



EPC-enabled RFID item level tagging

Right product, right place, right time
A solution fit for the future of fashion retail

The apparel, footwear and accessories market is fuelling a global surge in the consumption of passive RFID tags. Researcher IDTechEx have found there was a need for 1.12 billion more tags in 2014, with global usage now standing at 6.9 billion tags. This explosion of growth in the market has seen the cost of tags plummet – reducing by 75% over the last ten years. And, the retail industry is expected to remain the sweet spot for years to come, using a projected 25 billion tags by 2020.

● **6.9 billion** total RFID tags in 2014

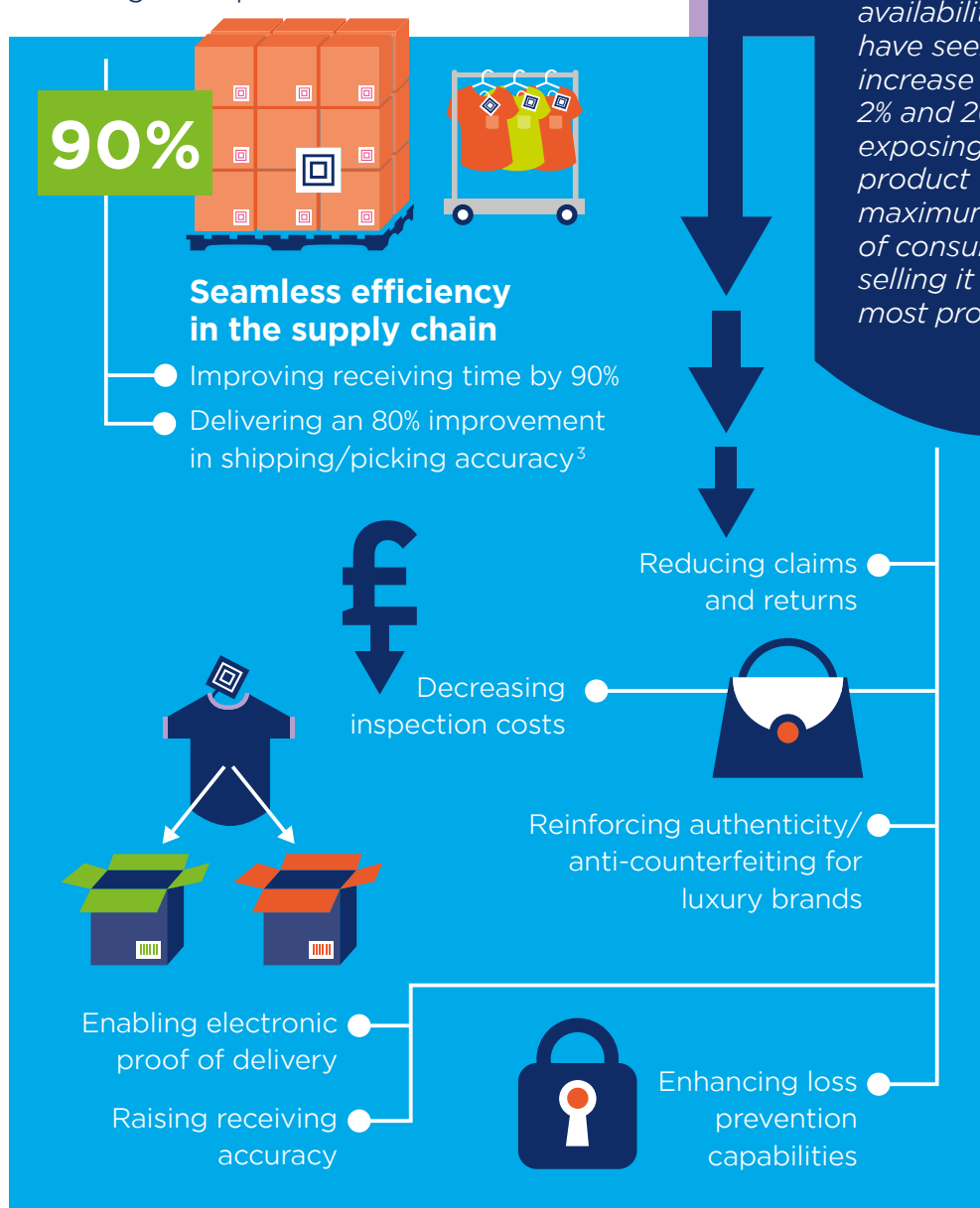
● **25 billion** RFID tags in 2020
in apparel, footwear and accessories

By implementing RFID technology based on GS1's EPC standard, retailers and brands can take advantage of their existing systems and processes, leading to a 25% reduction in the time it takes to implement RFID tagging at an item level.²



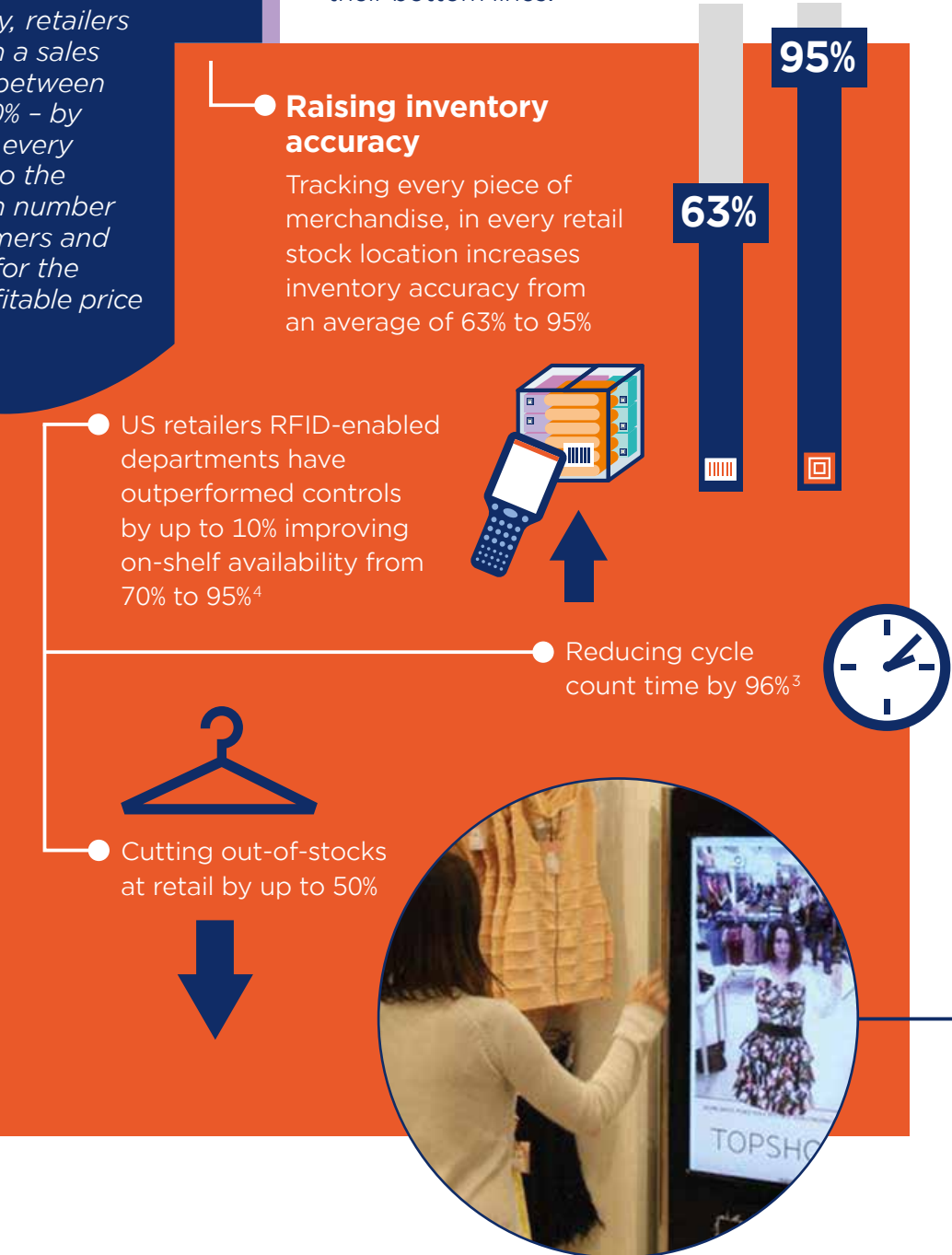
Manufacturer benefits

EPC-enabled RFID tagging helps brand owners improve the efficiency of their supply chain, increasing their speed to market.



Retailer benefits

Aside from improved fulfilment, EPC-enabled RFID adoption is helping retailers to increase their bottom lines.



Expanding inventory count rate

200 items per hour⁵ 20,000+ items per hour⁵



RFID is the enabler for a data driven personalised in-store experience. Through digital enhancements retailers can tailor their offering to an individual shopper, increasing cross selling opportunities, and boosting conversion rates by 40-60%⁶

The GS1 UK Apparel RFID Community helps you leverage your investment in an RFID item level tagging programme. Using EPC standards enables you to easily introduce RFID and quickly integrate it with your existing barcode and software systems. EPC standards and other GS1 standards pave your way to a faster, more cost effective deployment with a shorter ROI and less risk.

To learn more, visit www.gs1uk.org/rfidcommunity

¹ "Passive RFID Tag Market Sees Explosive Growth in 2014", RFID 24/7, November 2014

² "Barcode and RFID Convergence: Enabling Greater Visibility Through Standards", VDC Research Group, November 2010

³ Auburn University RFID Lab Studies, <http://RFID.auburn.edu>

⁴ "Omnichannel Leaders Reaffirm the Value of RFID", Retail Touch Points, September 16, 2014

⁵ BT Americas, www.globalservices.bt.com/us/en/products/trace_for_retail

⁶ "The Compelling Case for RFID - The whole really is greater than the sum of its parts", Kurt Salmon, June 2013

