

# Paul Horvath

It's all about sausage . . .  
and how GS1 standards help sell this master  
butcher's products



## Challenge

Today's consumers want to know all types of information about their meat products. This growing demand for data and emerging government regulations have put pressure on food producers like Master Butcher Paul Horvath, to be able to track and trace their meat products throughout the value chain, providing up-to-date and accurate information.

## Solution

Paul Horvath turned to GS1 Austria for advice and support when implementing his traceability solution. Today, Horvath is using GS1 identification standards in conjunction with GS1 services to provide full value-chain traceability and its benefits to his retailers and, ultimately, consumers.

## Benefits

- Increases value chain transparency for Horvath and his trading partners, by knowing "who did what, when and where" to a meat product.
  - Provides Horvath's retailers with an optimal data exchange solution, allowing them to address their data collection requirements and better serve consumers.
  - Improves consumer confidence by providing detailed, complete information about meat products.
- Allowed Horvath to implement the traceability solution in record time
- and with relative ease, with support and services from GS1 Austria.



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**Paul Horvath,**  
Master Butcher

In the food industry, meat has become one of the most focused-on products when it comes to the consumers' need for information. For many years, consumers did not seem to care about "knowing much" of their meat products. Only a few years ago, they became interested in learning about the origin of their meat while, today, their need for information has changed dramatically. They now want to know how the animal was raised, what it was fed, how it was slaughtered, processed and packaged . . . and how far the resulting meat product was transported.

Consumers' demands for comprehensive information, coupled with many new legal regulations, has presented the food industry with numerous challenges. Not only are large food processing companies facing these challenges—small to one-person producers are, too. Regardless of where consumers buy their meat products, they are demanding the same information from businesses of all sizes.



## Creating a transparent value chain

Master Butcher Paul Horvath, and owner of the shop by the same name in Vienna, has implemented his solution enabled by GS1 standards. Horvath relies on GS1 Trace, a traceability solution from GS1 Austria that uses GS1 standards to help provide Horvath and its partner companies with a transparent value chain. "It quickly became clear to me that there was no way around it," explains Horvath. "And I am convinced that consumers of meat products will demand even greater transparency in the future."

Paul Horvath has become an absolute pioneer in his industry, because he uses GS1 Trace for fresh meat and for processed products such as sausages. This enables him to not only efficiently exchange batch-specific data with other companies, it has also increased consumer confidence by giving them complete traceability information, from "farm to fork."

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The functionality of GS1 Trace is based on GS1 identifiers. Companies and their locations are each identified with a Global Location Number (GLN) and the Global Trade Item Number® (GTIN®) encoded in a GS1 barcode, is used to uniquely identify each product globally. Since the internally assigned EAN-13 code previously used at Horvath's butcher shop was not suitable for the solution, it was necessary to "retrofit" the use of GTINs.

## GS1 portfolio of standards for meat and sausage applications

### Identification | GS1 Austria

GS1 Austria supports and advises its customers on the use of unique GS1 identifiers for items (products) and locations. The most frequently used identifiers include the:

- GTIN for items
- GLN for locations
- Serial Shipping Container Code (SSCC) for transport units

### Master data | GS1 Sync

The master data service, GS1 Sync, is a platform for the electronic exchange of product master data. GS1 Austria provides companies with support to help correctly collect all of the data.

### Capture and verify | GS1 Barcode Verification Service

To "capture" the information provided by the identifiers, the GS1 system of standards provides a number of different linear and 2D barcodes, which differ in their properties and areas of application.

The GS1 Barcode Verification Service ensures the readability of the barcodes by checking print quality, data structure and dimensions.

### Traceability | GS1 Trace

The GS1 Trace service offers a solution that enables batch-specific traceability of a product along the value chain. It provides companies with information about "who did what, when and where" with a product.

## Implementation with ease

With the move to GS1 Trace, Horvath's entire product portfolio was transitioned to a global identification system using the GTIN encoded in GS1-128 barcoded on uniform labels. The labels are applied to packages of meat products that are then scanned to collect data as they travel throughout the value chain.

"This not only makes traceability work, it also enables me to create new sales channels," says Horvath.

Horvath was amazed that "the changeover was not at all complex and that no further investments were necessary." The existing printer was able to easily print GS1-128 barcodes.

As a customer of GS1 Austria, Horvath also has the opportunity to access the GS1 Barcode Verification Service at any time, which he does. "This helps me ensure that the barcodes on my products are really legible," explains Horvath.

## Simple master data management

As Horvath sells meat products not only in his in-house butchery but as well as processed sausages in retail, having master data is a priority for him. Providing retailers with complete, accurate product data is a basic prerequisite, whether providing allergen information at the fresh meat counter, for the online shopper or for various catering partners. Thanks to the use of GS1 Sync, the electronic master data portal, sharing product data with retailers and other trading partners is no longer a problem for Horvath. Since spring, Paul Horvath has been making master data of 15 different items available to his trading partner, METRO.

"With GS1 Sync and the support of GS1 Sync team in collecting master data, the master data requirements of my business partners can be optimally met," Horvath explains.



"With GS1 Trace, not only does traceability work, it also allows me to open new sales channels."

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## Full service from a single source

What originally started for Master Butcher Horvath who approached GS1 Austria to simply "meet customer requirements," has now developed into his comprehensive use of the entire GS1 system of standards with all relevant GS1 services. "At the beginning, I thought everything would be much more difficult," says Horvath. "Full service and competent advice from GS1 Austria made it very easy for me."

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