



RFID implementation for flat-packed apparel

Key learnings from a logistics service provider's perspective

Rome, 7th October 2014



Agenda

1

The FIEGE group

2

Business Case: RFID implementation for GERRY WEBER

A

GERRY WEBER

B

Project timeline & targets

C

Material flow

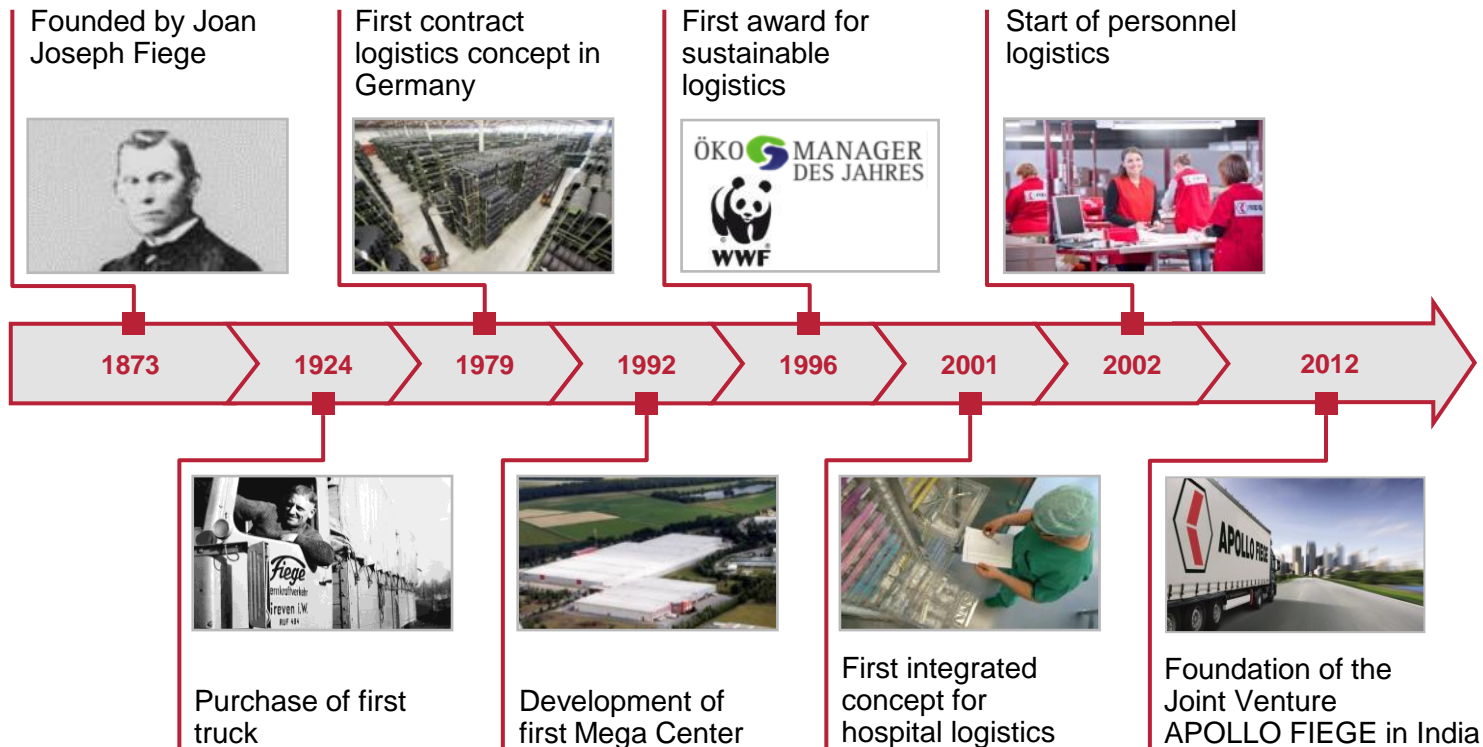
D

Lessons learned

E

Success factors

Pioneering Spirit for 140 Years



European, Fast, Entrepreneurial

- 200 locations
- 3 Mio. m² logistics area
- 11,000 employees
- € 1,5 bn. turnover
- Asia with China and India as an extension of the European market



Our Sectors

At Home in the World of Our Customers



Industrial logistics	 Industrial	     
	 Tyres	    
Consumer Goods logistics	 FMCG	     
	 Retail	     
	 Electronics / High Tech	     
	 Fashion	     
Dedicated logistics solutions	 Healthcare	    
	 Media	     

FIEGE Fashion Logistics

Operations in Europe and Asia



→ **Fashion handling: 170 mio. pc. B2B p.a.**
70 mio. pc. B2C p.a.

Erfurt
SportScheck
Wir machen Sport.
IC COMPANYS
HOME OF FASHION BRANDS

Berlin
SAT
steilmann
KATAG

Hamburg
Jack Wolfskin

Hannover
Street One **CECIL**

Ibbenbüren
LIEBESKIND
Berlin
ESPRIT **DEICHMANN**
GERRY WEBER
snipes **frontlineshop**
a selection of styles

Münster *Denim Deluxe*
fashion group
Laurèl **NAKETANO**

Greven
BP
test the difference

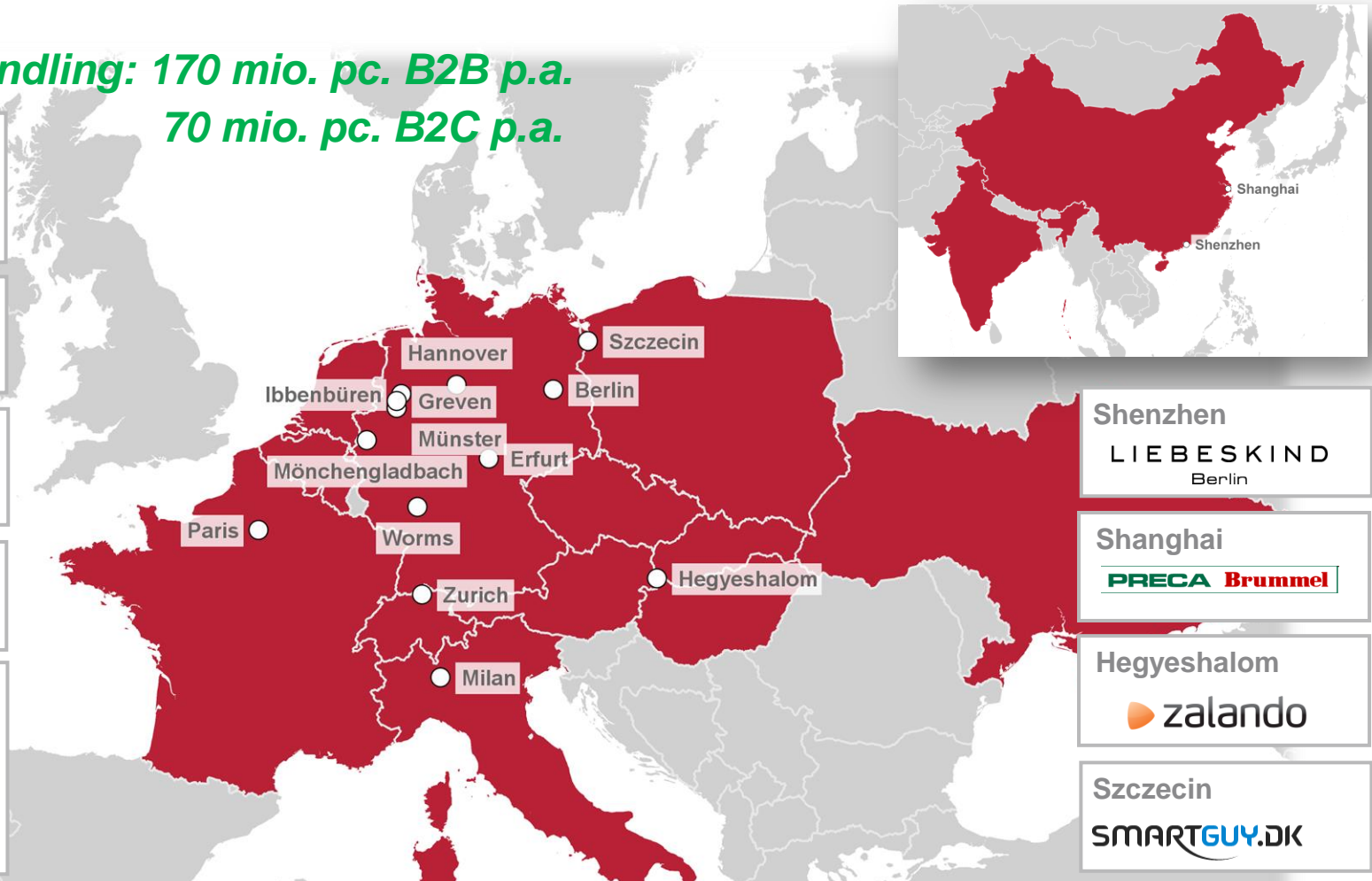
Mönchengladbach
ESPRIT

Worms
felina

Zurich
DEICHMANN **zalando**

Paris
zalando

Milan
PIAZZA ITALIA **DEICHMANN**
PRECA Brummel



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Success factors

Business Case: RFID implementation

GERRY WEBER: facts and figures



- Founded 1973 in Halle in Westphalia, Germany by Gerhard Weber and Udo Hardieck
- The Brand GERRY WEBER was created in 1986
- The company went public in 1989
- Start of the sponsorship of the international tennis tournament GERRY WEBER OPEN in 1993
- Launch of the GERRY WEBER Onlineshop in 2005
- Implementation of RFID in 2010 / 2011



Employees: over 5.000

Worldwide presence: 62 countries

Turnover: ~ 900 mio. €

Business Case: RFID implementation

GERRY WEBER: logistical handling at FIEGE



Logistical processing of the preorder business for the brands GERRY WEBER Edition and Taifun

GERRY WEBER
EDITION

TAIFUN

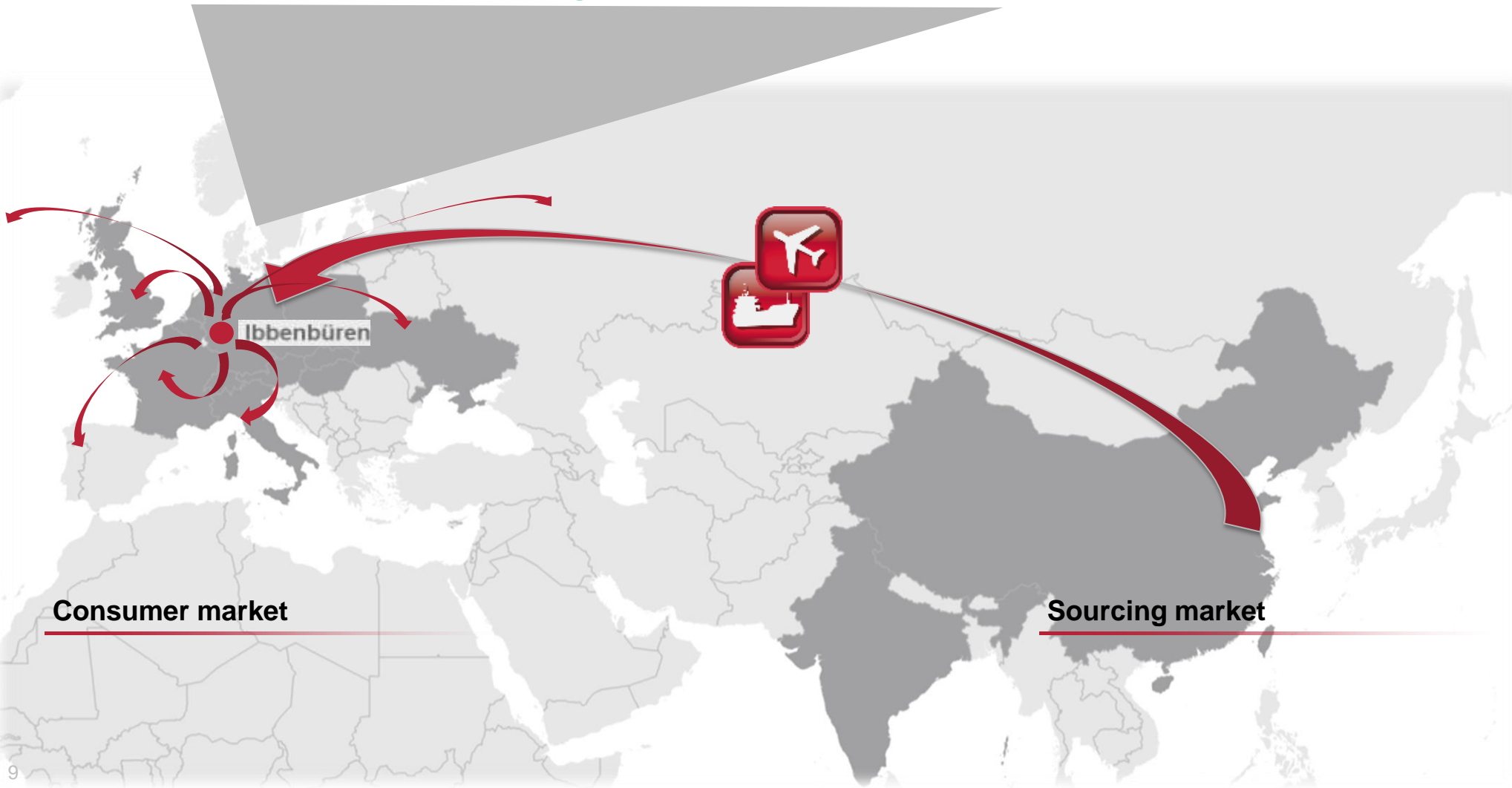
KPI:

Warehouse and logistics area:	~ 17.000 m ²
Inbound & outbound volume:	~ 10 mio. pcs p.a.
Ø order structure:	41 pcs / order
Articles / delivery date:	~ 7.500 SKU (Edition) ~ 400 SKU (Taifun)
Employees:	~ 90 FTE

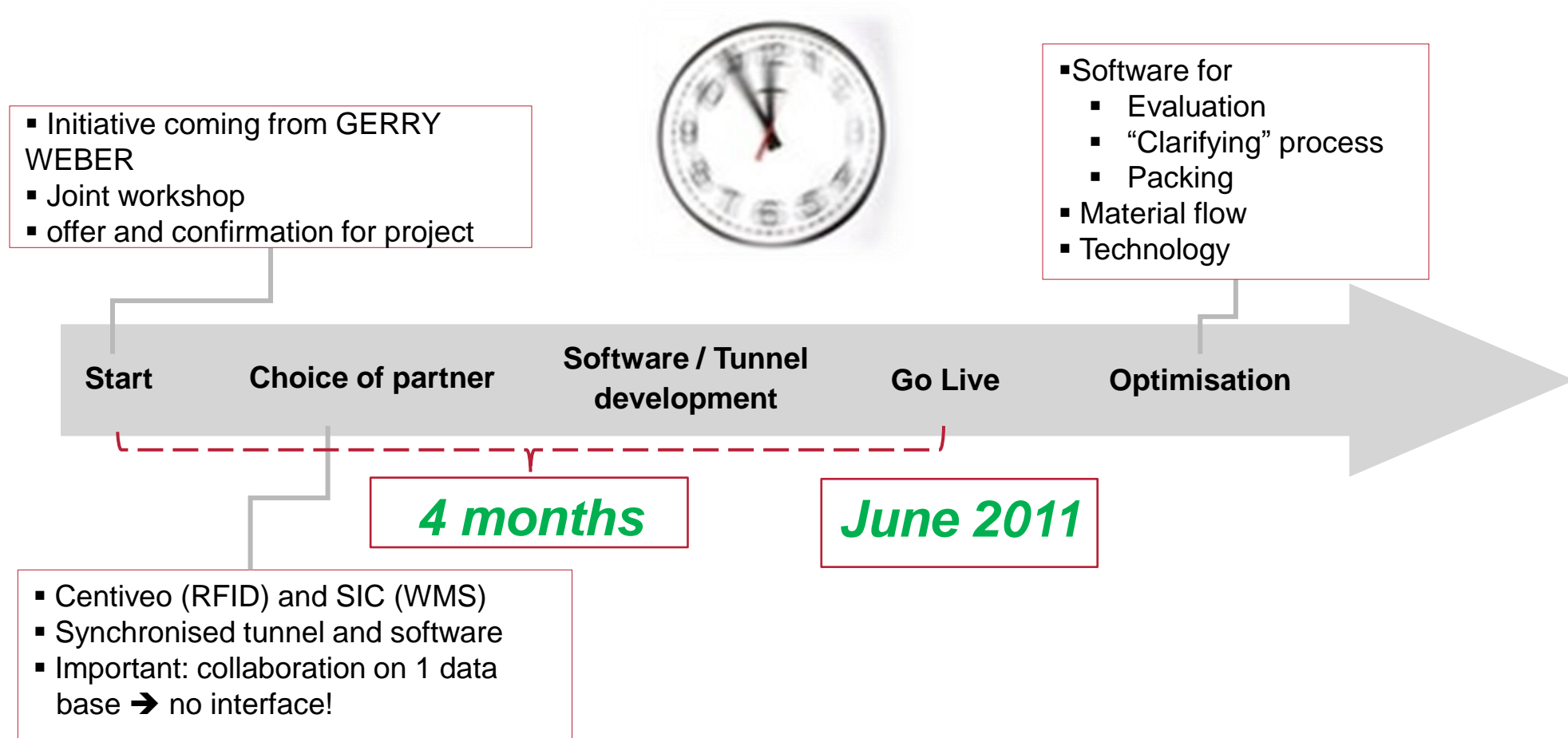




Focus on intralogistical processes



Ambitious project timeline until sharp switch to EPC/RFID



3 main project goals



2

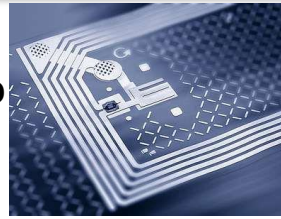
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Business Case: RFID implementation

Material flow



Use of RFID



unloading

goods receipt

putaway

storage

picking

packing

dispatch



Overload at clarifying working stations

unloading

goods receipt

- too many articles inside
- Weak or damaged transponder
- Wrong or missing preadvised data



- *1,25% of the articles had „errors“...*
- *...but 21 % of the cartons were sorted out*
- *No standardized checks in the country of origin*



2

c

Business Case: RFID implementation

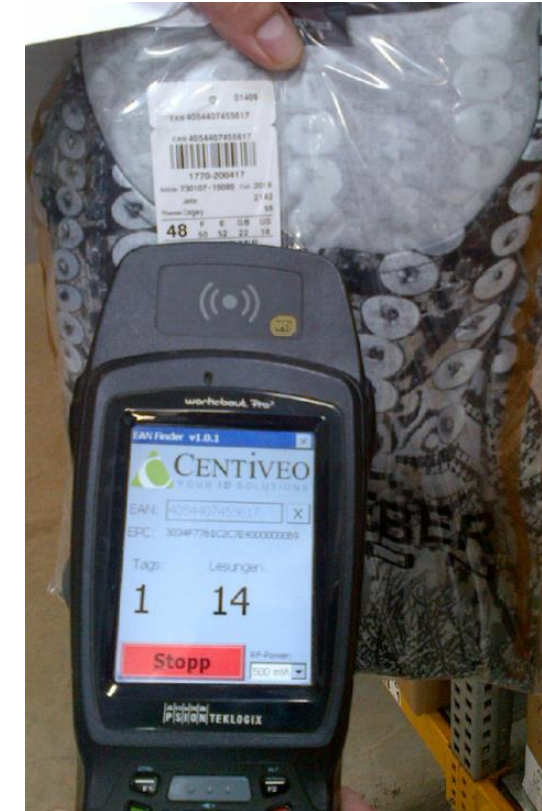
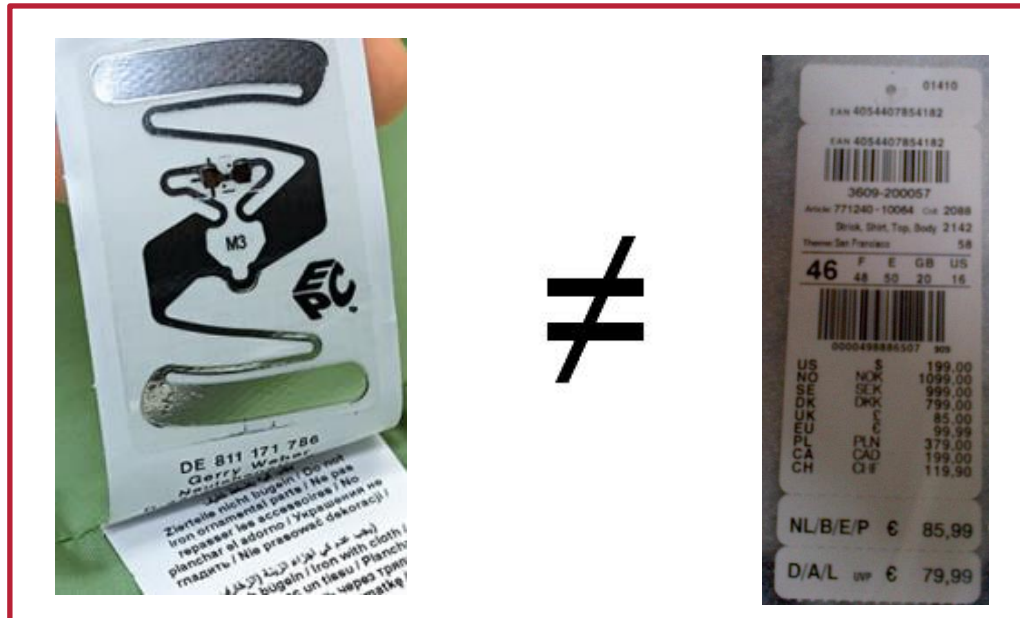
Material flow



Media disruption

goods receipt

picking



➔ Differing information on paper labels

Measures from the logistical part to overcome the obstacles

1

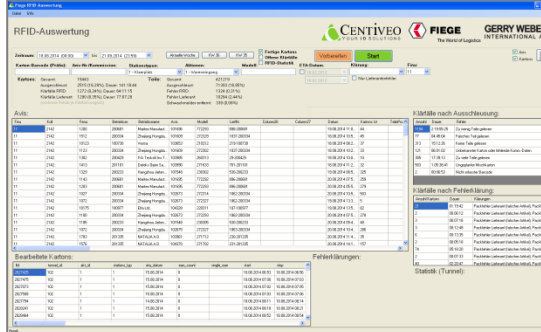
Installation of ECP/RFID tunnel at the supplier

2

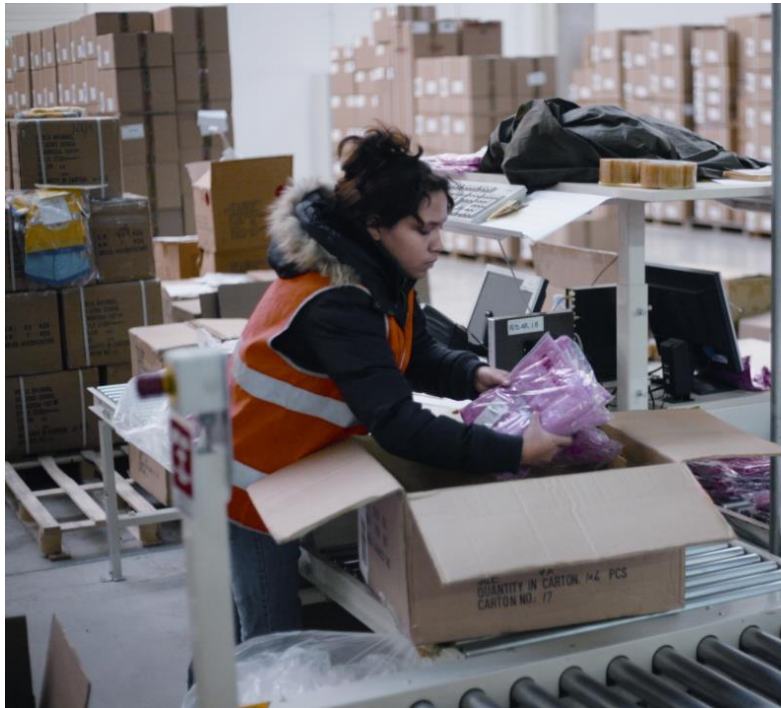
Use of ECP/RFID table antennas instead of ECP/RFID tunnel at outbound

3

Development of software for analyzing error sources → transparency



One example of productivity increase

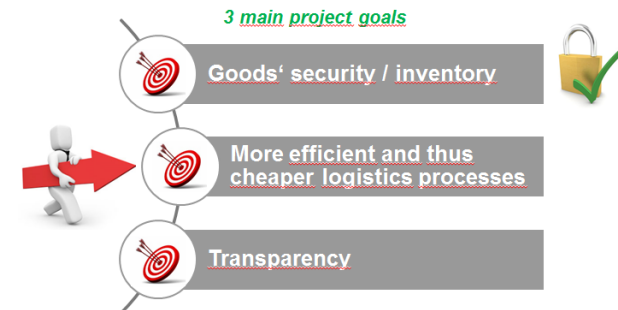


➔ Sixfold accelerated inbound

✓ *Project goals reached after implemented improvements*



- ✓ Current generation of tags / transponder work well
- ✓ Less than 0,5 % of cartons are sorted out
- ✓ Inventory management and internal track & trace based on SGTIN identification
- ✓ Systembased tracing of error sources



1 A painful start

2 RFID within our warehousing processes is a success story

3 But it needs to be implemented along the whole chain with jointly agreed GS1 standards



Strong Partnership



Willingness to invest



100% willingness



Ability to suffer



„ Every journey starts with a first step“

(Lao Tse)



Q & A / Discussion



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