SOLOS SMART TAGS

RFID COALITION PRESENTATION
Since 1996

Solos is a systems integrator specialising in identification, traceability, protection and supply chain management. Spheres of development cover the most wide-ranging sectors: from fashion to food and beverage, from automotive to pharmaceutical, and from multimedia to design.

The brand originated in the early Eighties, when the founding partners realized the importance of protection applications in fashion and embarked on pioneering experimentation on holograms, which at the time were an almost-unknown revolutionary technology. Solos is an Italian acronym for Soluzioni Olografiche per la Sicurezza: Holographic Security Solutions.

WE HAVE ALREADY MADE OVER 20 BILLION TAGS
Seafolly is Australia's largest swimwear brand with a local market share of 35%, flagships stores located in Australia, United States and Singapore, and over 2700 stockists worldwide. Seafolly was founded in 1975 by Peter and Yvonne Halas.
ADDRESSING A MAJOR PROBLEM FOR FASHION

INVENTORY ACCURACY IS IMPERATIVE FOR OMNICHANNEL SUCCESS
END TO END SYSTEM BENEFITS:

- Eliminate manual stock counting and associated costs, near 100% inventory accuracy with our system
- Reduce shrinkage/leakage
- Reduce out-of-stock occurrences
- Lower manufacturing, logistics supply chain costs
- Greater delivery-in-full-on-time (DIFOT) results
- Protect from counterfeiting
WHY SOLOS?

BY EMBEDDING SOLOS’ PAT PEND RADIO FREQUENCY IDENTIFICATION (RFID) TAG INTO SEAFOLLY SWIMWEAR, WE PROVIDE BRAND PROTECTION, INVALUABLE DATA/CUSTOMER INSIGHTS, OMNICHANNEL CAPABILITIES + ROI/COST SAVINGS.
1. We create the label at our factory
2. We insert RFID/NFC onto the back of the label
3. The label gets sewn into the garment
4. The products hit the retail floor
5. All inventory is able to be monitored
SOLOS INTEGRATED RETAIL INVENTORY

- Inventory Asset Management
- Store/Location Management
- Inventory Movement Tracking
- Centralized Sales and Inventory
- User / Role Administration
- Business AI Forecast Engine
- Business Intelligence (BI) Reporting
- Cloud-Based Web Portal
VALUE PROPOSITION: OUR PATENT PENDING RFID IS ALL ABOUT THE INTERNET OF THINGS

• Our technology connects the dots between authenticating branded merchandise, consumer benefits/engagement, reducing lost revenue from counterfeiting, and inventory management.

• Incentives: When brands use our technology, consumers get unique benefits and offers. Consumers are incentivized to purchase authentic merchandise. Brands get ROI and save time and money.

• We enhance consumer engagement and provide unique, actionable consumer data to brands.
Think of it as the "Internet of Apparel"

With our RFID technology, brands can now engage with consumers across physical locations, ecommerce, mobile applications, and social media. Consumers see the benefits to opt in because of concrete, novel rewards.
SMART TAGS

MULTIPLE CLOTHING LABELS ARE REDUCED TO....
SMART TAGS

ONE UNIQUE SMART LABEL
SMART TAG BENEFITS

ONE UNIQUE SMART LABEL

- Ensures the authenticity of apparel
- Allows brands to engage with customers in unique personalized ways that DELIGHT the consumer, incentivizing more purchases of your merchandise.
- Enables major cost savings through a quantum leap in inventory management.
Julia gets a special offer for an exclusive behind-the-scenes event at Fashion Week and 30% off a Fendi bag.

Julia just purchased clothes at a Solos enabled store.

It's Fashion Week and Julia just passed a billboard in Times Square advertising Fendi bags.