



Case study : Inventory Management in Apparel

With EPC/RFID, Brazilian fashion brand gets item-level visibility

First to deploy end-to-end EPC/RFID in Brazil

Valdac Global Brands is a Brazilian fashion retail group founded in 1981. The group commercialises clothing and accessories for men and women under three brands: Siberian, Crawford and memove. This most recent brand, memove, is the first retail chain in Brazil to adopt end-to-end EPC/RFID in the supply chain.

memove's flagship store is located in Sao Paulo. Like all stores in the memove chain, it targets modern consumers in their early 20s with a high-tech in-store experience. Shoppers can watch sporting events and music videos on large flatscreen TVs, and the store's sound is provided by state-of-the-art audio equipment. Free wifi is offered, and tablets are available both for surfing the Net and to access the brand's 'app' that offers suggestions on what memove pieces would go well with others.



Item-level tagging boosts visibility

All individual items of memove clothing have a GS1 EPC UHF Gen 2 tag sewn into them at the factory. The tags are encoded with a GS1 Serialised Global Trade Item Number (SGTIN), a unique number that identifies each garment. These tags are read at several points across the end-to-end supply chain. They are first automatically read with RFID when products are received at distribution centres, then when items are stored, and then when the articles of clothing are sent to retail points of sale. As a result, memove knows exactly what garments are where, at any moment. Receiving process is now an astonishing 300% faster than it was before the EPC/RFID system was in place, and accuracy is near 100%.

300% faster receiving process and
100% inventory accuracy with
item-level EPC/RFID

Increased efficient and accuracy

Once at a retail store, the augmented levels of inventory visibility continue. RFID portals automatically read the goods as they arrive and the store's inventory list is immediately updated. To perform a store-wide inventory, an employee simply pushes a wheeled cart equipped with RFID scanners around the shop floor.



Stock-taking used to take several days, now it's done in a little more than an hour. memove has also seen a dramatic improvement in replenishment speeds.

A smooth and modern consumer experience

memove's EPC/RFID system also contributes to the high-tech consumer experience. Because all clothing items in the store have a EPC/RFID tag sewn into them, when a memove customer is ready to pay, he or she doesn't have to queue up at a traditional cash register. At various spots around the store, RFID-enabled check-out baskets are available. The customer places his or her selection into the basket, the tags are scanned by a reader built into it, and the total sum due is calculated automatically. The sale is completed when the customer swipes a credit card at a terminal adjacent to the basket. The checkout experience is now 60% faster on average, and sales associates at stores can spend more time with customers as they shop and try on clothes.



Preventing shoplifting

The EPC/RFID tags also enable electronic article surveillance (EAS) and help reduce shoplifting and shrink. If an item leaves the store without having passed through a cash register or self-checkout basket, an alarm sounds.

More services to come

memove is already considering ways to get more benefits from their EPC/RFID system. They may for instance deploy "smart" fitting rooms, which scan what a shopper is trying on and suggest accessories or matching items available in the right size on the store floor.

Thanks to EPC/RFID, the checkout experience is not only in line with the store's overall high-tech and modern atmosphere, but also 60% faster than it was before.

GS1 RFID/EPC standards

GS1 is a neutral, not-for-profit organisation that develops supply chain standards. EPCglobal, a subsidiary of GS1, is leading the development and adoption of industry-driven standards for real-time, automatic identification of information in the supply chain to support the use of RFID. For more information on GS1 EPC/RFID standards, visit: www.gs1.org/epcglobal



Contact information:

Interested in learning more about this case?
Contact GS1 Brazil at diretoria@gs1br.org

Interested in learning how item-level tagging and EAS using EPC/RFID could bring benefits to your retail store?
Contact your local GS1 Member Organisation at www.gs1.org/contact

With special thanks to:

memove

