementation with selected fresh food suppliers of private label products

**PHASE 4:** Implement new barcodes on packaging of wider group of PL products

**PHASE 5:** Convert the project into regular process
PHASE 1: Identify barcodes in GS1 DataBar family that meet JMP needs

- GS1 DataBar Omnidirectional

- GS1 DataBar Expanded

- GS1 DataBar Expanded Stacked
Project phases / Phase 2

**PHASE 2:** Define and implement software and hardware changes in the supply chain

- Enable decoding of GS1 Data Bar in DCs and Biedronka stores – with hand held scanners, checkout scanners and price checkers.
Project phases / Phase 2

Price checkers:
Implement new features based on data encoded in DataBar:

- Block sales based on batch/expiry date
- Support product recall for selected batch/expiry date
PHASE 3: Run pilot implementation with selected fresh food suppliers of private label products

Criteria for selecting product groups to pilot implementation:

- Private label
- Short expiry date (fresh meat)
- Packaging type
- Variable weight
- Highly trusted suppliers
- Possibility of applying variable data on production line
PHASE 4: Implement new barcodes on packaging of wider group of PL products

- Implementation in fresh foods assortment: e.g. meat, deli, salads, bakery products
- Products with GS1 Data Bar are present in each Biedronka stores
Implementation projects for each new product were carried in close cooperation with each of the suppliers and involved:

- A number of meetings of JMP, suppliers and GS1 Poland,
- Definition of implementation phases for each product,
- Definition of quality assurance procedures in the suppliers production plant.
Project phases / Phase 4

GS1 Data Bar has been implemented on 84 products in the following categories:

- Fresh meat
- Deli
- Bakery
- Dairy
- F&V
- RTE
Most of Biedronka PL products is supplied by more than one vendor, as well as the supplier base is constantly being expanded. It results in parallel implementations:

- In several production plants of each supplier
- At several suppliers of the same SKU

Each implementation is unique due to different technical conditions in the production plants – it concerns both software and hardware solutions.
Project phases / Phase 4 ➞ Phase 5
Project phases / Phase 5

**PHASE 5:** Convert the project into regular process

- Select products
- Define implementation procedure and framework of cooperation with suppliers
- Define quality assurance procedures for high and sustainable quality of codes.
Implementation cost

JMP project budget

2,5\text{mln PLN}

- Development of IT test environment,
- Adjustment of software on each stage of JMP supply chain,
- Adjustment of DC and store hardware to effectively decode DataBar – hand held scanners, checkout scanners, checkout scanners,
- Partial replacement of price checkeds in stores,
- Software developments: SAP, store back office and front office- to support new features,
Benefits of the new solution:

- Increased customer safety and confidence
- Decreased risk of sales of expired products.
- Increased trust of customers.
- Development of open standards.