Retailer and Manufacturer EPC/RFID Tool Kit: Material Use and Instructions

Overview

The GS1 EPC/RFID community developed this set of Consumer Notice and Awareness Materials and staff training information to assist retailers and manufacturers in implementing the GS1 Guidelines on the Use of EPC/RFID for Consumer Products.

If you have questions concerning any of the materials or their use, please contact your local GS1 Member Organisation.

Goals

- Provide policy and communications support and assistance to retailers, manufacturers and technology companies involved in item level tagging.
- Encourage consistency of messaging concerning EPC/RFID, the GS1 Guidelines on the Use of EPC/RFID for Consumer Products and other issues.
- Educate key audiences on benefits of EPC/RFID and of the GS1 Guidelines on the Use of EPC/RFID for Consumer Products.
- Provide guidance and recommendations for satisfying the GS1 Guidelines on the Use of EPC/RFID for Consumer Products on consumer notice.

Available Materials

The materials and advice contained in the Consumer Notice and Awareness Materials and staff training information should be viewed as guides or models rather than strict rules for implementation. We recognise that each participant in an item level tagging program will have its own specific needs, style and design requirements. With that in mind, please review the following descriptions of and use recommendations for the materials included in this "tool kit".

The "tool kit" contains the following documents in addition to these instructions:

- Draft Letter for Customers (Manufacturers Only)
- Instructional Presentation
- Staff Education Materials
- Consumer Notice Materials
- EPC/RFID 101 Materials
- Media Relations Materials
- Image Folder (EPC symbol)
Material Use and Instructions

Following is detailed information about each of those documents and their contents.

Draft Customer Letter (manufacturer or distributor to retailer)

It is important for retailers to inform their customers about the presence of an EPC/RFID tag on items for purchase. Some consumers want to know this information and notice of the presence of EPC tags is a requirement of the GS1 Guidelines on the Use of EPC/RFID for Consumer Products. Some retailers may have no way of knowing that tags are in their stores unless given notice by the manufacturer or distributor of the products. The “draft customer letter” is intended to assist companies with composing a letter to retailers providing information about products they can expect to be tagged at item level and suggestions for communicating this information to consumers.

Instructional Presentation

A PowerPoint presentation containing information from the other tool kit materials that can be customised for use in educating management and staff about EPC/RFID technology, the GS1 Guidelines on the Use of EPC/RFID for Consumer Products and specific item level tagging pilot or program details.

Staff Education Materials

The following Staff Education Materials were developed to assist retailers and manufacturers in educating their staff about EPC technology.

- **EPC/RFID Facts Slim Jim** – Suggested copy for a 4”X 9”, 2-sided “Slim Jim” brochure containing brief, bulleted information explaining EPC/RFID and the benefits to the consumer.

- **Wallet Card** – Suggested copy for a 2-3/8” X 3-7/8” wallet card with bulleted list of EPC/RFID benefits and toll-free information number and “Landing Page” Web address as well as internal information source.

- **Poster** – Copy for a poster for posting in break rooms and other employee-only areas that would highlight EPC/RFID benefits.

- **Sticker** – Copy for a temporary sticker for posting in checkout areas with short bulleted information about EPC/RFID benefits.

Consumer Notice Materials

The following Consumer Notice Materials were developed to assist retailers and manufacturers with providing additional notice to consumers concerning the use of EPC technology.

- **Guidance on Positioning of Consumer Notice**- This guidance document is designed to help retailers and manufacturers choose the best means to advise their shoppers of the presence of EPC/RFID technology. They are designed for pilot or test situations where the use of the technology is limited to specific products, categories or areas of the store.

- **Suggested Tag Lines**- A list of possible tag lines that can be used to develop a “theme” for notice materials.

- **Check-Out and Store Front Poster**- Copy for store front or posters/stickers to provide consumer notice.

- **Consumer Information Card**- Copy for a small card with bulleted list of EPC/RFID benefits distribution to customers upon request.
EPC/RFID 101 Materials

The following EPC/RFID 101 Materials were developed to assist retailers and manufacturers in educating a variety of audiences about EPC/RFID technology on products.

- **EPC/RFID 101 Briefing** – A written document providing basic information on what EPC/RFID are, how they work and what they do.
- **EPC/RFID 101 FAQ** – A brief Frequently Asked Questions document (FAQ) on EPC/RFID.

Media Relations Materials

The following Media Relations Materials were developed to assist retailers and manufacturers with media outreach or inquiries concerning item level EPC tagging of products.

- **Media Guidelines** – Media guidance designed to provide information on how to conduct media outreach that complements the spirit of the GS1 Guidelines on the Use of EPC/RFID for Consumer Products.
- **Talking Points** – Short List of key messages on EPC/RFID, and the GS1 Guidelines on the Use of EPC/RFID for Consumer Products
- **FAQs** – List of frequently asked questions and answers on EPC/RFID, GS1 and the GS1 Guidelines on the Use of EPC/RFID for Consumer Products.

Image Folder

A folder containing the following images which may be used in conjunction with the other materials:

- **EPC Symbol** – The image of the EPC “cube” used to provide notice to consumers that an EPC/RFID tag is present on or within the packaging of a product.