

**“It’s those extra services,  
help and support that really make a difference.”**

**between the lines**

**At GS1 UK, we work hard to have a positive impact on every single one of our customers, whoever they are and whatever the size of their business. That’s why we’re interviewing GS1 UK members, to find out how working with us has made a difference to them.**

Here, we talk to Andrew Cairns, CEO of premium preserve producers Mammy Jamia’s.



The Global Language of Business

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

“Mammy Jamia’s is run by me and my wife, Sajmira. We produce a range of premium fruit preserves, based on a family recipe, with some really unusual and delicious flavours. It all started at a market stall in Cheshire – and now we produce over 110,000 jars of preserve every year.”

## How have you grown since starting out?

“It’s been an amazing journey. One of the key milestones was when Waitrose started stocking Mammy Jamia’s preserves. Today, our products are listed in 300 Tesco stores, most Waitrose stores and Booths – and even British Airways’ Business Class menu.”

“We’re also exporting as far afield as Abu Dhabi, Hong Kong and Malaysia. There’s a really high demand for quality, British-made products over there.”

## How has GS1 UK helped with your growth?

“When we first spoke to the buyer from Waitrose, she pointed out how small businesses often don’t plan for scalability.”

“But GS1 UK told us how to get the right labels, what size our font should be and how our barcodes should be formatted. They also showed us what was involved in generating those all-important 13 and 14-digit codes. ”

“With a lot of larger retailers feeling the squeeze these days, it’s important that small businesses in the UK consider exporting. Because GS1 barcodes are accepted worldwide, we don’t have to change barcoding for outer packaging or individual items. That’s really helped us build global relationships. ”

“All of this support and expertise made it quick and easy for our larger retail partners, at home and abroad, to confirm that we met all the right standards. It gives them so much more confidence. ”

## What would you say are the key benefits of GS1 UK’s services?

“It’s about always having someone available – a single point of contact. The website and training modules are so easy to navigate, too. What’s more, because you’re guaranteed unique codes and numbers, GS1 standards give you added credibility with the bigger retailers.”

## How do you see GS1 standards and services helping you in the future?

“We’re always looking to expand Mammy Jamia’s on an international scale. GS1 barcodes and standards will help us so much with that – from adding credibility with retailers to allowing us to track our preserves right through the global supply chain.”

“We’ll also be looking to trade online, which would be really difficult without GS1’s unique numbers and barcodes.”

## Overall, how would you say GS1 UK has helped you trade with your customers?

“When you’re trading with supermarkets, they don’t want issues down the line. GS1 standards mean you’re not going to encounter them – and that we can track the performance of every single pot of Mammy Jamia’s preserve.”

“GS1 UK has been such a huge source of help and support. If I was going to start this over again, there’s no doubt in my mind that they’d be the company I’d go to for our barcodes.”

“It’s their extra services, help and support that really make a difference.”



Contact us: E [info@gs1uk.org](mailto:info@gs1uk.org)  
W [www.gs1uk.org](http://www.gs1uk.org)

