

RFID solutions for fashion and clothing industry

The ultimate evolution of labelling

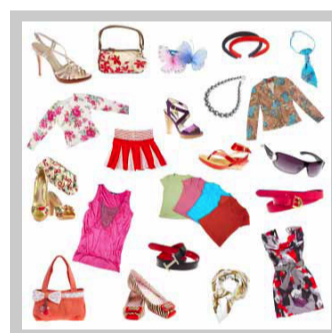
WHY ROTAS?

- ▶ Since 2000, Rotas has been manufacturing labels, cards and badges with HF and UHF RFID tags. Active tags are also available.
- ▶ Rotas has a production facility which is unique in Europe for high volumes, low costs, and quality assurance.
- ▶ Rotas employs the state of the art technology (Class1 Gen1, EPC certified) for customized applications, successfully operating even in extreme environments and conditions. Different sizes and frequencies are available to meet the standards of every part of the world
- ▶ THYSSEN KRUPP selects Rotas to solve a safety issue. DHL selects Rotas for logistics optimization. G8 ENERGY MINISTERS MEETING 2009 selects Rotas for access control...
- ▶ Rotas employs an integrated approach to packaging solutions. It handles a problem analysing it in all its different elements, each single component and all their technical correlations.



BENEFITS

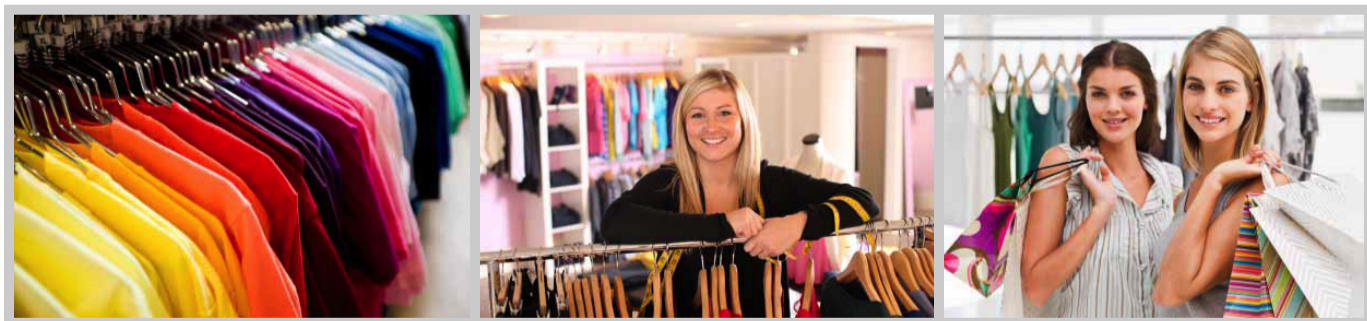
- ▶ Smart management of the production process
- ▶ Long-range readability
- ▶ High read rate – multiple items can be identified simultaneously
- ▶ Authenticity check and guarantee for each clothing item
- ▶ Selling point management simplification
- ▶ Time and personnel reduction
- ▶ Antitheft system
- ▶ Inbound-outbound flow of goods monitoring
- ▶ Complete real-time traceability
- ▶ Real-time information about sales



HOW IT WORKS

During the production process: from the textile to the final product, each item is identified by a **Tag**. The Tag code is recorded in a database, where it can be optionally related to more detailed information about item origin and characteristics. As the item passes through the different steps of the production process, a manual or automatic **reader** identifies it and communicates with a **software**, which makes it possible to view anytime all the information about each item in each production step.

At the selling point: in addition to reduce time and personnel necessary to manage each selling point, tags and readers are also effective as antitheft and authenticity check system, or to have real-time information about consolidated sales in multiple selling points, or to suggest other clothing articles that can match with a specific item. A complete system is available to take advantage of all the benefits offered by this technology through the entire fashion industry chain: to gain logistic efficiency, production productivity, smart selling point management (inventory, purchasing, etc), to make informed marketing and strategic decisions, to improve service to final consumer.



An example from the clothing industry

In: 110 boxes, 10.000 items

Manual reading time: 6 hours

RFID reading time: 36 minutes

Out: 520 boxes, 10.000 items

Manual reading time: 6 hours

RFID reading: 1.5 hours

For more information please contact our RFID Department: Tel.: +39 0422 433100 mail: rfid@rotas.com

We help your product to create plus value