

Local products with a global quality stamp

GS1 Master Data services ensures a high standard of product master data quality, which support globalisation of products.

CHALLENGE

All Joy is one of South Africa's common household brands, who specialise in tomato sauces and other condiments. "Veri Peri" is one of All Joy's hot sauce ranges and due to African's taste for hot and spicy sauces, it was voted the product of the year winner in 2021 in the sauce category in a survey of 5000 by Nielson. From here, All Joy decided to take Veri Peri to international heights. To ensure that all product information was accurate and trusted, the company reach out to GS1 South Africa for support with the product verification.



This service offers a new stamp of approval for data quality and data accuracy with in the South African FMCG data space."

Marco Rademeyer, Head of Master Data & Data Governance, Pick n Pay



SOLUTION

The team at GS1 South Africa has been certified to provide master data services to its members. At our master data service lab, we provided barcode verification, item measurement as well as product listings onto our local GDSN platform. These services ensure that the highest quality of data is being shared between trading partners.

Once the Veri Peri products were received at GS1 South Africa's lab, the team compiled a detailed report on each of the products. Changes had to be made to the barcode label print process to address some issues based on decodability and magnification of the symbol, this then led to ensuring full compliance to the GS1 standards. It was important for these areas to be corrected before the international retailer could accept the product range. The process when completed gave a guarantee that the symbol would scan without any issues throughout the supply chain in the country of destination following export.

An additional challenge that was faced, was that the international government regulations required specific labelling that included the 'Country of Origin' to be clearly indicated on the product as well as on the GS1 South Africa reports. The GS1 South Africa team swiftly amended the Verification reports to include the country-of-origin details to ensure that All Joy can proceed to trade efficiently with its trading partners.

By observing GS1 standards for barcode quality and master data, the All Joy, Veri Peri team, enabled reduction in time and costs to get to market as well as elimination of any manual processes, reduction of errors and ultimately the generation of quality and strengthening trade partner relationships.

BENEFITS

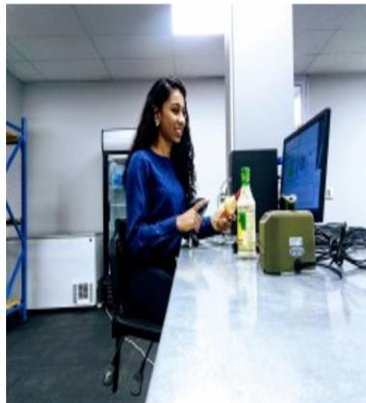
- ✓ Improved quality of the product
- ✓ Increases trust and efficiency between trade partners
- ✓ Accurate, consistent, and reliable master data
- ✓ Reduces costs and errors

Master Data Services Lab

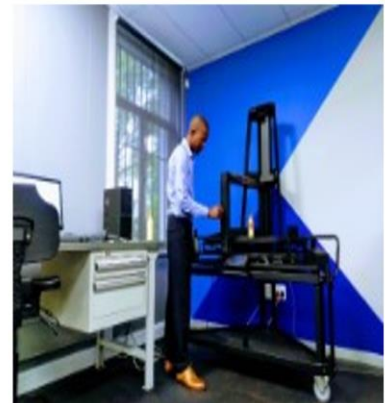
Data Capture



Barcode Verification



Item Measurement



More information

Find out more about All Joy via www.dursots.com

For more about GS1 South Africa and GS1 standards visit www.gs1za.org

GS1 South Africa

164 Katherine Street

Barlow Park

Sandton

South Africa

T +2711 777 3300 | E services@gs1za.org

www.gs1za.org