



ASSOCIAÇÃO
BRASILEIRA
DE AUTOMAÇÃO

A Linguagem Global dos Negócios

A TECNOLOGIA APLICADA NO SETOR TÊXTIL

24 de Março 2017



MUNDO



RFID is Gaining Traction!

Delivering the Always-On, Always-Open Omni-Channel Shopping Experience

Manufacturer Usage



Retailer Usage

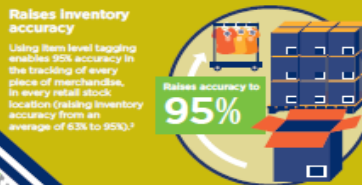


Manufacturer Benefits



- Decreases inspection costs²
- Reduces claims and returns²
- Reinforces authenticity/anti-counterfeiting for luxury brands²
- Enables electronic proof of delivery²
- Raises receiving accuracy²
- Enhances loss prevention capabilities²

Retailer Benefits



- Improves inventory labor productivity by 96%²
- Reduces cycle count time by 96%²
- Cuts out-of-stocks at retail by up to 50%²
- Increases item availability to boost sales from 2% to 20%²

Manufacturer Benefits



Improves shipping/picking accuracy

Using item level tagging delivers an 80% improvement in shipping/picking accuracy and improves receiving time by 90%.²

- Decreases inspection costs²
- Reduces claims and returns²
- Reinforces authenticity/anti-counterfeiting for luxury brands²
- Enables electronic proof of delivery²
- Raises receiving accuracy²
- Enhances loss prevention capabilities²



The GS1 US EPC Item Level Readiness Program provides the education, training, tools, and community support that apparel and general merchandise companies need to implement item level tagging in day-to-day operations.

To learn more, visit www.gs1.us.org/EPCItemLevelReadiness

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Manufacturer Usage



Retailer Usage

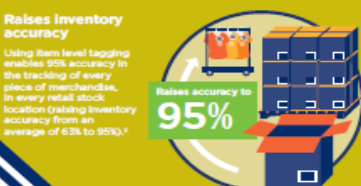


Manufacturer Benefits



- Decreases inspection costs³
- Reduces claims and returns³
- Reinforces authenticity/anti-counterfeiting for luxury brands³
- Enables electronic proof of delivery⁴
- Raises receiving accuracy⁴
- Enhances loss prevention capabilities⁵

Retailer Benefits



- Improves inventory labor productivity by 96%²
- Reduces cycle count time by 96%²
- Cuts out-of-stocks at retail by up to 50%²
- Increases item availability to boost sales from 2% to 20%²

Retailer Benefits

Raises inventory accuracy

Using item level tagging enables 95% accuracy in the tracking of every piece of merchandise, in every retail stock location (raising inventory accuracy from an average of 63% to 95%).²



Improves inventory labor productivity by 96%²

Reduces cycle count time by 96%²

Cuts out-of-stocks at retail by up to 50%²

Increases item availability to boost sales from 2% to 20%²



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BRASIL: CASE GOLFE CLASS

LINHAS

MASCULINA

FEMININA

KIDS

PLUS SIZE

ESTRUTURA

7 LOJAS

FÁBRICA

CD

OBJETIVO

REALIZAR
RASTREABILIDADE DAS
MERCADORIAS E
AUMENTAR A
PRODUTIVIDADE EM **TODAS**
AS ETAPAS QUE NECESSITAM
DE CONFERÊNCIA NA
MOVIMENTAÇÃO DO
PRODUTO.

CASE GOLFE CLASS : DESAFIOS



Fabricante

Confecção dos produtos realizada em oficinas internas e terceiras



Distribuidor

Distribuição de itens novos ou transferência entre lojas de coleção em andamento



Varejista

Conferência dos produtos recebidos, reposição para impedir ruptura nas prateleiras

CASE GOLFE CLASS : IDENTIFICAÇÃO



Modelo – Básica

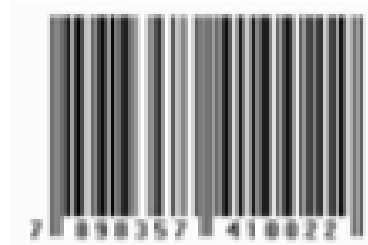
Cor – Amarela

Tamanho – G

Numeração – GTIN-13 – 7898357410015



CASE GOLFE CLASS : AUTOMAÇÃO



CASE GOLFE CLASS : AUTOMAÇÃO



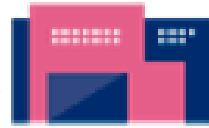
CASE GOLFE CLASS : AUTOMAÇÃO



CASE GOLFE CLASS : ANTES



Fabricante



Distribuidor



Varejista

- **2** ESTAÇÕES DE CONFERÊNCIA
- **8** FUNCIONÁRIOS
- **500** PEÇAS/DIA
- **HORA EXTRA** DIARIAMENTE
- HORA EXTRA **FIM DE SEMANA**

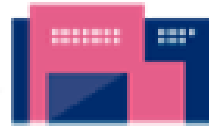
- **2** FUNCIONÁRIOS P/ PICKING
- **300** PEÇAS/DIA
- **400** PEÇAS COM 3 HE
- **ALTO** INDICE DE ERROS

- **2 A 3** HORAS PARA **CONFERIR** MERCADORIA RECEBIDA
- **DEVOLUÇÃO** DE MUITAS PEÇAS

CASE GOLFE CLASS : DEPOIS



Fabricante



Distribuidor



Varejista

- SEM ESTAÇÃO DE CONFERÊNCIA/
PORTAL RFID
- FUNCIONÁRIOS **APROVEITADOS**
EM OUTRAS ATIVIDADES
- **700** PEÇAS/DIA
- **FIM DAS HORAS EXTRAS**

- **500** PEÇAS SEM HE
- **SEM** ERROS

- **15 MINUTOS** PARA
CONFERIR MERCADORIA
RECEBIDA
- **SEM DEVOLUÇÃO** DE
PEÇAS

CASE GOLFE CLASS : DEPOIS

INVENTÁRIO 5.000 PEÇAS

ANTES: 2 DIAS / 1 VEZ AO ANO

DEPOIS: 4 HORAS / 4 VEZES AO ANO

GS1 BRASIL

- **ORIENTAÇÃO SOBRE OS PADRÕES**
- **ASSESSORIA TÉCNICA**
- **CAPACITAÇÃO**
- **ACOMPANHAMENTO DE CASES**
- **DIVULGAÇÃO DE BOAS PRÁTICAS**
- **INTEGRAÇÃO**
- **OUTROS CASES DISPONÍVEIS EM WWW.GS1BR.ORG**

