Case study : Food Traceability
Traceability leads to global recognition for Croatian Company

Croatia is a small country in Europe with a population of less than 4.5 million and as such, it is a limited trade market. For this reason, many Croatian companies, which are mostly SMEs, appreciate that in order to grow and succeed; they need to expand into overseas markets. It is also widely recognised however, that in order to achieve this, companies need to implement globally recognised standards in their business processes and as a result, GS1 standards play a key role. This is especially true in the food sector, which is one of the national priorities, besides agriculture and tourism.

In November 2010, GS1 Croatia introduced the GS1 Global Traceability Audit as a standard service for all member companies. The objective of this service was to help these Croatian companies achieve their goal of operating in global markets, by ensuring they conformed to international food safety requirements.

Koestlin: Leading The Way In GS1 Standards In Croatia

Koestlin is one of the leading Croatian food manufacturing companies with a 100-year history in confectionary production. It is also a GS1 Croatia board member company and began the implementation of GS1 standards into their business processes over 10 years ago. At the time the need for more robust standards was largely driven by overseas markets, although traceability legislation has not been announced in Croatia.

The management had recognised problems that needed addressing such as, the lack of a regulated system for tracing raw materials, semi-finished products and products in storage, production and distribution chain; staff who needed to be educated in terms of traceability and the lack of an integrated IT system.

Collaboration with GS1

After many years of collaboration between Koestlin and GS1 Croatia in GS1 standards implementation, impressive results were achieved. The company now has a reliable and robust traceability system and effective control over the use of raw materials and packaging. The distribution of products is also better controlled.

In 2008, as an advanced user of the GS1 system of standards, Koestlin took part in a GS1 Croatia pilot project to develop and implement The National Electronic Catalog (eCROKAT) and in 2009 eCROKAT became GSDN certified. Today Koestlin is an eCROKAT subscriber with all products being published and it is increasingly used in trade and the synchronisation of master data with business partners.

> ## Over 300% sales growth in 10 years thanks to a strong traceability process using GS1 standards

GS1 standards used in Koestlin

- GTIN is applied on all packaging levels of their products (trade units, transport boxes, pallets)
- GS1 standard logistic label is used on transport and pallet level, with AIs applied
- SSCC is used for dynamic pallet identification (serialization)
- GLN is used for party or location identification, wherever requested in business transactions
- On trade units EAN-13 symbology is used, and on labels GS1-128 is used
- GS1 Global Data Synchronisation Network (GDSN) standard is used (in the context of the national GDSN-certified e-catalogue, eCROKAT)

Koestlin successfully passes the GS1 Global Traceability Audit

After the many years of collaboration with GS1 Croatia, the logical next step for Koestlin was to request a GS1 Global Traceability Audit and the audit was performed in January 2011. Koestlin demonstrated full compliance with all the auditing criteria and became the first Croatian company to be recognized as fully compliant with the GS1 Global Traceability Audit criteria.

The company is confident that the GS1 Global Traceability solution will be hugely beneficial in helping them become a food producer whose product quality is recognised in many markets across the world. In fact, since it first started implementing GS1 standards in 2001, Koestlin has seen a growth in its sales of over 300%.

Contact Information :

- Interested in learning more about this case? Contact GS1 Croatia : **info@gs1hr.org** or visit their website : **www.gs1hr.org**

- Interested in the GS1 Global Traceability solution? Contact your local GS1 Member Organisation at **www.gs1.org/contact** or visit our website: **www.gs1.org/traceability**

With special thanks to :

Croatia