

Case Study | Retail

## Counting Blouses Made Easy



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## Challenge

Short collection cycles and fastchanging trends: the fashion label Marc O'Polo based in Stephanskirchen in Upper Bavaria needs a precisely timed system of textile logistics. What really counts here is flexibility, customer service and, above all, speed. In order to ensure optimum processes, the company uses RFID technology combined with tried-and-tested Kathrein solutions.

## Background

The company Marc O'Polo was founded in Stockholm in 1967 and is now one of the leading international brands in the area of Premium Modern Casual. Initially, RFID technology was only to be installed in some 2,600 of the company's own stores so as to optimise goods availability, check-out procedures and retail security. In the course of project planning, however, the company realised that RFID could also be used to significantly improve the supply chain as a whole. For this reason, the decision was made to apply the solution comprehensively, also at the central warehouse located at the company's headquarters.

## Solution

"Radio Frequency Identification" – or RFID for short – enables contactless registration of each individual product by means of electromagnetic waves along the entire supply chain. In order to track an article from the plant to the store, an individual RFID label is applied to it at the factory.

The central warehouse is fitted with an entrance gate which automatically registers all the RFID tags in a shipment. This way, the information on the shipping note can be instantly checked for accuracy. In the store, RFID provides a precise summary of stocks at all times as well as ensuring a fast payment process. The system is also able to identify attempted theft based on various parameters.

## Results

RFID significantly improved the Marc O'Polo supply chain. Stocks and movement of goods can be tracked simply and with maximum precision. This saves time, personnel and costs. In the stores, customers benefit from short waiting times at the checkout since purchases are automatically registered and no removal of hard labels is required. The fashion brand's textile logistics has been optimised and savings potential has been realised. Goods turnover has been accelerated and a separate retail security system is no longer required. The investment will pay for itself within a few years.

Marc O'Polo