



WORLD-CLASS LABEL SOLUTIONS

# STAR *Gazette*

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## RSS now DataBar™

In early March, GS1 announced the name change of RSS to GS1 DataBar™. The name change was necessary to avoid confusion with the Web term RSS, meaning Really Simple Syndication. For more information and to view the press release log onto [http://www.gs1.org/docs/media\\_centre/g1\\_pr\\_270207\\_RSS\\_now\\_called\\_GS1\\_DataBar.pdf](http://www.gs1.org/docs/media_centre/g1_pr_270207_RSS_now_called_GS1_DataBar.pdf)

Meanwhile, the cost/benefit of implementing DataBar (RSS) continues to be evaluated by Wal\*Mart Stores Inc. and Loblaw Cos., while the number of stores bringing in bar coded product has expanded since the project began in 2006. Wal\*Mart store count capturing data is more than 30 while Loblaw stores have expanded their offering of bar coded produce to include tomatoes and peppers.

In mid-March a retailer conference call was jointly hosted by these two retailers in which they explained the initiative from each of their perspectives, including what has taken place thus far and hi-level plans for 2007. Both retailers plan on expanding their RSS bar coding initiatives and have entered into further discussions with their suppliers.

Also, in January the PEIB assembled a task force whose objective is twofold:

1. Create a GTIN\* assignment strategy at the item level.
2. Create a transition plan for moving from PLUs to GTINs at the item level.

A formal recommendation was made to the PEIB at the spring meeting in Charlotte, NC in late March that focused on a 1:1 ratio of PLU to GTIN.

Meanwhile, Tesco stores in the UK continue to pilot RSS-14 bar codes on fresh produce, namely apples and tomatoes. While Tesco continues to evaluate scan rates and overall acceptance, they indicate positive feedback on the initiative and plan to expand their offering of bar coded produce in the near future.

Industry information on DataBar is continually updated on the Sinclair website. For specific DataBar labeling information, contact Kelly Kirschner at [kellyk@sinclair-intl.com](mailto:kellyk@sinclair-intl.com).

\*Global Trade Item Number

## PBH Launches Fruits & Veggies—More Matters™

Considered the biggest launch since the foundation began in 1991, Elizabeth Pivonka, President of Produce for Better Health Foundation, recently announced its *Fruits & Veggies—More Matters* health campaign.

Consumer research has identified that no matter how many fruits and vegetables consumers eat each day, eating even more add that much greater benefit for every day health. Designed to increase fruit and vegetable consumption, this strong brand brings greater awareness to the importance of produce in our everyday diet.

A new consumer website [www.fruitsandveggiesmorematters.org](http://www.fruitsandveggiesmorematters.org) is generating enthusiasm while over 33 retail companies and more than 22,000 stores are involved.

Sinclair enthusiastically supports this important health campaign, and any packer interested in participating in this exciting, enriching initiative may find more information at [www.pbhfoundation.org](http://www.pbhfoundation.org) or contact Kelly Kirschner for details.



## Update Fruit Logistica

Fruit Logistica, the world's largest annual fresh produce show, took place in Berlin February 8th-10th, 2007. The Sinclair booth featured CR4 labeling equipment, the iQ Bench Top as well as colorful fruit displays demonstrating Tab-Lift™, RSS-14 and Peel & Reveal™ labels.

In comparison to PMA's annual Fresh Summit which draws approximately 18,000 attendees, Fruit Logistica this year drew over 40,000 people from 120 countries. This year saw greater participation from packer/suppliers from Eastern Europe and Asia, both regions that are working hard to increase their global market share.

## Marketing the Good Stuff to Kids

Last July, *Grocery Headquarters* magazine reported that produce suppliers are using the

development of entertainment products, packaging and marketing strategies to increase children's consumption of produce. The consumer packaged goods (CPG) industry has shown for decades that using kid-oriented packaging can increase sales by using age-appropriate graphics, colors and characters with which children associate. A good example is the introduction of fun-colored, whimsical toothbrushes and toothpastes that have helped parents coax children into enjoying the teeth-cleaning routine.

In January, Produce Marketing

Association (PMA) recently commissioned research whereby 1,000 primary shopper-consumers were queried regarding children's produce consumption. 28% of respondents said that making produce more appealing was the biggest challenge in getting kids to eat more.

A large majority, 87%, said it was important to make produce consumption fun for kids. Two-thirds believed that adding a superhero or cartoon character on the packaging could help make fruit and vegetables more fun. This appears to have some validity as more and more licensed properties and kid-oriented characters gain popularity on a variety of produce labels. In fact, licensed characters on produce labels, boxes, bags and

clamshells have proliferated the marketplace and are appearing to pick up pace in the past 6 months.

This can only be good news for packers—and for families—that seek to increase fruit and vegetable consumption. Who wouldn't find that sweet peach or delectable carrot that much more appealing with a fun, cute graphic gracing the label?



Cuties California Clementines® labels reproduced courtesy of Sun Pacific®

## Sinclair Profile: **Colin Ladell**

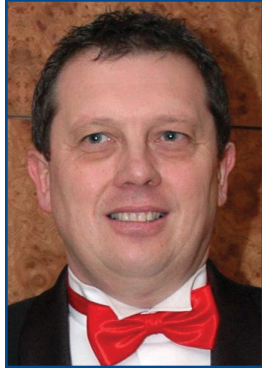
Although the home office is located in Fresno, California, Sinclair has 9 different label manufacturing facilities around the world. To facilitate optimum operational efficiencies, it takes a fair amount of calculated planning and production coordination and thankfully Colin Ladell, Manufacturing Support Manager, ensures this is done. In an effort to coordinate worldwide label machinery procurement and label materials, Colin oversees the SOP (Sales & Operations Planning) process at Sinclair. This important global inter-departmental process channels customer needs into timely fulfillment.

Colin came to Sinclair in 1995 with a strong background in manufacturing. Soon after joining the company, he took on the integral role as Operations representative on the JD Edwards One World implementation team. Colin's in-depth knowledge of our operating system coupled with his understanding of Sinclair's complex worldwide operations enables him to oversee the SOP process while using continual improvement measures for a variety of processes and procedures. He has initiated many streamlined processes that maximize Sinclair's system's functionality, always seeking a common approach to real-time operations management and procurement. Most recently, Colin is spearheading the implementation of ISO 9000 and BRC/IoP accreditation for Sinclair which is a sizeable project of great importance.

The worldwide relationships built with our customers and agents from the ongoing SOP process are invaluable to Sinclair and Colin is largely responsible for facilitating this interaction. His systems and operations planning expertise is definitely important to both produce labeling and Sinclair.

A faithful Norwich City football (soccer) season ticket holder, Colin resides in a small Norfolk village with his wife and two daughters. He enjoys travel, sports and looking for opportunities to facilitate a global approach to continual process improvement for Sinclair.

\* The British Retail Consortium and the Institute of Packaging establishes standards which assist retailers and suppliers in upholding their legal requirements in food safety packaging.



## CASE STUDY

### Best Practices - Stone fruit

Last year, a key southern hemisphere stone fruit packer was having difficulties achieving their required labeling efficiencies—in particular plums—and contacted Sinclair Technical Service for assistance. While on-site numerous packing and labeling lines were audited and it was established that a number of Best Practices were not being followed. It was agreed that the practices would be employed and a follow-up visit during the next packing season would be made to assess their effectiveness.

The following steps were agreed upon and implemented:

**Staff Training** All labeling machine operators would undertake the Sinclair operator training program so that they could be fully trained on all aspects of the machinery.

**Bellow Cleaning** The importance of bellows cleaning was covered as part of the training program. Bellows needed to be cleaned and changed once per shift at this location. Given the pack house velocity, Sinclair provided spare bellows and release powder so that the essential cleaning could take place as advised.

**Cassette Cleaning** The importance of keeping the cassettes clean was also covered during the operator's training, and each operator was trained on how to clean the adhesive residues from all contact surfaces of the cassettes before lacing up a new reel of labels.

**Operators access to labeling machines** All labeling machines had

proper and safe access, and this ensured that each and every machine could be operated safely with ease.

**Each Sizer was checked so that only fruit centered in the cups/rollers passed under the labeling heads** This was done to ensure that the labels were pressed firmly on the center of the fruit.

**The feed of the fruit from the singulator to the sizer was checked** The adjustments reduced the amount of improperly singulated fruit fed into a cup/roller at any one time thus minimising the number of mis-applied labels.

This audit and best practices implementation took place during the off season and a follow up visit was made when packing was again full swing during the '07 season. By implementing these best practices labeling efficiencies increased dramatically. The pack house was very satisfied that by employing routine cleaning and maintenance processes they were able to exceed their given requirements for labelling.

During the next few months Sinclair will be releasing a variety of Best Practice documents for each major produce type. This key information will be helpful for pack houses to be able to problem-solve and have available to them essential training information to maintain high labeling efficiencies.

For more information, contact your local agent or Art Flatray at [artf@sinclair-intl.com](mailto:artf@sinclair-intl.com)



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Sinclair Systems International, LLC  
3115 S. Willow Avenue  
Fresno, CA 93725