



GS1 signs up international alliance partner

Ex Coles GM spearheads Persequor into Australian market

Strategy.
Action.
Results.

Danish-based software company, Persequor, has joined GS1 Australia as a Strategic Alliance Partner to help drive its growth in the Australian market. Persequor builds track and trace software, modules and data solutions to assist in the optimisation and digitisation of supply chains. Its flagship white label software, SAGA, is highly scalable, EPCIS-based and enables the storing, processing and analysis of billions of track and trace events. The company's global expansion program will be spearheaded by Persequor's senior vice president of international markets, Ron Volpe, who is a former general manager of Coles.

"Ron is a well-known thought leader in Australia in the field of digitisation and supply chain management," said Peter Davenport, alliances manager for GS1.

"Persequor's track and trace solution is industry-proven and is fully compliant with EPCIS (Electronic Product Code Information Services) and GS1 standards.

"We are extremely excited to have Ron and the Persequor team join the GS1 Australia Alliance Partner Program at the highest level. This will allow them to build awareness, network with our 21,000 members and collaborate on opportunities in the traceability space.

"The topic of traceability is a hot one right now and the timing of this partnership could not have been better. I believe our members and industry will be very keen to explore what Persequor has to offer."

Through the formal partnership, which commences in October, Persequor will be visible to a wide range of industries including pharmaceutical, alcohol, tobacco, clothing, and in particular food and beverage where the need for traceability and focus on food safety has never been stronger. Ron Volpe said that efficient supply chain solutions are crucial to business success for Australian producers, manufacturers, importers, distributors and retailers.

"We are natural partners as our technology supports the drive of GS1 to identify problems across supply chains and our solutions help businesses to store and automatically share information about products, locations and assets at every stage in the supply chain.

"Therefore, we both have the same mission of empowering businesses to track and tell the story of their materials and products across the supply chain.

"The partnership will support our positioning in the Australian market and also bring another best practice solution to GS1 that they can offer to their 21,000 member companies."

About SAGA

Persequor's SAGA is a highly scalable, EPCIS-based track and trace software solution that allows businesses to track, trace and tell the story of their materials and products across the supply chain by storing, processing and sharing any amount of events and data from a multitude of points across the supply chain.

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About GS1 Australia

GS1 is a neutral, not-for-profit organisation that develops and maintains the most widely used global standards for efficient business communication. It is best known for the barcode, named by the BBC as one of "the 50 things that made the world economy". GS1 standards and services improve supply chain efficiency, traceability and food safety across physical and digital channels in the food and beverage sector. With local member organisations in 114 countries, two million user companies and six billion transactions every day, GS1 standards create a common language that supports systems and processes in 25 sectors across the globe. For more information visit the GS1 Australia website www.gs1au.org

About Persequor

Persequor is a global software company that builds highly scalable serialised (sell unit level) Track and Trace software and white label solutions for a multitude of industries. Persequor's solution enables the tracking of products from raw material to the consumer by collecting, storing, processing, sharing, and analysing each identifiable track and trace event. In close collaboration with our partners, Persequor is empowering manufacturers, corporations and governments around the world with digital Track and Trace capabilities. www.persequor.com

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High res image available

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