



EPC/RFID Manufacturers & Retailers Tool Kit:

Staff Education Materials

Overview

The following Staff Education Materials were developed to assist retailers and manufacturers in educating their staff about EPC/RFID technology. Materials included in this document:

1. *EPC and RFID Facts Slim Jim*
2. *Wallet Card*
3. *Poster*
4. *Sticker*

1. EPC/RFID Facts Slim Jim

Description: 4"x9", 2-sided brochure

Target Audience: Employees

Front Panel:

Title: *About EPC*

Suggested graphics: *EPC symbol*



Opening Paragraph:

We are testing new Electronic Product Code (EPC)/RFID technology, a new product identification system. EPC/RFID will improve customers' shopping experience and help companies like ours to better manage our inventory to serve customers better.

Header: *What is EPC/RFID?*

EPC/RFID comprises radio frequency identification tags that are each encoded with a unique number that identifies an individual product.

Header: *How EPC/RFID Tags Work*

EPC/RFID tags serve the same purpose as a barcode. An EPC/RFID tag is encoded with the combination of a Global Trade Item Number (GTIN) and serial number to uniquely identify the product. To be read, an EPC/RFID-tagged product must pass by a special tag "reader". Reader and tags communicate with each other by means of electromagnetic waves. Once the product has been identified, the inventory system can record that the product has been moved to the sales floor or taken out of the store.

It is important to remember that EPC/RFID is one of many different types of RFID applications. RFID technology has been in use since WWII and common applications include vehicle remote access and automatic toll fee payments.

Header: Identifying a Product with an EPC/RFID Tag

Items that include an EPC/RFID tag will be clearly marked with an EPC symbol.

- Show sample symbol

Back Panel:

Header: EPC/RFID Improves the Consumer Shopping Experience

EPC/RFID can help make shopping easier. Potential EPC/RFID benefits include:

- Improved Product Availability
 - EPC/RFID helps stores keep better track of inventory so items can be restocked faster
 - Products are on the shelf when shoppers want them
- The Future, Service Will Be Faster
 - help shoppers easily find products in the store
 - help expedite check-out
 - allow for simplified returns
- Quality Assurance
 - help protect consumers against counterfeit products including medicines, clothing, toys and electronics
 - make it easier to check how and when products move from manufacture to retail shelf
- Environmental Sustainability
 - help make recycling more efficient and more accurate
 - improve sustainability by helping companies become more efficient in managing inventory and delivery of products

Learn More about EPC/RFID

Talk to your manager, call 1-800-xxx-xxxx

2. Wallet Card

Description: 2-3/8" x 3-7/8" card

Target Audience: Employees

Title: Fast Facts about EPC/RFID

Suggested graphics: EPC symbol



Front Panel

Fast Fact: EPC/RFID is an electronic tag that contains a unique number to identify an individual product.

Fast Fact: EPC/RFID can help make shopping easier for consumers. Potential EPC benefits include:

- Faster Service
- Quality Assurance
- Improved Product Availability

Fast Fact: EPC/RFID tags do not contain, collect or store any personal information.

Back Panel

[EPC Symbol]

Questions? Talk to your manager, call 1-800-xxx-xxxx or visit

3. Employee Poster

Description: Poster for break rooms/other employee-only areas

Target Audience: Employees

Title: Fast Facts about EPC/RFID

Suggested graphics: EPC/RFID symbol



EPC/RFID technology

Fast Fact: Each EPC/RFID tag contains a unique number. This number distinguishes one product from another.

Fast Fact: EPC/RFID uses radio frequency identification (RFID) technology to help us manage inventory and keep shelves stocked.

Fast Fact: EPC/RFID can help make shopping easier for consumers. Potential EPC/RFID benefits include:

- Improved Product Availability
- Faster Service
- Quality Assurance

Fast Fact: EPC/RFID tags do not contain, collect or store any personal information.

Bottom of Poster:

Questions? Talk to your manager, call 1-800-xxx-xxxx

4. Sticker

Description: For posting in check-out areas

Target Audience: Retail Employees

Title: EPC/RFID: Improving the Consumer Shopping Experience

Suggested graphic: EPC symbol



Potential EPC/RFID benefits include:

- Improved Product Availability
- Faster Service
- Quality Assurance

EPC/RFID tags do not contain, collect or store any personal information.

Questions? Ask your manager, call 1-800-xxx-xxxx.