# Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Item</th>
<th>Who</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00am</td>
<td>Welcome &amp; Introductions</td>
<td>Gary</td>
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<tr>
<td>9:05am</td>
<td>Google Refresher!</td>
<td>Kate Conroy, Google</td>
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<tr>
<td>9:20am</td>
<td>RFID &amp; Anti Counterfeiting</td>
<td>Marcel / Heath</td>
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<tr>
<td>9:40am</td>
<td>Mini Case Studies</td>
<td>Puma / Kookai / ASICs?</td>
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<tr>
<td>10:15am</td>
<td>Morning Tea Break</td>
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<tr>
<td>10:30am</td>
<td>Vendor Case Study</td>
<td>Zebra</td>
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<tr>
<td>10:50am</td>
<td>RFID Training Review</td>
<td>Omar / Glen</td>
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<td>RFID Coalition Outputs</td>
<td>Sean / Gary</td>
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<td>2019 meetings</td>
<td>Sean / Gary</td>
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<tr>
<td>10:55am</td>
<td>Questions / Open to Floor</td>
<td>All</td>
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Welcome

Sean Sloan, BD & Partnerships Manager
Purpose (reminder)

- Openly share best practice information
- Promote the benefits of Item Level RFID
- Grow knowledge
- Networking
Retail & Trade Brands Advocacy

National Traceability Framework

November 2018
Who is Retail and Trade Brands Advocacy?

- We are supported by a series of brands to focus on the retail impact of regulation
- RTBA will work with government and regulators to remove roadblocks to trade
- Addressing issues from tax, safety, authenticity, sourcing and product protection
- RTBA is working on a broad range of issues across retail and suppliers to the benefit of industry and consumers
- We are running the trackability project on behalf of a number of stakeholders and seek to align regionally along with government agencies.
Why a National traceability Framework?

- Brands are suffering significant financial losses as a result of counterfeits
- Consumer safety is at risk, specially for the most vulnerable
- Addressing this issue requires a national approach; supported by
  - Industry
  - Government
  - Solution Providers
- A traceability framework
  - Is technology agnostic
  - Focuses on global data standards for traceability
  - It enables interoperability across supply chain participants
Project Participants

- Project Manager Partner
  - Deakin University

- Standards Partner
  - GS1 Australia

- Industry Partners
  - Treasury Wine Estates
  - Pernod Ricard
  - Carlton United Brewers
  - NRL
  - adidas
  - Amazon
  - Airbnb
  - Australian Toy Association
  - ASGA
  - Philip Morris
  - Global Blue
  - AACS
GS1 is a global, not for profit, standards organisation

- Neutral and not-for-profit
- User-driven and governed
- Global and local
- Inclusive and collaborative
Key industries served

- Retail
- Healthcare
- Transport & Logistics
- Foodservice
- Heavy Industries
- Financial Services

- CPG/Grocery
- Apparel
- Fresh Foods
- General Merchandise
Global Partner organisations
Foundations for the Framework

Identify GS1 Identification Numbers
- GLN Global Location Number
- GTIN Global Trade Item Number
- SCC Serial Shipping Container Code
- EPC/SGTIN Serialized Global Trade Item Number
- GSIN Global Shipment Identification Number

Capture GS1 Data Carriers
- Barcodes
  - EAN/UPC
  - GS1 DataBar
  - GS1 DataMatrix
  - ITF-14
  - GS1-128

- EPC-Enabled RFID Tags
  - HF RFID
  - UHF RFID

Share GS1 Data Exchange
- Master Data: Global Data Synchronization Network (GDSN)
- Transactional Data: Electronic Data Interchange (EDI)
- Physical Event Data: EPC Information Services (EPCIS)

Interoperability
- Item Data
- Location Data
- Purchase Order
- Shipping Notice
- Invoice
- Product Recall/Withdrawal
- Pedigree
- Track & Trace

The Global Language of Business
© GS1 Australia 2017
Thank You!
Mini Case Studies
Mini Case studies

- **asics**
  - sound mind, sound body

- KOOKAÏ

- PUMA

The Global Language of Business
Mini case study update from members

- **RFID focus**: Warehousing/Replenishment
- **Current Status**: Proof of Concept in discussion
- **Challenges**: Cost, impacts to the suppliers/teams
- **Success**: Accurate stock position in stores to support our customer demands
- **Next steps**: Validate the sponsor
- **Comments / Observations to date**: Very slow to get started, willingness and interest is there but day to day operations is getting focus over the strategic innovative initiatives
All Retailer update
Retailers / Brands present

- POC with Myer
- Working on next steps
- Work back into own retail footprint and supply chain
- Hanes US is BAU
Retailer Update (non-present)

- Looking at commercials
- Positive internal
- Supply Chain use cases under review
- How to use data internally?
- If not when!

- Nike US on road to implementation in selected sites
- Global plan to rollout
- AU plans / dates not announced yet

- Samples pilot project
- Budget approval
- ERP upgrade will impact
- New warehouse
- Puma Global upgrading to RFID enabled POS
Retailer Update (non-present)

- Supplying to Macy Online
- Low volumes
- Avery Dennison apply labels for them
- Not used locally but could with Myer / DJ’s
- No significant benefits realised so far
- Compliance

- All products from Sept 19 coming in tagged

- Looking at ROI (robust discussion)
- Current metrics are excellent (got own stores)
- Concessions are challenging
Retailer Update (non-present)

- Initial trials completed
- Results shared internally and with Bonds (Hanes)
- Next step is to gain stakeholder support across business to progress to next step
- Additional POC in process of being put together

- Unable to begin trials
- Implementing new ‘foundational (old)’ system elements first
- Actively participating

- Begun discussions with limited vendors
- Keen to do trials
Retailer Update (non-present)

- RFID is on our agenda for this financial year. Aiming to initiate a ‘Discovery’ phase.
- General acceptance that RFID tagging costs has decreased which makes it more viable.
- Need to confirm that a tag exists that will not compromise the ‘Look and Feel’ of our garments.
- Other start-up costs V’s benefits to be assessed.

- Tagging at source is being reviewed
- Positive feel that RFID will deliver positive benefits
- Senior support for project

- Trials underway
- Focus on small range of product? TBC
Retailer Update (non-present)

- Trials completed
- Trials have continued in Eastland store (may be on hold)
- Seeking to increase this to further prove value to brand
- Seeking to implement cross functional project team
- Simple POC being investigated
- Software, hardware and tags procurement being reviewed ahead of this
Retailer Update (non-present)

- Begun ‘Discovery’ phase internally
- Definitely interested and looking to expand
- High levels of interest
- Begun early ‘Discovery’
- Identified ERP as foundation needs updating
- Waiting for this to be completed
- Looking at opportunities with vendor
- Focus is on securing key elements of the Supply Chain
- Keenly watching and actively participating!
Global retailers in Australia

**Un-validated update**

- Uniqlo – Fully rolled out; not integrated into POS; have completed the hardest part
- Lululemon – US / CA fully rolled out; overcome legacy system issue; poised to begin
- H&M – Advised market in US that RFID will be a cornerstone of business
- Zara – Active in AU though apparently not as well executed here as overseas; this will change
- Decathlon – Overseas rolled out; yet to hear of AU plans / updates
- Hanes US – Active
2018 Highlights
2018 Highlights

Created 2 videos (Myer case study plus RFID Coalition video)

Produced collateral specific to the group

Attended Ragtrader Live as the RFID Coalition

Seen an exponential lift in activity by group members (Min 15 active projects)

Held 5 group meetings (inc Launch session with multiple Solution Providers present), 1 Hosted meeting (Avery) plus 1 webinar for the group

Delivered RFID Training by external presenter
Ragtrader Update

Investment total: $2,200
No. of attendees: 200
Impression:
• 1st attempt at branding for the group
• Minimal traffic
• Next to Checkpoint 😊
• Good start..
General business
### 2019 meeting dates (suggested)

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<th>Month</th>
<th>January</th>
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#### 2019 Meeting Dates:
- March
- June
- August
- November
### Dates:
- Feb
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

#### Global GS1 forum
- 19th February

#### Retail Week 2019
- 3rd May

#### Retail leaders forum
- 2nd June

#### RFID supplier sessions
- 27th July

#### Nexus
- 11th August

#### Online retailer expo & conf
- 3rd September

####meetings:

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<tr>
<td>February</td>
<td>Global GS1 forum</td>
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<td>March</td>
<td>Retail Week 2019</td>
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### Public Hol.
- Vic & NSW School Hols.

### 2019 Meeting Dates:
- **February**
- **March**
- **April**
- **May**
- **August**
- **November**

### On last Wed of Month

2019
2019 opportunities / ideas

Launch 2019 with a Technology Show again (1st meeting)

Obtain additional EPC RFID endorsements

Locate other global retailers willing to share learnings and thoughts (Who?)

Additional RFID training?

Pre-implementation GS1 Consulting offering?

Topics for vendors to share?
Resources Appendix
Endorsements to date

- True Alliance
- Myer
- Next Athleisure
- Spotlight Retail Group
- CUE Design
RFID Videos

- https://youtu.be/EpIinGX_sBc (Zara)
- https://youtu.be/cZfx2naKXYo (Lululemon)
- https://youtu.be/QimxMkB7o_q (Bob Ton)
- https://youtu.be/KPt_e3ob_ZA (River Island)
Recent publications / News of interest

- RFID for Retail, what you need to know
- IoT & RFID – Connecting the CPG sector
- AdvanRobot – Taking people out of the counting equation
- RFID for omni Channel success
- Measuring Omni Channel performance
- John Lewis RFID Rollout
- RFID starts to go mainstream
- Macy’s RFID tagging 100% by 2017
- Making the Business Case for RFID in Retail
- Key RFID study confirms link to inventory accuracy
- Establishing an RFID strategy - PWC
- RFID doesn't lie - Lululemon success story
- Omni Channel success in fashion_Detego whitepaper
- Making GS1 standards relevant in RFID_TIPP Guidelines released
Sean Sloan
Account Director, Customer Engagement

GS1 Australia
8 Nexus Court
Mulgrave VIC 3170

T +61 3 9550 3492
E sean.sloan@gs1au.org

www.gs1au.org