

“Without GS1 barcodes our supply chain would simply fall apart.”



At GS1 UK, we work hard to have a positive impact on every single one of our members, whoever they are and whatever the size of their business. That's why we've invited our members to tell us how working with us is making a difference to them.

Today, we're talking to Danny McCarthy, Integration Services Specialist at CSM Bakery Solutions.



The Global Language of Business

Hi Danny, can you tell us a little bit more about what your company does?

“CSM Bakery Solutions is a leading global producer and business-to-business distributor of premium quality bakery products and ingredients. We offer a full range, from ingredients to value-added, semi-finished and finished products.”

“We’re a global company, with leading market positions in Europe and North America. as well as 36 manufacturing sites and 25 distribution centres across the globe.”

How long ago did you start out – and how have you grown since then?

“We started out as an ingredients business, producing fats and bread ingredients. We then moved into frozen products through acquisition in the mid 1990s.”

“We’ve increased our portfolio considerably since then and invested in and strengthened our position in finished ambient products.”

How have you applied GS1 standards to your own key products?

“We use unique Global Trade Item Numbers (GTINs) and barcodes on each of our selling units. We use the same GTINs for the item codes for all products in our ERP system.”

“Using the same codes with our customers and in our internal systems just simplifies everything.”

“We now use GS1’s EDI standards for ordering and invoicing, which is so much more efficient. And we’ve just started to use a data pool on the Global Data Synchronisation Network (GDSN) – enabling us to share the same product data with our customers in the US and the UK.”

What would you say are the key benefits of using GS1 standards?

“We see considerable benefits in using GDSN data pools with all our customers – entering our product data once and sharing it with all our customers will be quick and easy. And the benefits of using a single standard for EDI are easy to see, including reduced costs and greater efficiency.”

“I’ve personally been pushing to use GS1 standards to help drive efficiency in our business.”

How do you see GS1 standards helping you in the future?

“I see us working really closely with GS1 UK as we seek to improve and maintain our standards. For example, I can really see the benefit of using the same GS1 EDI standard with all our customers in Europe, as well the US and UK.”

“One standard just simplifies everything.”

Overall, how would you say GS1 UK is helping you trade with your customers?

“Without GS1 barcodes our supply chain would simply fall apart. That’s the extent to which they are an integral part of what we do at CSM.”

“I can see great benefits once we have fully implemented GDSN, and as we use EDI more and more it will save us, and our customers, a lot of time and money.”



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