

**For Immediate Release**

**World First Success: EPC/RFID Passes Sub-Zero Test**

*Patties to Montague pilot leads way for fresh produce*

**Melbourne - 27 July 2006** – The *Patties to Montague EPC/RFID pilot – case study* was released this week at the Impetus 2006 conference. The case study summarised a trial proving Gen 2 RFID and the EPC Network can be successfully rolled out in a sub-zero production environment.

Patties General Manager – Purchasing and Supply, Joe Rettino, said Patties became involved because they saw enormous benefit from EPC/RFID technology, particularly the visibility of bringing new products to market. “However there hadn’t been much done in freezers so we wanted to see what worked and what didn’t,” he added.

As local custodians of the EPCglobal standards which support the EPC Network™, GS1 Australia managed the pilot for Patties Foods, Montague Cold Storage, Matthews Australasia, and VeriSign.

John Hearn, General Manager – Business Development & Professional Services, GS1 Australia said: “We saw this initial EPC/RFID pilot project as a great opportunity to gain valuable implementation experience with these new and emerging standards in the frozen goods section.

“Based on the international momentum EPC/RFID was gaining a key objective was to use this pilot as a foundational learning, which we could then leverage and share with our many GS1 members and professional service clients.”

The pilot, a world first, tested the EPC/RFID standards in a low temperature environment characterised by sub-zero temperatures, frozen product, frozen water and condensation.

The project trialled all facets of the EPC Network: the primary objective being to determine the reliability and ease of integration of RFID Class 1 Gen 2 EPC technology (recently approved by the International Standards Organization) into a production environment, in a true business to business setting.

Phillip Biggs, National Sales and Marketing Manager, Matthews Australasia said, “The pilot was a great success. It proved that the current EPC Gen 2 standard is very robust and is

ready for supply chain improvement projects. We are very pleased that our IDSnet software solution was well suited to this important application.”

Patrick Leckning, Information Services Manager, Montague Cold Storage said, “Beyond the RFID Pilot project, we have identified key areas within our business to apply this technology in the future: Occupational Health & Safety, Efficiencies, and Asset Tracking.”

Rettino said the pilot trial has given Patties an insight into RFID so they will be ready for it. “When your introducing new technology it’s very important to involve stakeholders as early as possible – both your internal associates and your supply partners,” said Rettino. “Definitely contact GS1 Australia to find out what’s been done with other businesses and plot a way forward with their Professional Services team and Alliance Partners.”

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**Background Information:**

**About Impetus 2006**

Impetus is in its third year, organised by GS1 Australia, it provides business leaders with the opportunity to discuss the latest research, trials, trends, and developments being used to harness the true potential of supply chains around the world. Impetus 2006, 25 to 26 July, held at Sofitel Melbourne was attended by 480 people.

[www.impetus.gs1au.org/impetus/](http://www.impetus.gs1au.org/impetus/)

**About GS1 Australia**

A not-for-profit organisation, GS1 Australia is dedicated to providing businesses and industries with information, training, and professional consultation to implement GS1 Standards and resolve supply chain management issues. GS1 Australia is the only official organisation in Australia licensed to administer the GS1 System including GS1 bar codes, EPCglobal standards for RFID technology, global data synchronisation (including EANnet®) and electronic business messaging standards.

[www.gs1au.org](http://www.gs1au.org)

### **About Patties Foods**

Product range includes: Patties Pies, Four'n Twenty, Herbert Adams, Nanna's, Arriba, Snowy River, Wedgwood, and Great Australian Pies. From humble beginnings as a small cake shop at the seaside resort of Lakes Entrance, Patties has now grown into one of the largest Australian, family owned pie manufacturers in the country. The bakery is run by the six sons of the original founders; they continue their parents' traditions and commitment to quality and customer satisfaction which began in 1928.

[www.patties.com.au](http://www.patties.com.au)

### **About Montague Cold Storage**

The Montague Group is one of the top 20 cold storage companies worldwide, handling over 875,000,000 kg per annum. Family owned, their central philosophy is to provide a seamless and comprehensive service to their clients - perishable food manufacturers and suppliers. Their commitment to supply the market with produce of the highest quality has driven innovation and seen them pioneer the use of several supply chain solutions and technologies, including GS1 standards.

[www.montaguecoldstorage.com.au](http://www.montaguecoldstorage.com.au)

### **About Matthews Australasia**

As suppliers of machinery and software to assist in the labelling, coding and tracing of products, Matthews Australasia pride themselves on an ability to provide intelligent identification solutions to suit the needs of any company. With 30 years experience, a dedicated service team, a quality suite of products, Matthews is dedicated to remaining at the forefront of emerging technologies.

[www.matthews.com.au](http://www.matthews.com.au)

### **About VeriSign**

At VeriSign, we want everyone to reap the benefits of the ongoing revolution in digital commerce and communications. VeriSign operates intelligent infrastructure services that enable and protect interactions across voice and data networks - anytime, from anywhere on multiple devices. They process billions of Internet and telephony interactions every day, help over 3,000 enterprises and 450,000 Web sites to operate securely, reliably, and efficiently, and deploy the intelligent infrastructures necessary for everything from RFID supply chains to VoIP to mobile content.

[www.verisign.com.au](http://www.verisign.com.au)