



METRO GROUP
MADE TO TRADE.



One traceability solution for all assortments

From unprocessed material to finished goods

**UNECE Conference on Traceability | Geneva | 2015-11-03
Jens Kungl (Metro Group), Dr. Ralph Tröger (GS1 Germany)**

Tracking & Tracing of products – Why?



- Product recall
- Anti-counterfeiting
- Shrinkage reduction



- Food scandals
- Consumer trust



- Legal requirements

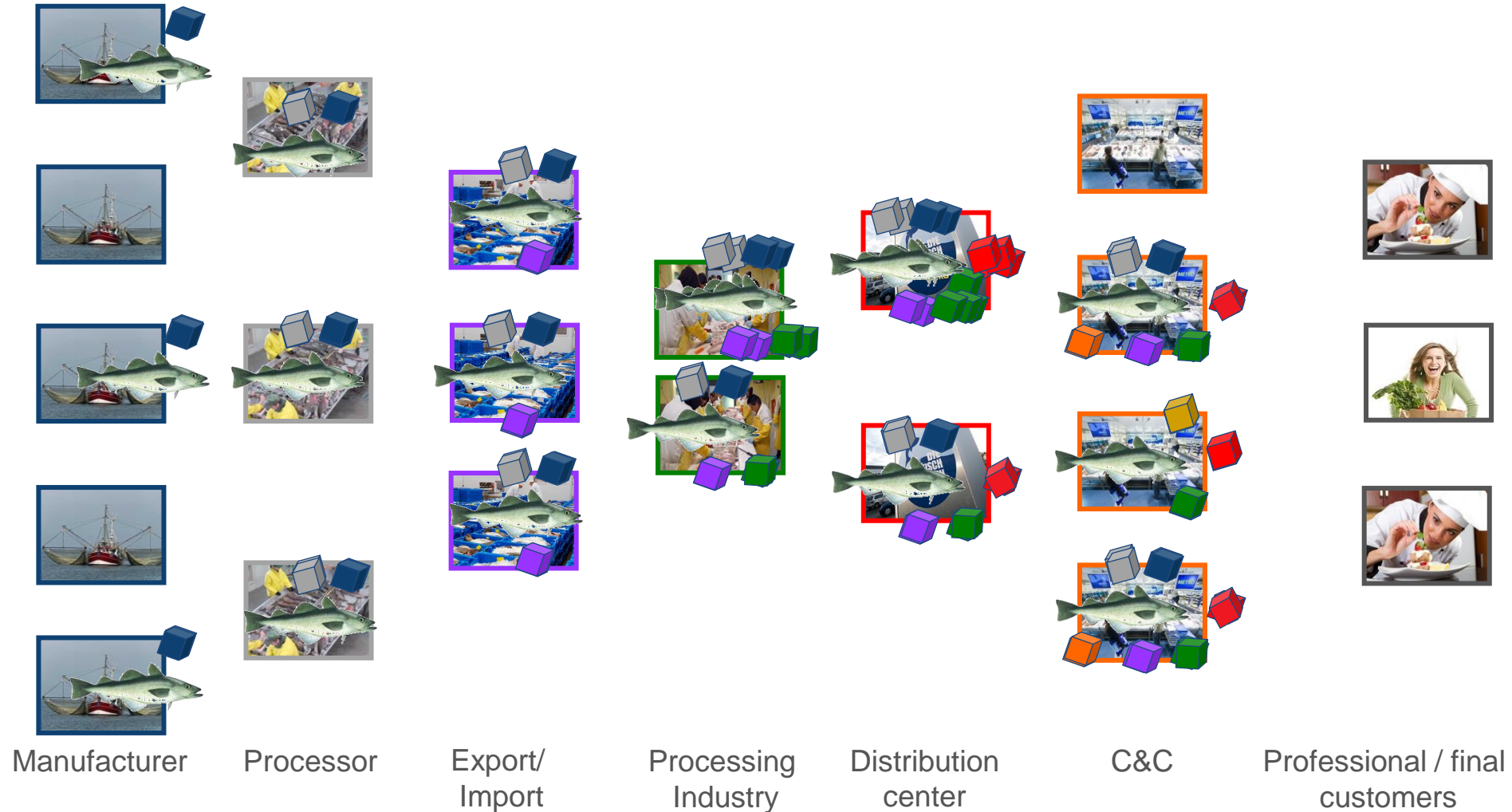


- Digitalisation
- Increasing customer information demand

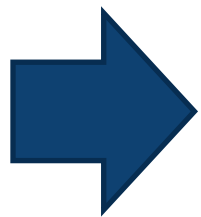
Many Rules for Traceability – One global scalable solution!



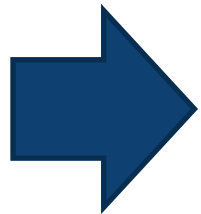
Supply chain scenario of the past: Information exchange one step up (& one step down) only.



Conventional approach: The weakest link rules.



Each information chain that relies on sequential forwarding of information from one party to the next **is only as strong as its weakest link!**
This constitutes a first mover disadvantage.



In order to drive adoption:
a proposed solution needs to provide a first mover advantage!

METRO GROUP works towards a “**Global Standard Traceability Solution (GSTS)**”

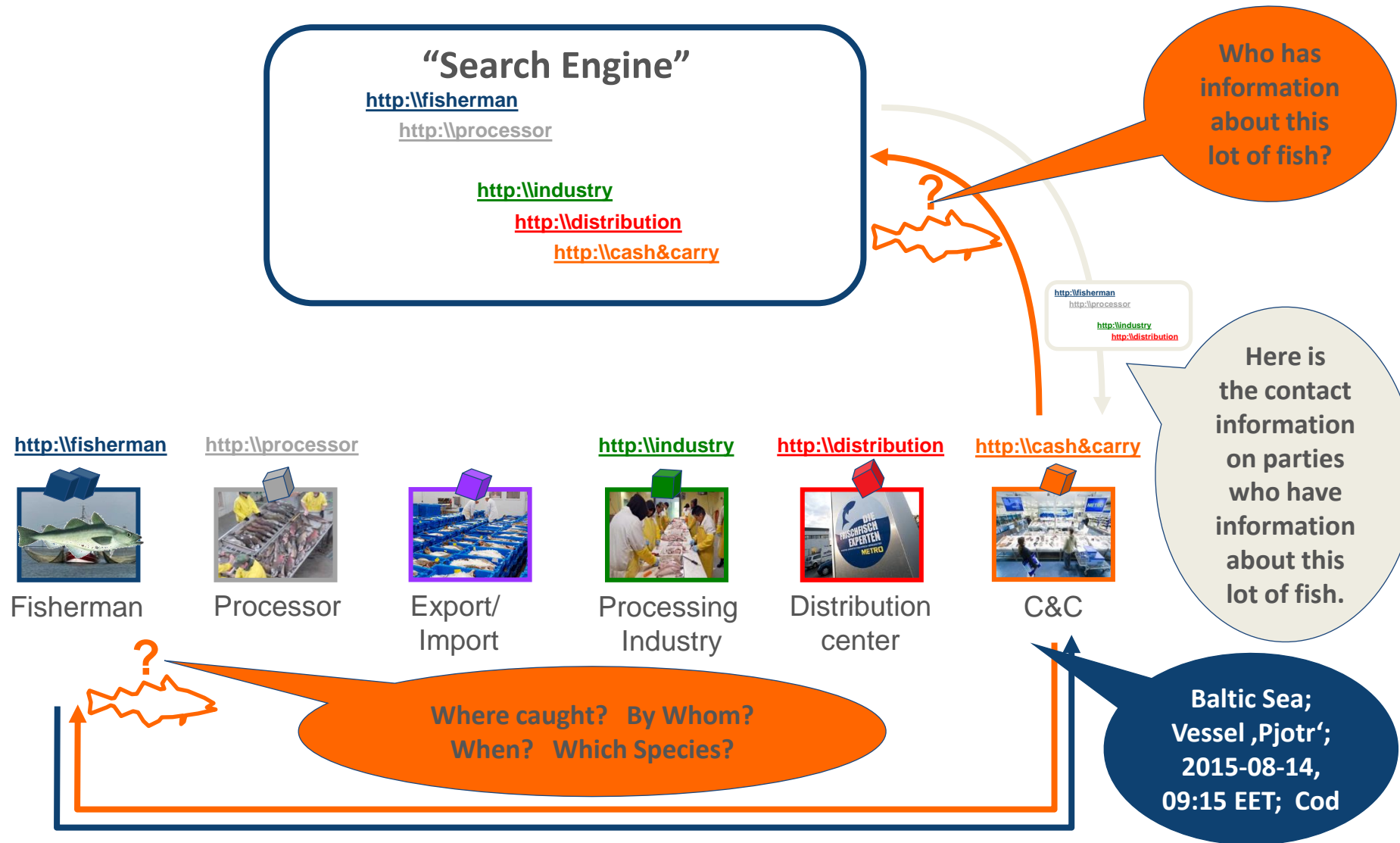
- that provides a new **robust** and **scalable** general traceability approach
- applicable for **food and non-food** products on
- an **internationally harmonized** level,
- also covering **sustainability** and **safety** aspects, but also **advanced marketing**, **efficient recall handling** and **anti-counterfeiting**.

This system should be strictly based on ***global standards*** to ensure ***global interoperability***, **avoidance of cost** caused by spreading ***island-solutions*** and best use of modern technology.

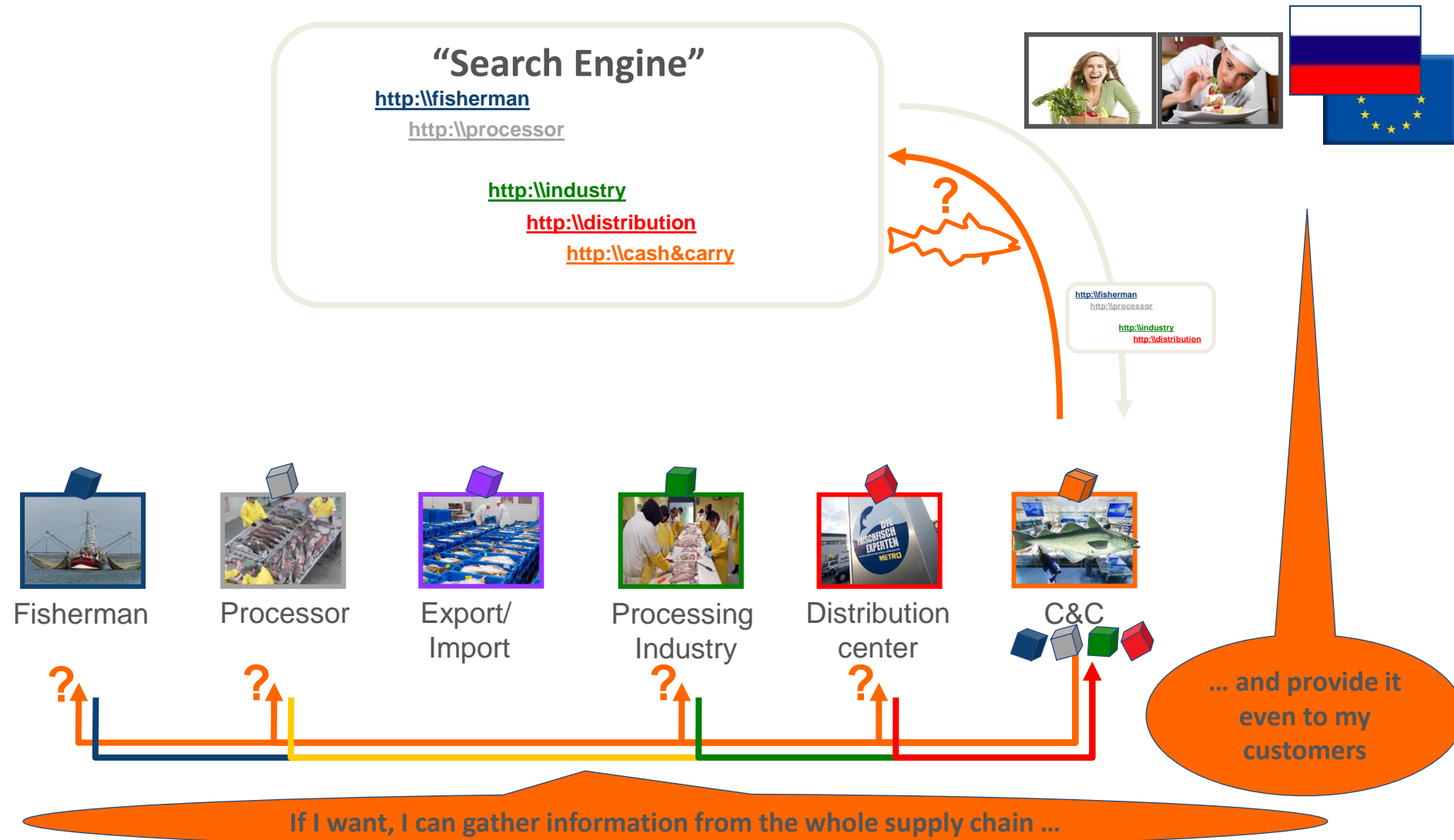
Supply chain scenario of today – decentralised solution



Supply chain scenario of today – decentralised solution



Supply chain scenario of today – decentralised solution



First GSTS-compliant solution: fTRACE

fTRACE is a **neutrally driven traceability platform** on the basis of GS1 standards and decentralised data management and ...

- offers a **convenient, scalable system** to fulfil both **legal** and **customer traceability requirements** which
- covers both **B2B** as well as **B2C** requirements and
- **integrates each supply chain party** on his specific technical performance level in an optimised way (e. g. SME's via easy to use web interfaces).

Retailer:



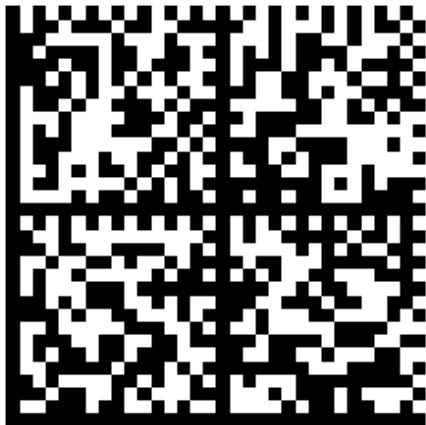
Supplier:



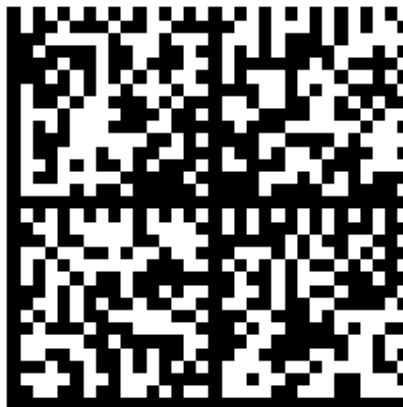
... already used in various sectors



Try out the following examples:

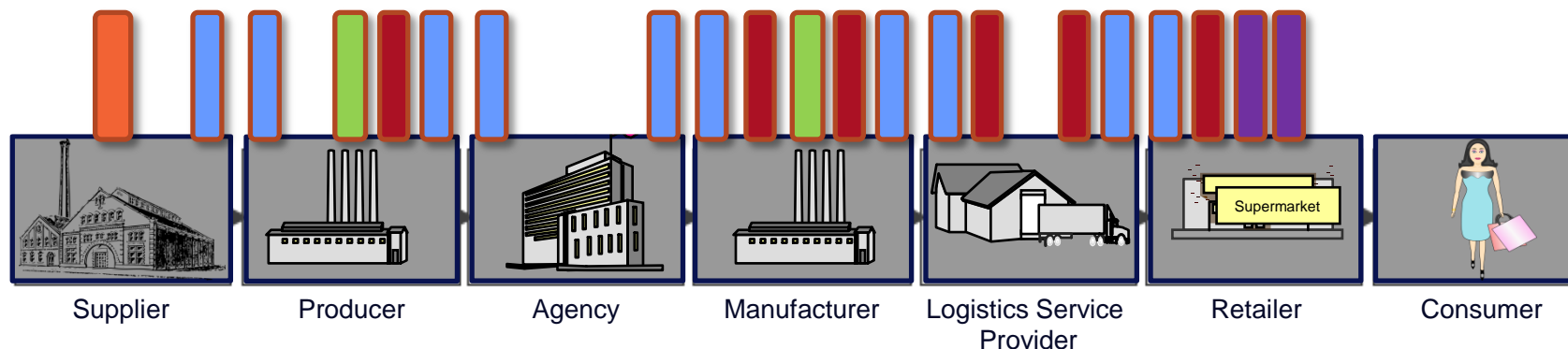
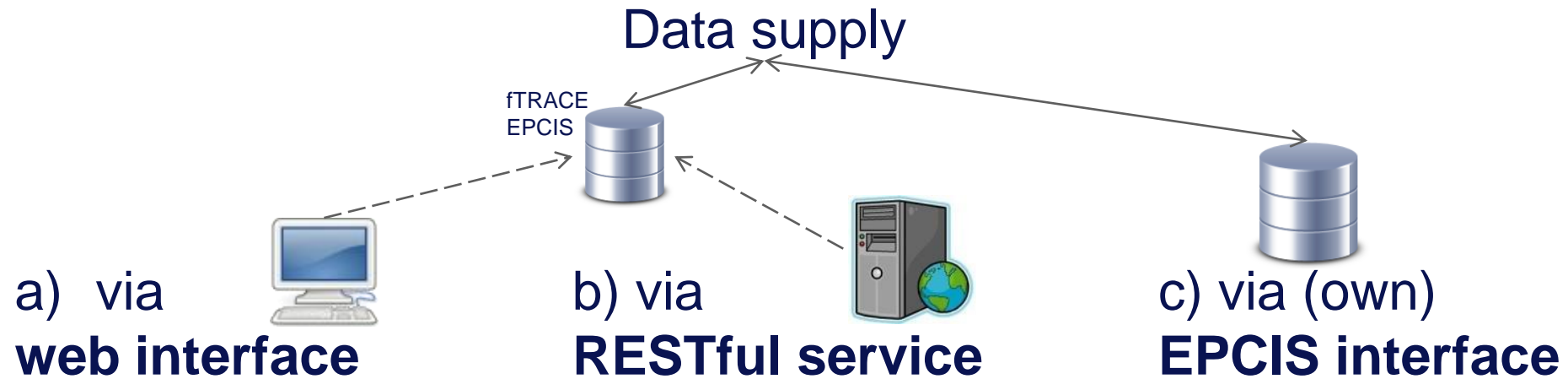


<http://ftrace.com/de/de/product/e/04250169202005/L48114-93>



<http://www.ftrace.com/?01=08717953136107&10=191114>

... supporting all levels of IT capability



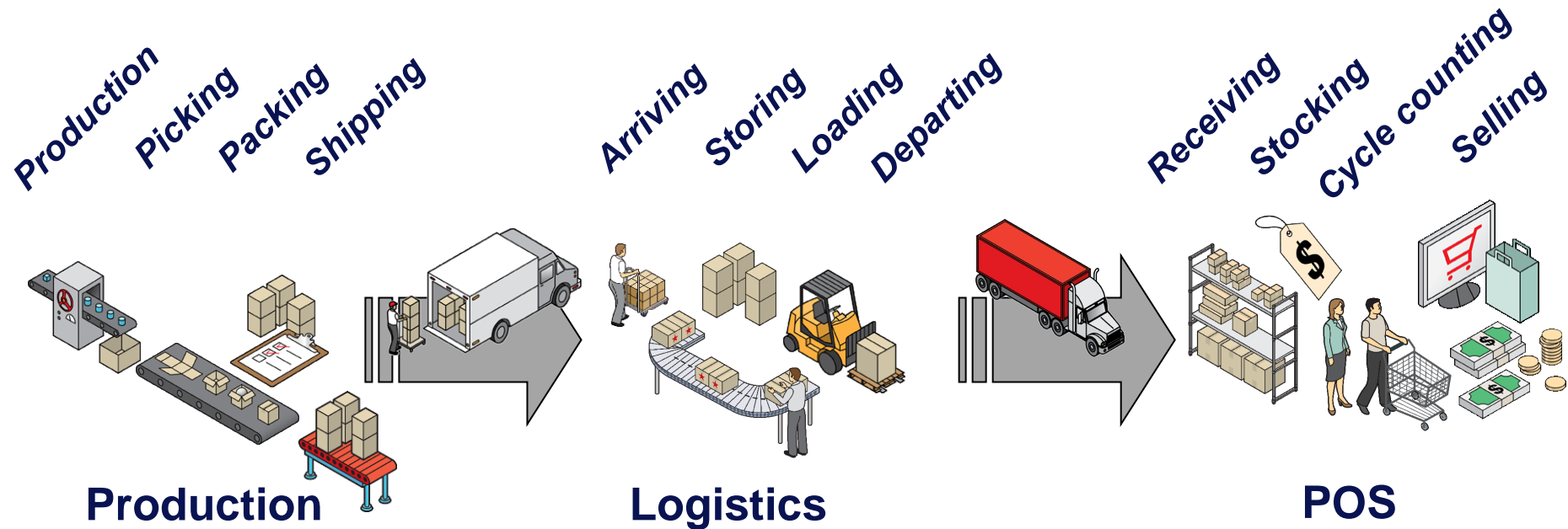


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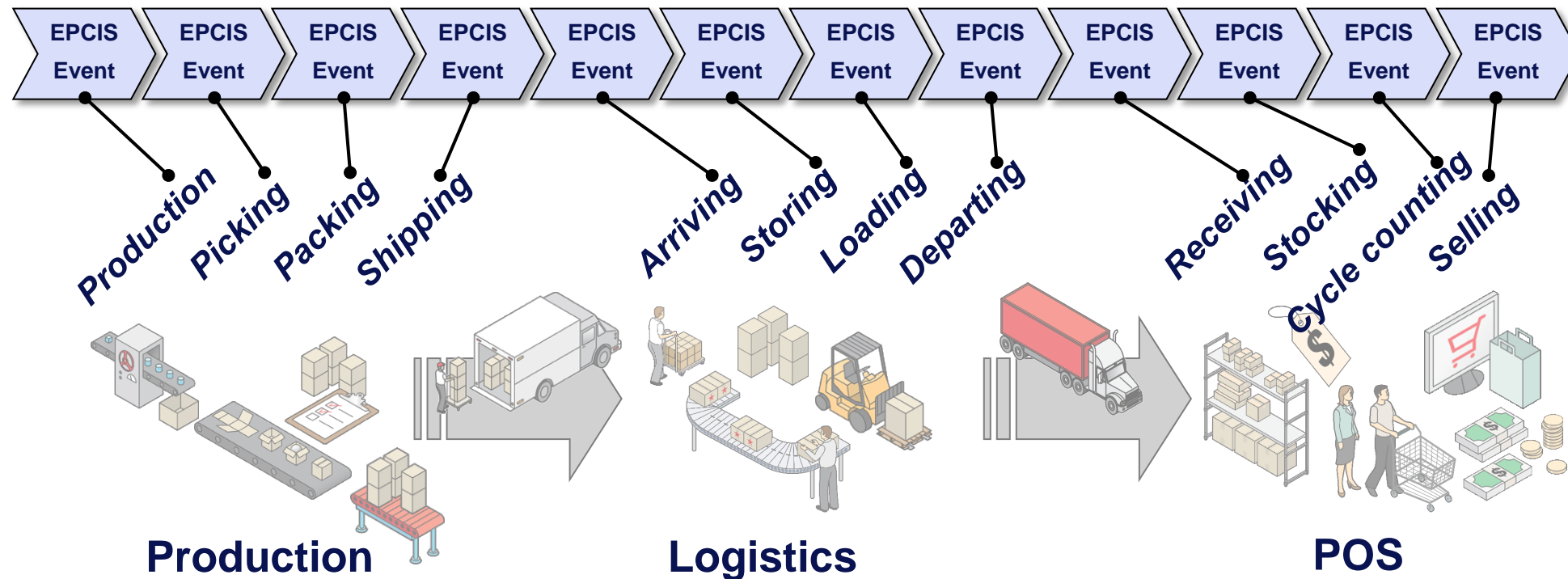
EPCIS in a nutshell

All **business processes** in organisations ...



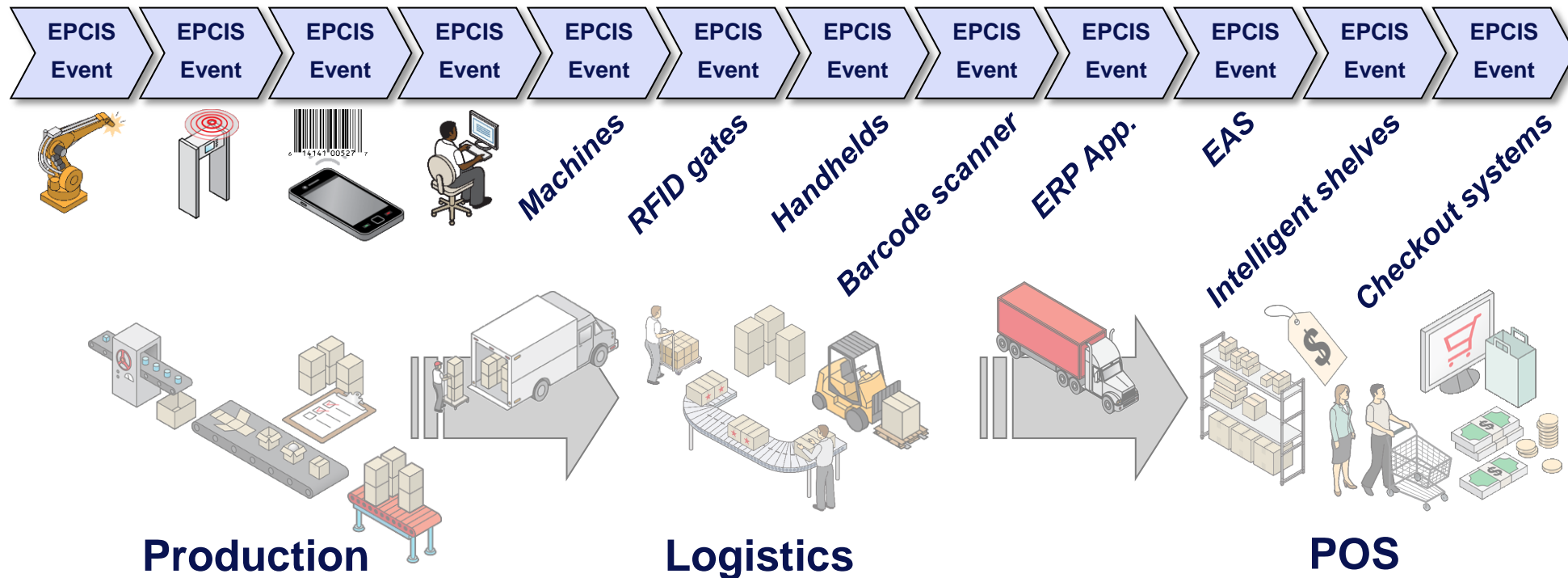
EPCIS in a nutshell

... can be captured with so-called **EPCIS events** which ...



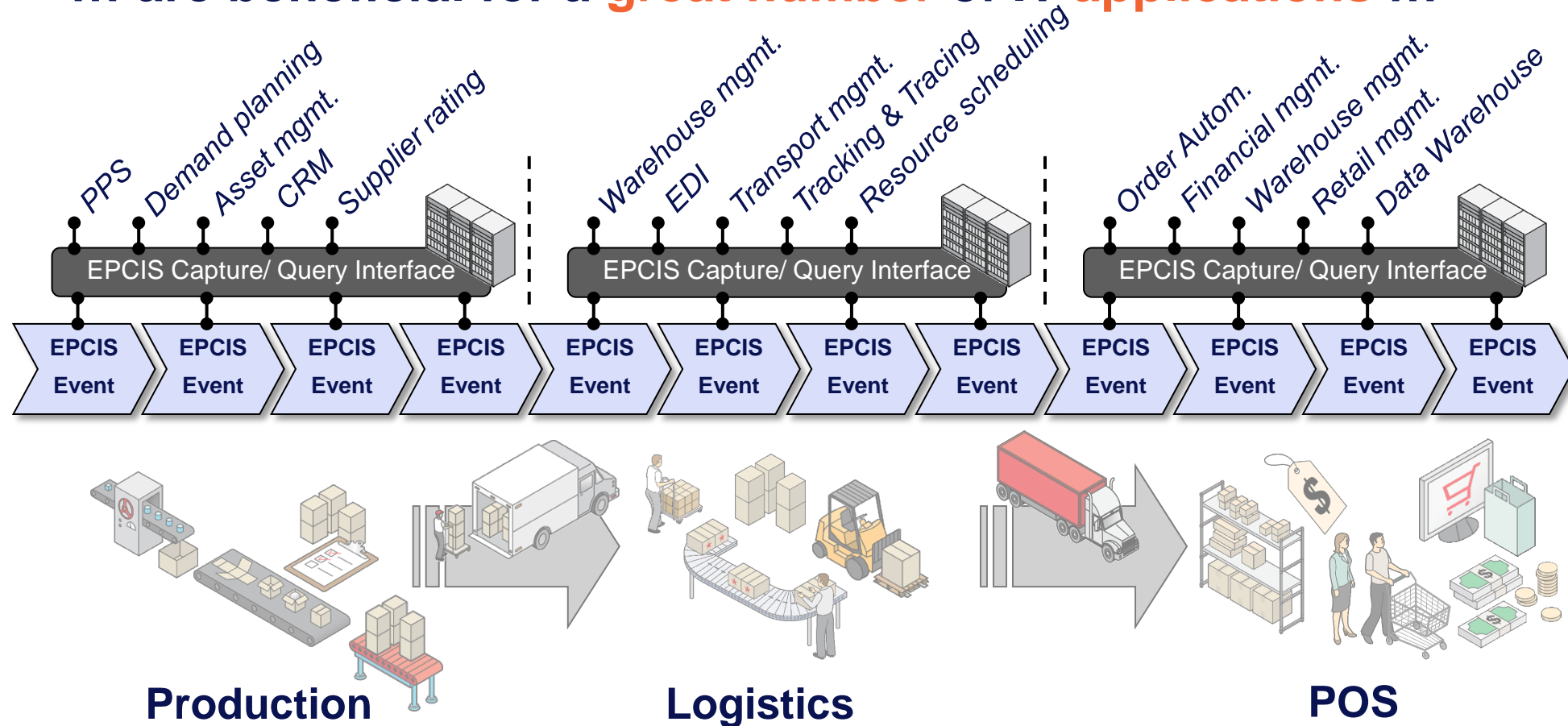
EPCIS in a nutshell

... can be issued by a **huge variety of data sources** and...



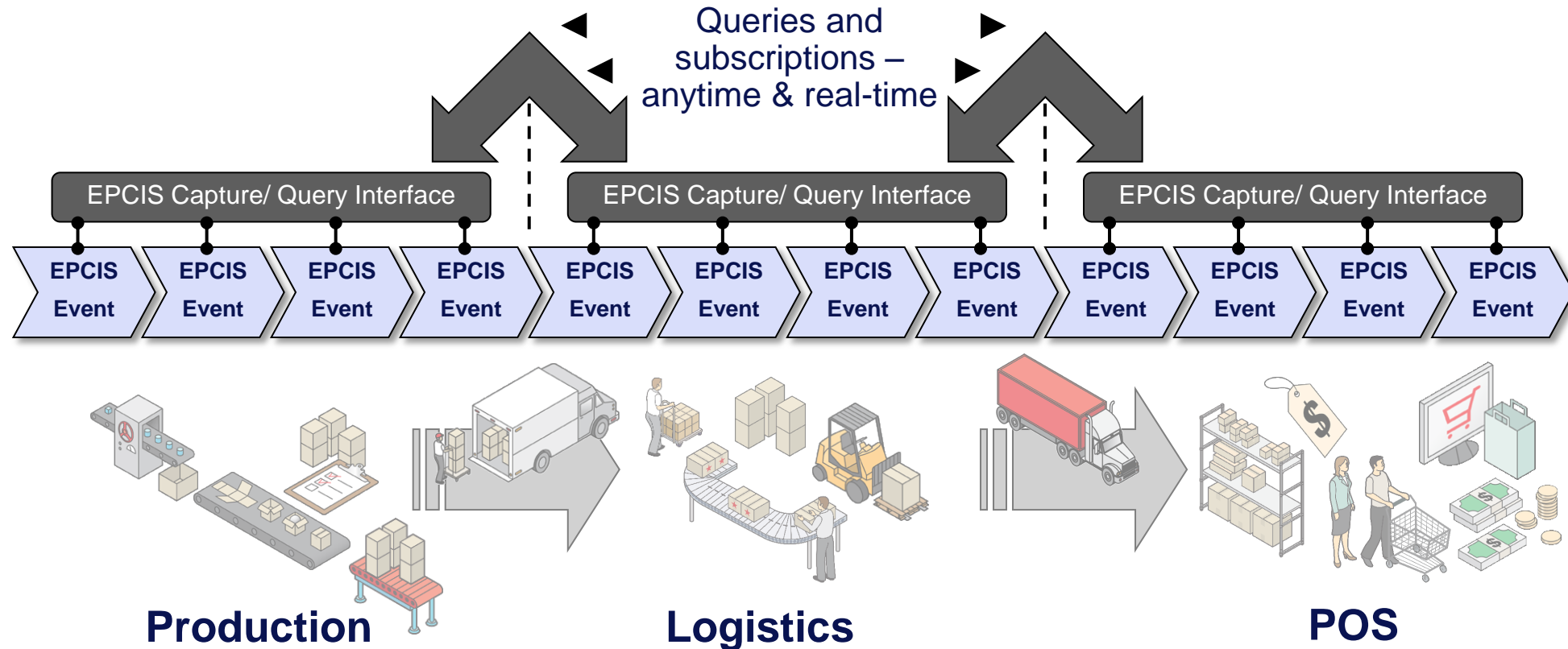
EPCIS in a nutshell

... are beneficial for a **great number of IT applications** ...

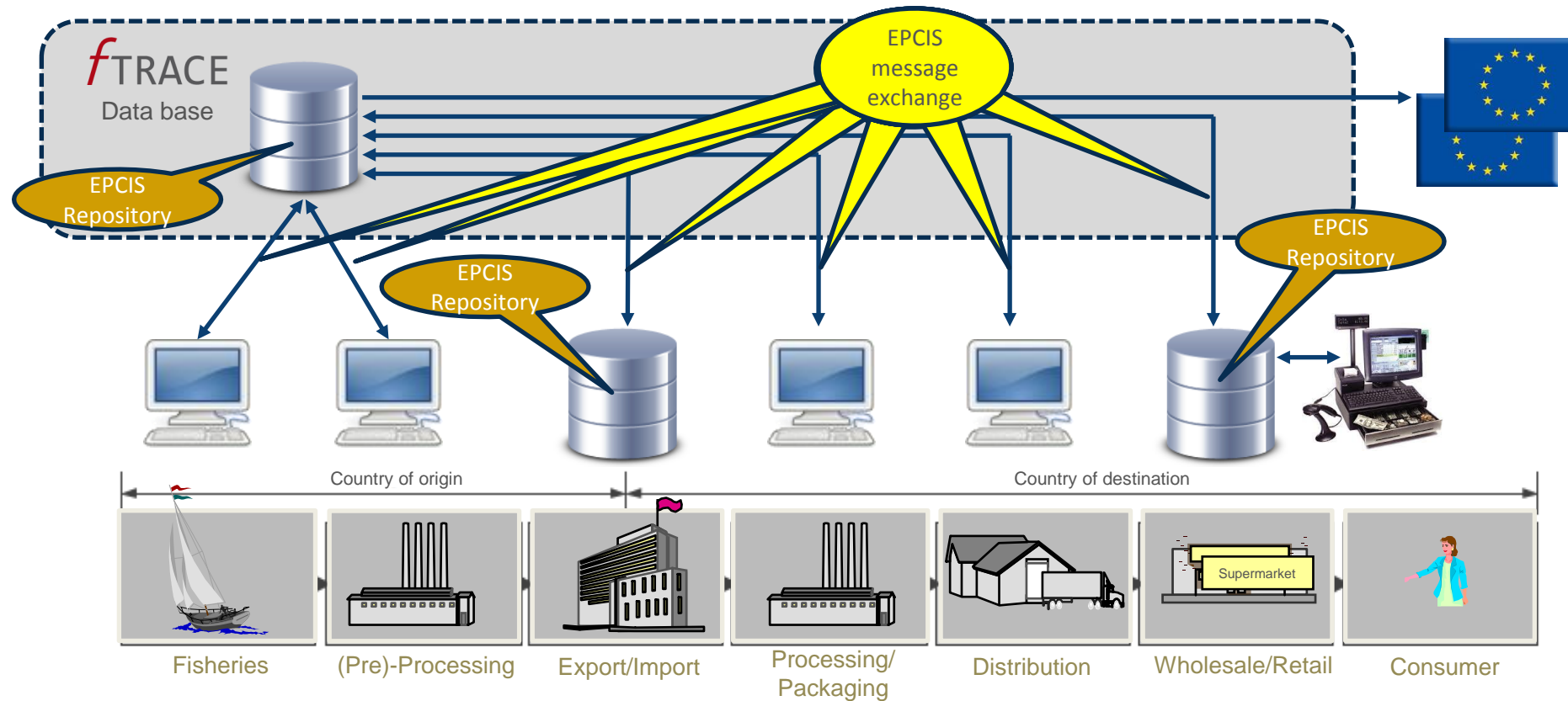


EPCIS in a nutshell

... and to **improve business collaboration**



How it works



SMEs

- ➔ Web interfaces allow usage with minimal IT capabilities

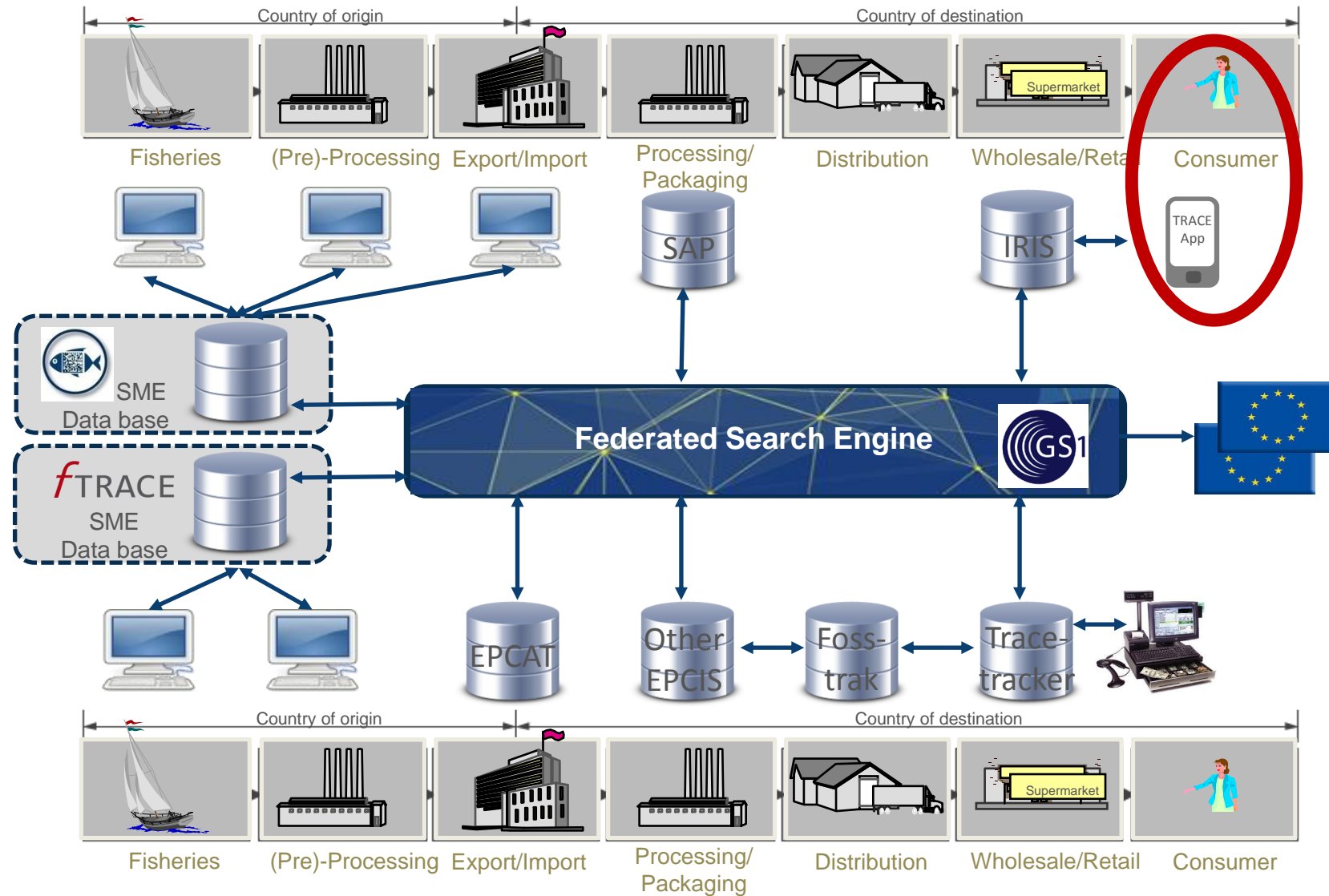
Amount of data

- ➔ No redundancy
- ➔ Decentralized
- ➔ Standardized

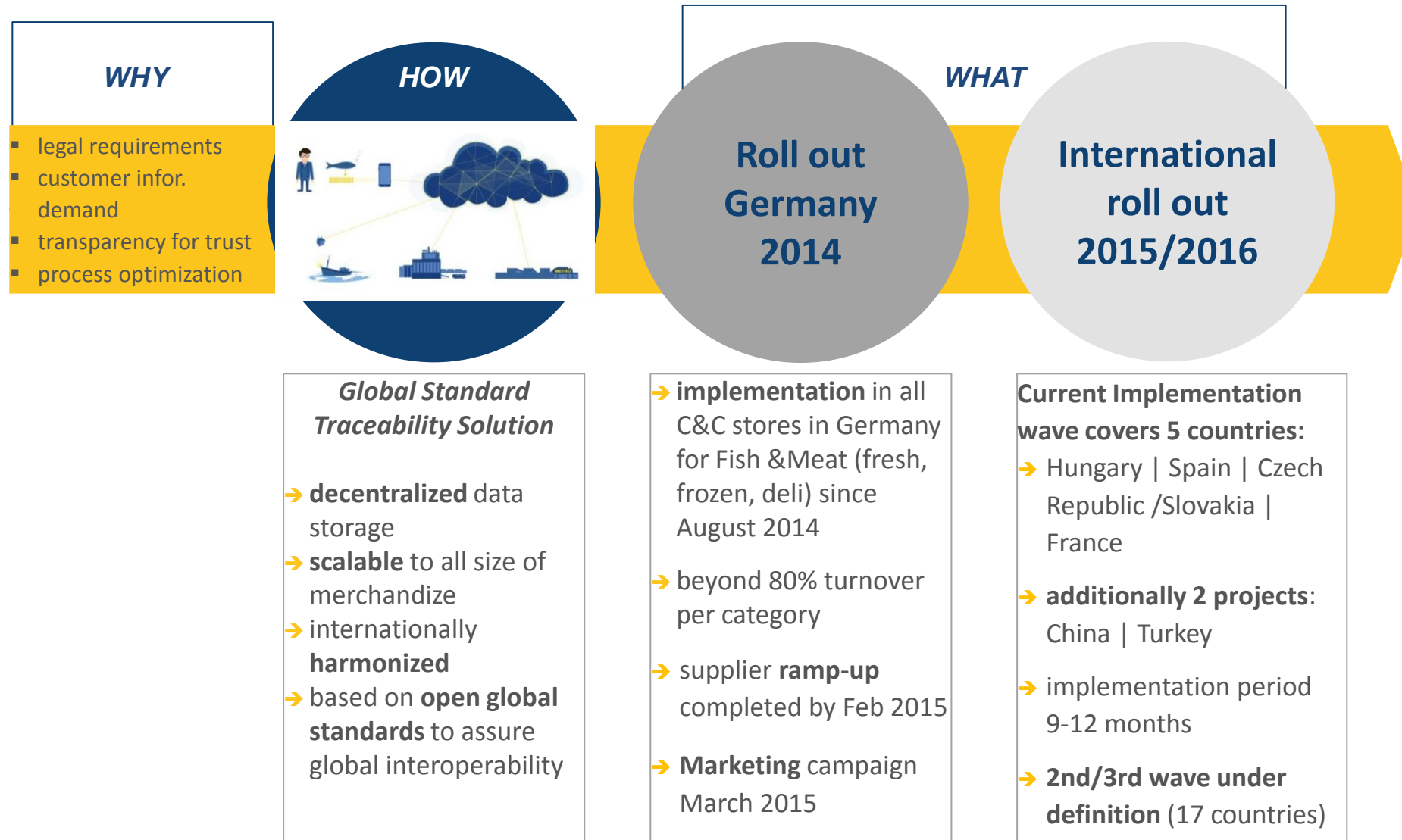
Data quality

- ➔ high, through strict validation
- ➔ full access to all available and permitted information

GSTS – Long-Term Vision: Multi-Partner / Multi Solutions Network



GSTS strategy @ Metro: rollout schedule



Conclusion: Traceability is key! GSTS is the way forward ...



- Trade and industry work towards a new robust and scalable general traceability approach applicable for food and non-food products on an internationally harmonized level.
 - Important to set standards just right in the beginning
 - Allow everybody to join based on strict adherence to GS1 standards
 - Keep in mind: The fewer options the faster adoption
- Product recall, anti-counterfeiting and sustainability solutions can easily be implemented on the basis of the proposed **Global Standard Traceability Solution**
- We are part of the solution!
- We like to collaborate with you!

Questions | Feedback | Discussion



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Dr. Ralph Tröger

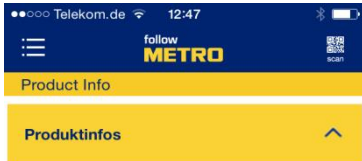
Senior Manager Identification/Data Carrier
GS1 Standards + Products



GS1 Germany GmbH
Maarweg 133 | 50825 Cologne
Germany

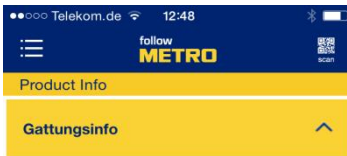
T +49(0)221-94714-243
E troeger@gs1-germany.de

Backup | METRO B2C application



Informationen zum Produkt

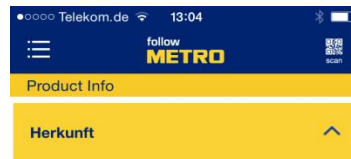
GTIN / EAN: 08717953136107
LOT-Nr: 160614
Produktart: Scholle, Goldbutt (Pleuronectes platessa)
Fanggebiet: Nordsee (Subgebiet IV)
Fangmethode: Grundscherbrett-Schleppnetz
Fangperiode: 09.06.2014 - 13.06.2014
Schiffsname: Enterprise, Annegina
Anlandehafen: Tyborøn
Herstellungsbetrieb: Ekofish Group, Urk, Niederlande



Fischart: Scholle



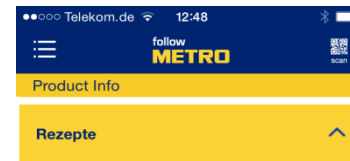
Die Scholle (Pleuronectes platessa) - auch Goldbutt genannt - ist der bekannteste Plattfisch in europäischen Gewässern. Die innerhalb eines Monats nach Eiablage schlüpfenden, sechs Millimeter langen Larven haben zunächst die normale Fischform und schwimmen aufrecht. Bei einer Länge von etwa 10 Millimetern beginnt die Umwandlung zum Plattfisch; die auffälligste Veränderung ist das Wandern des linken Auges auf die rechte, später obere Seite. Ältere



Schollen leben im Nordostatlantik vom Weißmeer bis Gibraltar und sind auch im westlichen Mittelmeer zu finden. Hauptverbreitungsgebiete sind Nordsee, Skagerrak und Kattegat, und westliche Ostsee bis etwa zur Linie Gotland-Danzig.

Das vorliegende Los wurde gefangen in:

1. Nordsee (Subgebiet IV)



Schollenfilet in Paprika-Creme Lecker, leichte mediterrane Küche

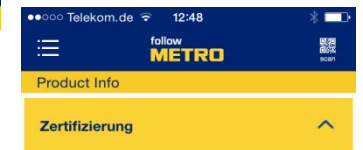
Zutaten für 4 Personen:

- Je 2 rote und gelbe große Paprikaschoten
- 2 Schalotten
- 1 EL Olivenöl
- 50 ml Weißwein
- 150 g Sahne
- Salz, Pfeffer, Cayennepfeffer
- 800 g Schollenfilets
- Saft von 1/2 Zitrone
- 1 EL gehackter Estragon

Paprikaschoten waschen, vierteln und putzen.



Paprikaschote und Sud mit Sahne pürieren und mit Salz, Pfeffer und 1 Prise Cayennepfeffer würzen. Schollenfilets waschen, trockentupfen, längs in Streifen schneiden, mit Zitronensaft beträufeln, salzen und aufliegen. Gelbe Paprikawürfel in die Sauce geben. Fischröllchen hineinschicken, mit Estragon bestreut zugedeckt bei 600 Watt 5-8 Min. garen.



Was bedeutet das
Umweltsiegel MSC?



Das Umweltsiegel des MSC steht für die Zertifizierung durch eine unabhängige Stelle und sagt aus, dass Fischerzeugnisse aus nachhaltigem Fischfang stammen. Der MSC wurde 1997 gegründet, um eine Lösung für das globale Problem der Überfischung zu bieten. Dazu wurde gemeinsam mit Wissenschaftlern, Fischereiexperten und Umweltschutzorganisationen ein

Backup | movie clip and ‚Metro Pro Trace‘ app

More information on traceability can be found here:



Traceability Video:

<http://www.metrogroup.de/en/responsibility/customer/traceability>

Download the „METRO PRO TRACE“ App:
for your iPhone:



<https://itunes.apple.com/de/app/follow-metro/id886168099?mt=8>

for your Android-Smartphone:



<https://play.google.com/store/apps/details?id=net.metrosystems.followMETRO>

Backup | GS1 DataBar Expanded: More Data & Less Space

Decisive advantage:

- GS1 DataBar Expanded is designed to carry more information on less space.
- Despite its small size it provides accurate scan results.

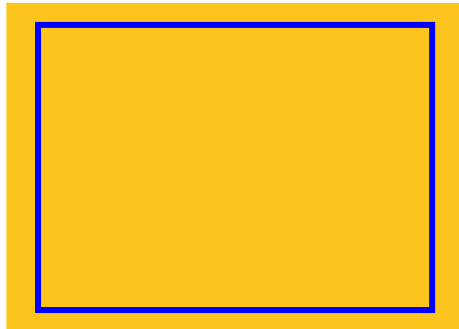
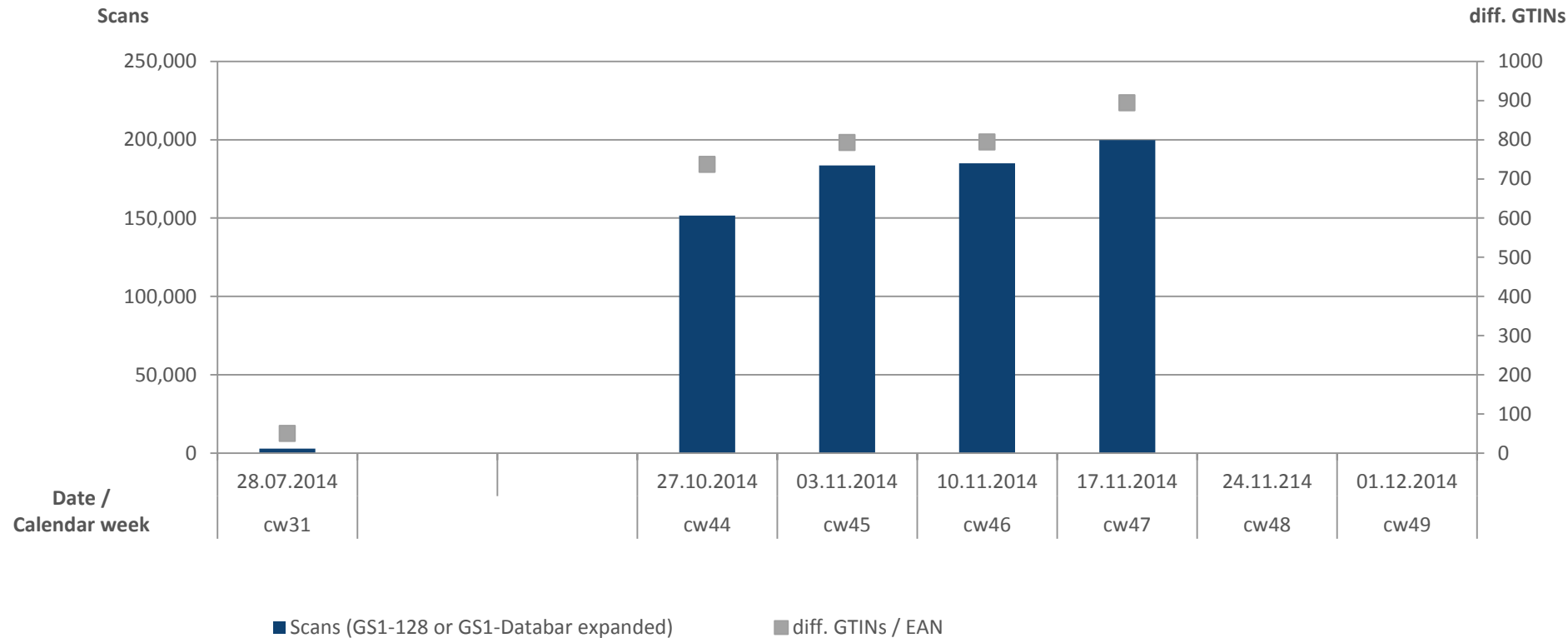


Illustration:

- Even when not only a GTIN but additionally a lot number is encoded in a GS1 DataBarExpanded stacked, it consumes only approximately the same space (blue area) as an EAN-13 barcode (yellow area) which contains just a GTIN.
- Please note: Above example uses a typical lotnumber consisting of six numerical digits. More digits or alphanumeric characters would consume more space and thus making the barcode larger and more vulnerable to read degradations. A good lot number is therefore short a purely numerical!

Backup | GSTS – Benefits from sunrise date for GS1 DataBar.



- GS1 DataBar sunrise date: 01.01.2014
- Happening now: factor 70 improvement of scans including GTIN + Lot# at checkout in 16 weeks!
(Factor 20 on # of different GTINs)

Backup | utilising EPCIS for traceability

- Capturing and exchanging all relevant process steps **via EPCIS** events:

