

Context

- Pacific Brands Underwear group participated in a RFID tagging trial with a major retailer in March / April 2016
- Underwear and Intimates were tagged for a specific Store and Inventory accuracy, stock availability and Sales were tracked and compared to a control store
- Significant process and technology support was provided by RAMP for the trial.

Learnings:

- This type of trial required a significant degree of manual intervention into the Order Management, Pick, & Pack and despatch process
- Because it was a trial we attempted to complete the trial with a very light touch on systems integration. This meant a high dependency on staff who were trained specifically for the trial. (We did not get this right on a number of occasions)
- In a wholesale context, SKU's shared across customers necessitate a Value add, post picking for RFID labelling. In the Underwear context, labelling at point of manufacture is almost non-negotiable in terms of speed and cost containment. We expect that this would be straightforward to achieve.
- Benefits in the retail environment seem substantial
- If product could be tagged at source significant benefits could be realised in DC operations
- Broader industry adoption would improve ROI for wholesalers.