

Building Consumer Confidence:

THE VITAL ROLE OF
TRUSTED PRODUCT DATA
IN MODERN BUSINESS

Presented by: **Melanie Pitcher**



TrustedSource
Product Experience Hub!





About Melanie Pitcher

With a background in Finance I began working for Unilever South Africa in 2004. During my tenure with this international FMCG corporate I worked within the Supply Chain and Customer Development functions before moving into an IT business partner role, responsible for Customer Development and eCommerce for Africa.

Thereafter, following a brief period working in Canada, I returned to South Africa and I joined the TrustedSource team, my first project being the design and delivery of the GS1 South Africa Enriched Data platform, which we continue to support today.

Always keen to learn, especially new subject matter and areas of industry, I've found my time with TrustedSource has sparked a new interest, being the consumer; more specifically our right to meaningful, trusted product information that is easily accessible.



We take complex business problems & translate them into simple, holistic, & sustainable solutions that generate value for our clients & their partners.

Let's put our consumer hat on

Do you read the product label?

Does the nutritional content make sense to you?

Do you check the ingredients?

What catches your eye first?

How often do you research online and then purchase in-store?

How often do you research in-store and then purchase online?

How much can you really trust a reference to "free from"?

Do you care about non-food ingredients and allergens?

Do you know what "may contain" really means?

Do you or your family suffer from allergies?



Death or life – The power of the label

Unclear or incorrect labelling affects over half of those with food allergies

By Tony Corbin | In Featured, Industry News | 24th April 2024

Print

Over half of people with food allergies (56%) have had an allergic reaction from mislabelled or unclear food packaging, with 23% having suffered multiple reactions, according to GS1 UK research.



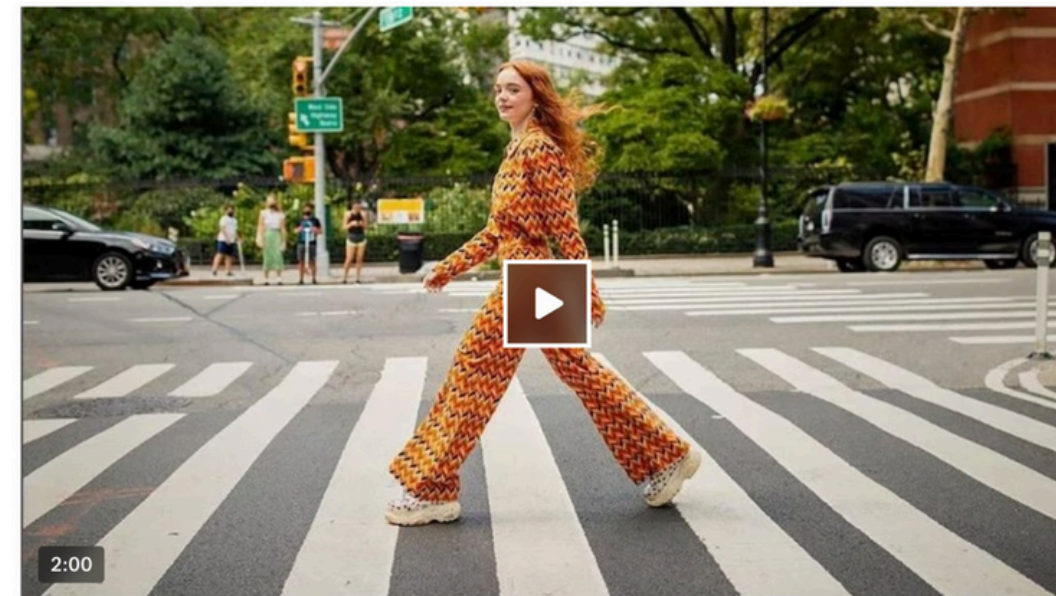
Woman, 25, dies from allergic reaction after eating mislabeled cookies with peanuts from Stew Leonard's

The seasonal cookies, sold by Stew Leonard's, have since been recalled.

By Meredith Deliso

January 25, 2024, 10:33 PM

Facebook X Email Link



Woman, 25, dies from allergic reaction after eating mislabeled cookies with peanuts from Stew Leonard's
The woman has been identified by her legal representatives as Órla Baxendale, a native of East Lancashi.. [Show More](#)

Product data – what is it really?

Enhanced Content

Enhanced Content Marketing texts and e-com content such as features and benefits, search keywords and product specific data.

Core Data

Logistical and GDSN related The basic data associated to the GTIN hierarchy, including weights, dimensions, packaging hierarchy, etc. typically found in a 'Product Sheet'

Product	
GTIN	0600708091243
PUBLISHED GTIN	600708090002
PROVIDER GTIN	000000000000
INFORMATION PROVIDER NAME	Distell Ltd
SALE	3719
BRAND NAME	Allesverloren
NAME	Allesverloren Fine Old Vintage with 2 Glasses & 2 Chocolates Gift Pack 750 ml
FUNCTIONAL NAME	Gift Pack
INVOICE NAME	
DESCRIPTION	Allesverloren Finted Wine Fine Old Vintage 750ml, 2 Glasses & 2 Chocolates Gift Pack
SUBBRAND	
CATEGORY	
SPC CATEGORY CODE	10000273
SPC CATEGORY NAME	Wine - Finted
TARGET MARKET NAME	SOUTH AFRICA
MARKET CODE	ZA
PRODUCT TYPE	ZA
COUNTRY OF ORIGIN	ZA
GSN REGISTRATION STATUS	REGISTERED
PERCENTAGE OF ALCOHOL PER VOLUME	11.5%
Properties	
DISPATCH UNIT	BATCH NUMBER
CONSUMER UNIT	NET CONTENT
INVOICE UNIT	VARIABLE WEIGHT TOLERANCE
ORDER UNIT	MARKED WITH INGREDIENTS
RETURNABLE	
Measurements	
WIDTH	92.8 mm
DEPTH	293 mm
HEIGHT	318 mm
DRINKS WEIGHT	1.08 kg
NET WEIGHT	0.9 kg
NET CONTENT	750 ml



Digital Assets

Digital Assets that represent the product for online, product pack shot, hero images, videos, etc.



Sustainability

The wine shows bright, red fruit and hints of spice on the nose, with concentrated flavours on the palate and soft, polished tannins. Hints of dark chocolate complete this wonderfully balanced wine

FOOD PAIRING

Mushroom risotto, rich pastas and grilled meats.

VITICULTURAL PRACTICES

Varietal	Merlot - clone 192 and 345A
Root stock	R99/110
Soil type	Hutton - decomposed granite
Age of vines	Planted 1980 and 2000
Plant density	2460 - 3200 vines per hectare
Trellising	Vertical hedge
Pruning	2-bud spurs every 12cm
Yield	Approximately 9.7 t/ha
Irrigation	Supplementary drip
Vintage	Cool weather conditions constituted smaller more concentrated berries, leading to wines with great natural acidity and flavour.
Picking date	15 February 2019 - 14 March 2019
Grape sugar	23 - 25°B
Acidity	5.0 - 5.6 g/l
pH at harvest	3.7

WINEMAKING PRACTICES

Yeasts	X-pure & Alchemy3
Fermentation temp	24°C - 27 °C
Method	The grapes were before pressing than grapes, a tank. The tank way insuring 10 in stainless steel punch down the extraction. On moved to a hot place in the barrel.
Wood maturation	18 months in F

Tracking of raw materials extraction/production, supporting due diligence efforts.

Benefit market surveillance authorities and customs authorities.

Enable manufacturers to increase transparency in the value chain, better compliance, increased circularity and sustainability, fight counterfeiting, new business models.

Make available to public authorities and policy makers reliable information. Link incentives to sustainability performance.

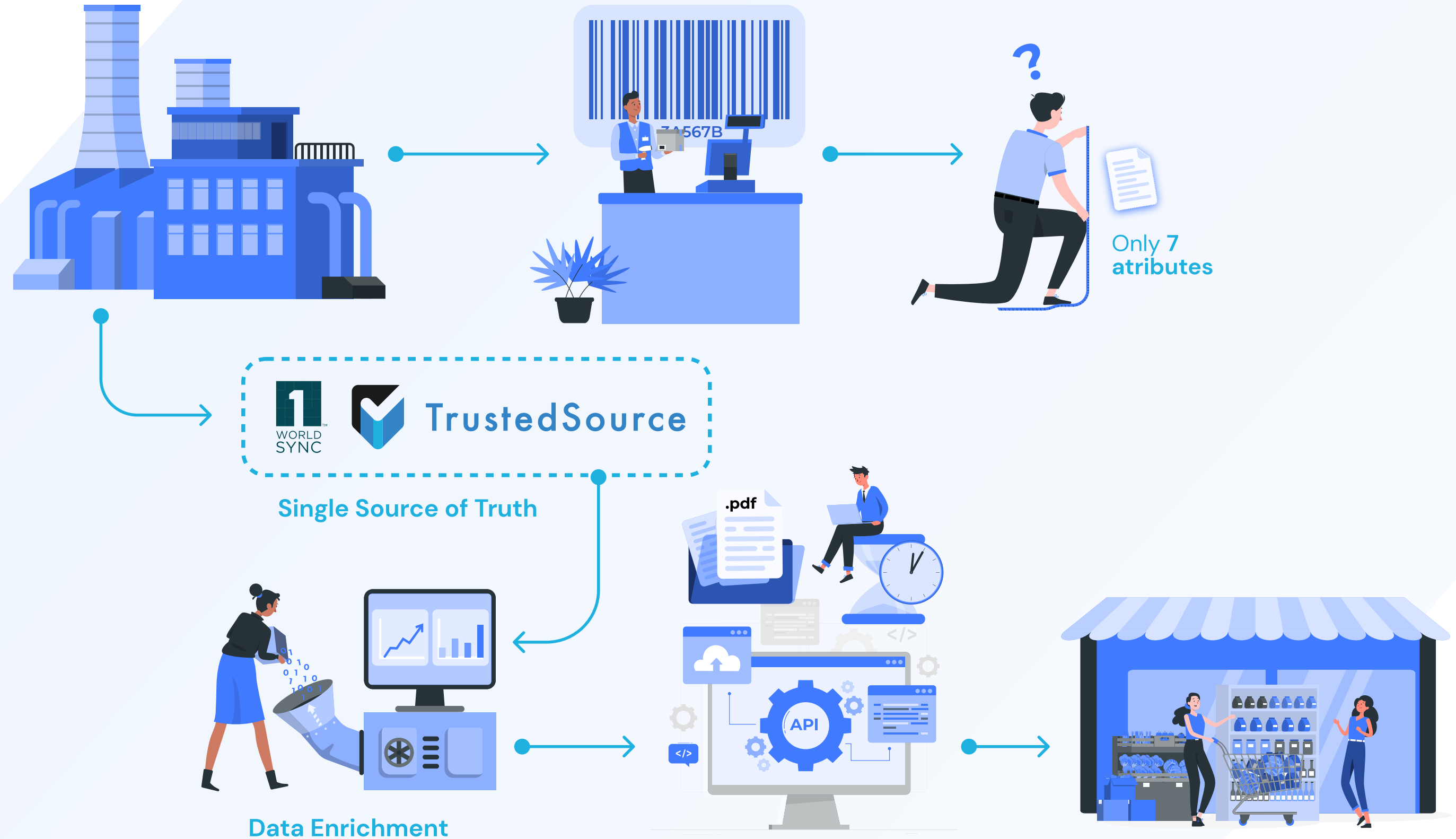
Enabling services related to its remanufacturing, reparability, second-life, recyclability, enabling sustainable business models (product as a service).

Allow citizens to have access to relevant and verified product information.

The product journey is simple enough



But is that
the case
for product
data?



Barcodes – is there a difference?



1D Barcode

- Such as GS1-128 and Data Bar.
- With a capacity for up to 12 (14) digits.
- Can hold information up to 48 characters [DataBar has capacity of 74 numbers & 41 letters].
- Won't hold enough information to provide unique tracking information from origin to destination.
- DataBar barcodes are often used with fresh produce; containing data such as lot numbers, expiration dates, & information for the point of sale.



2D GS1 Digital Link

- QR Code can be used to direct consumers to web pages, identify items in the supply chain, share images, & more.
- GS1 DataMatrix functions across different industries.
- GS1 DataMatrix is the preferred 2D barcode for industries like aerospace, pharmaceuticals, and electronics.
- GS1 DataMatrix can track components & drugs through the supply chain, also ensuring items haven't been tampered with or counterfeited during the process.
- Easily accessible to the general public.

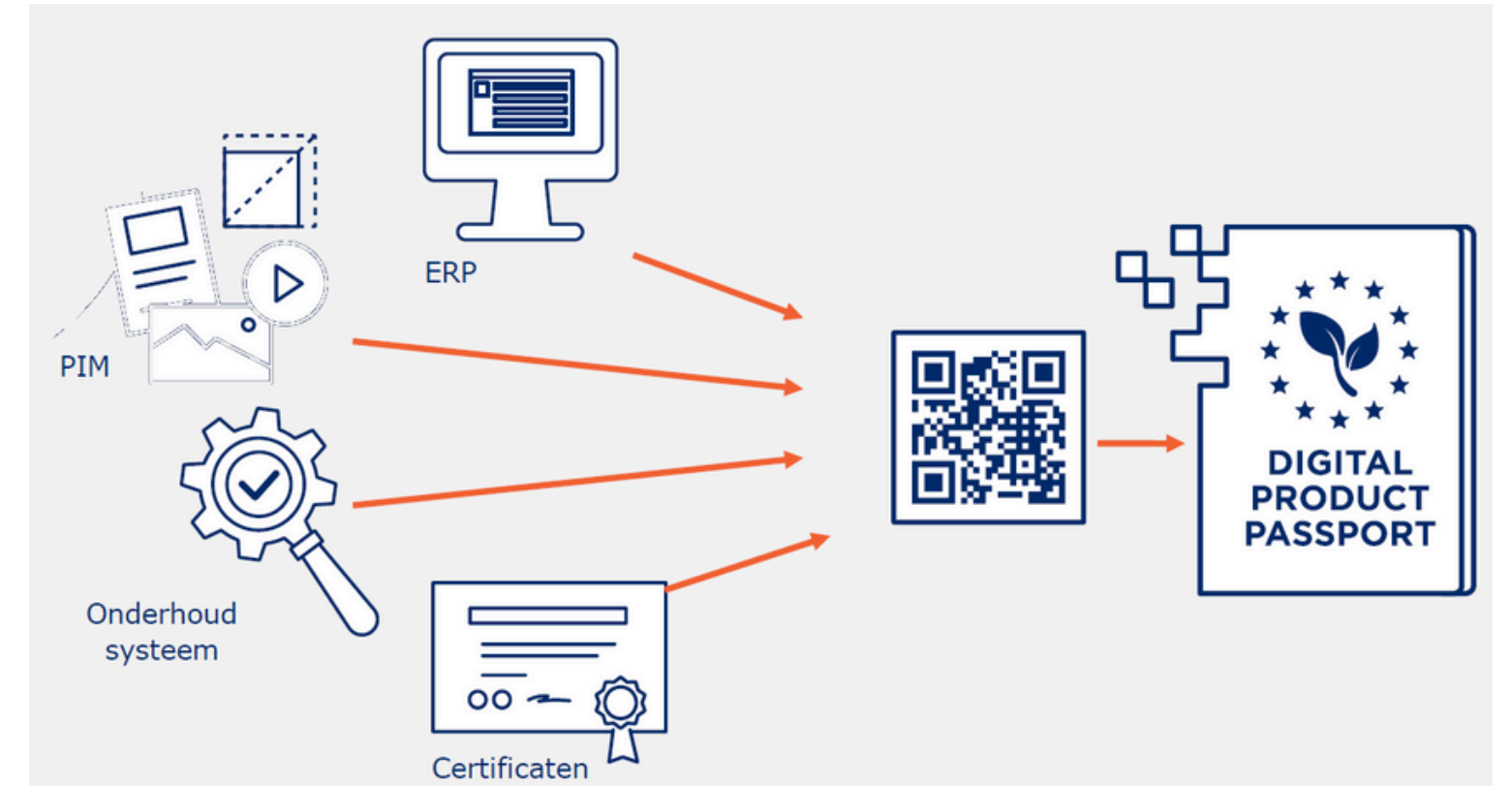
Not all QR codes are created equal

Overcoming limited label real estate



Digital links consists of:

- Resolvers
- Link Types
- GS1 Digital Links



And are about:

- Traceability
- Consumer Info
- Shopper Analytics

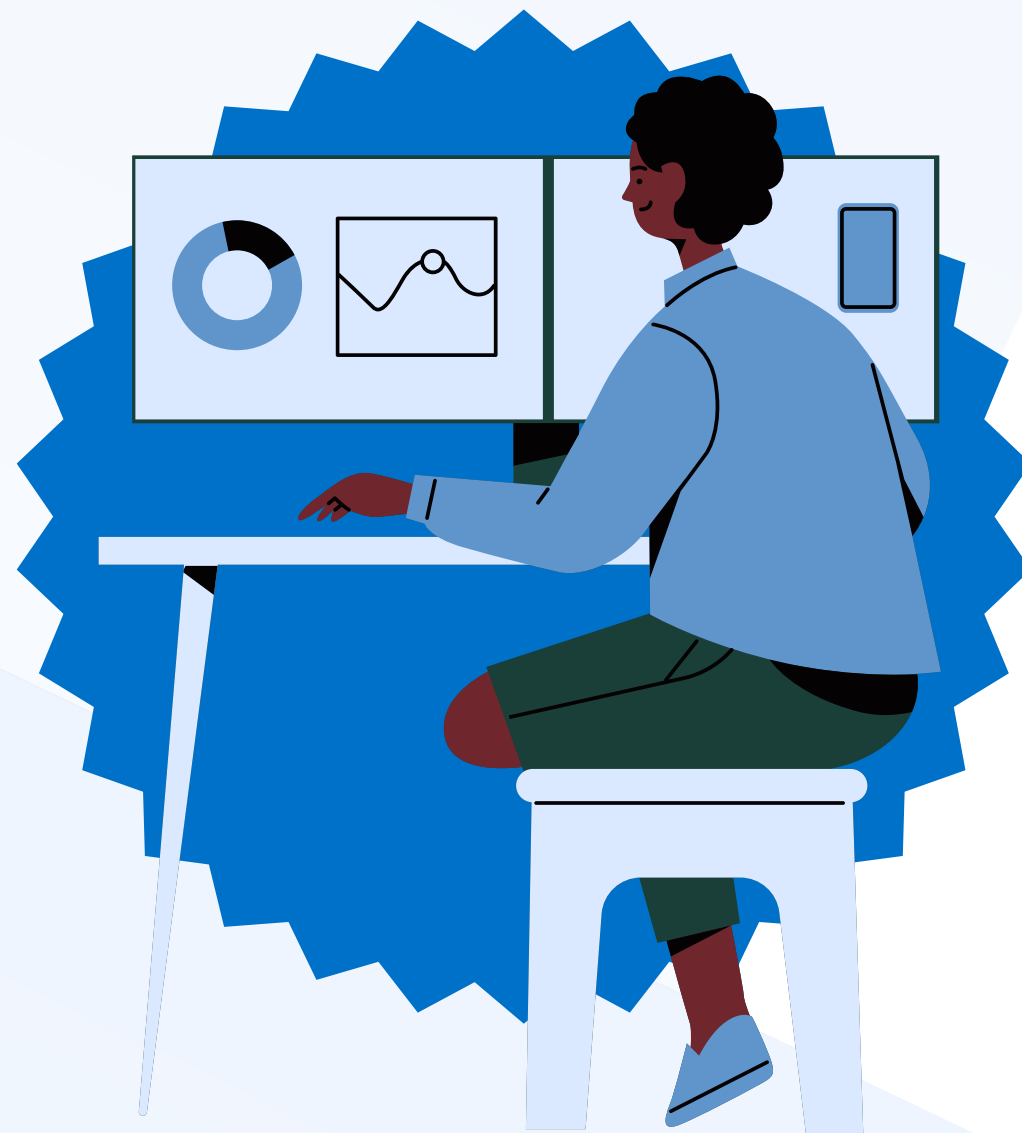
With just one scan

The screenshot shows the Vindix web application interface. The top navigation bar includes 'Main', 'Alcohol', 'Ingredients', 'Allergens', 'Nutritional', and 'eLabel'. The 'Nutritional' tab is active. The interface features a table for entering nutritional data with columns for 'Nutrient Code', 'Measurement Precision', 'Value', 'Unit of Measure', 'Measurement Precision', and 'Percentage of daily value in take'. The table contains the following data:

Nutrient Code	Measurement Precision	Value	Unit of Measure	Measurement Precision	Percentage of daily value in take
Calories	About	125	Calorie	Exact	23
Total Fat	Abstence	0,6	Calorie	Abstence	15
Saturated Fat	Exact	0.98	Kilocalorie	About	02
Sodium	Greater than	46	Microgram	About	21
Carbohydrates	Less than	137	Calorie	Less than	19
Total Dietary Fiber	Less than	234	Gram	Exact	79
Added Sugars	Exact	43	Gram	Greater than	0,34

Buttons for 'Generate eLabel' and 'Next Step' are visible. The left sidebar contains links for 'eLabel', 'Upload', 'Items', 'Products', 'Publish', 'Log out', and 'User'.





Publish rich content through TS

Progress beyond the basic Core Data and publish richer content into TrustedSource. Use the product data to tell your consumers about your product and give them the information they need to make a safe, informed buying decision.

Migrate to the 2D GS1 Digital Link

Use your product barcode to create a secure, easily-accessible gateway for your consumers (and customers) to get all the information they need about your product in real-time, to steer them to marketing media and establish a deeper, loyal relationship.

Thank's for watching!



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