



PAXAR CORPORATION

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European Institute of Logistics

Implementing RFID for Business Continuity

James Browning, Group Managing Director of Paxar UK, a global leader in the identification and tracking of consumer products worldwide, addresses the need for businesses to adopt RFID into their supply chains ahead of new compliance regulations that will come into effect from January 2005.

Over the last few years, Radio Frequency Identification ("RFID") has grown from a luxury to a pure necessity for businesses worldwide. With the ability to read product details at different points in the supply chain and produce the information which can be used to ensure that the right goods are delivered to the right store at the right time, RFID enables retailers and their suppliers to reach 100% stock accuracy, which in turn enables the distribution chain to maximise its efficiency.

The enhanced opportunities that can be afforded from RFID range from the ability to capture data accurately, track items through the entire supply chain, maximise logistics and warehouse management, through to security and anti-theft and counterfeit. The breadth of solutions RFID can offer businesses highlights why it is one of the fastest emerging technologies of auto-identification in the world.

From January this year, retailers and their suppliers will face stringent industry compliance standards to ensure their supply chains are RFID capable. The industry needs to be prepared for this change and now is the time that companies need to start looking to the future. The integration of RFID however is showing signs of improving, with the matter moving swiftly from the bottom of many boardroom agendas, to the top. The bottom line remains however that a large proportion of businesses feel daunted by the thought of a new technology, and there is a clear need in Industry to educate and guide the retail industry through these difficult times.

RFID technology is only as beneficial to the client, as the provider of that technology. Ultimately customers want a reliable and up-to-date piece of technology, a thorough understanding on how to use it, and access to a 24hr support service.

A comprehensive range of possible RFID solutions are available in today's market to the prospective buyer. From the new breed RFID micro chip tags, for item level garment tagging, through to the latest NVE-2-EPC Starter Kit, which enables suppliers quick and effective RFID pallet labelling. Paxar's innovative RFID garment labelling solution highlights the move from boardroom brainstorming to working reality - allowing for tagging and tracking of individual garments, for purposes of supply chain efficiency and in-store availability.

The buck however does not stop there! What customers really require is an after-service, providing solid and accurate advice, 24 hours a day – addressing all RFID needs. The Technology Investment Protection Programme, does exactly this by meeting suppliers' needs to implement RFID quickly and effectively, as well as comply with stringent requirements to provide shipments with RFID encoded labels. Furthermore, the Industry's first ever express Service Bureau, the Monarch® Q-Service™, enables suppliers to global retailers needing RFID shipping and pallet labels to take fast delivery of these labels, programmed with unique RFID data and printed with barcode and human readable data.

The current changes in the RFID industry means that retailers and suppliers need to change the way they work. Both retailers and suppliers, and the companies who offer RFID solutions need to work together to ensure the transition is as easy and as successful as possible.

Paxar Corporation (NYSE: PXR) is a global leader in the identification and tracking of consumer products worldwide. Paxar® products are used the world over by leading apparel brands. Monarch® brand products are used by 90% of the top 100 U.S. retailers and their supply chain partners to identify, track, and price all varieties of consumer goods. Paxar is a member of EPCglobal, the agency managing the emerging standards for RFID. Paxar is a member of EPCglobal, the agency managing the emerging standards for RFID.

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