



## **PRESS RELEASE**

### **RF-iT Solutions expands market leadership in the fashion segment**

*Textile and apparel retailers open up strategic competitive advantages with You-R® RETAIL, the leading solution for increasing inventory accuracy, by RF-iT Solutions.*

(Graz, 2009-11-30) – Retailers miss out on a considerable part of turnover because customers do not find what they are looking for on the shelves, articles are sold out or the required sizes are missing. For a more efficient management of goods, the contactless radio technology RFID (Radio Frequency Identification) offers an attractive complement to the barcode, which has so far been used. Based on this technology, the leading inventory solution You-R® RETAIL by RF-iT Solutions was developed. It makes inventory management and floor management easier to control and therefore more efficient. The tried and tested Auto-ID platform You-R® OPEN, which was also developed by RF-iT Solutions and is already running successfully in real operations in different industries, forms the basis.

#### **Standard solution facilitates entry**

Recently three German fashion retailers decided to apply You-R® RETAIL. Jakob Jost GmbH uses it to continuously collect inventory data of the retail spaces and has recorded a substantial improvement in inventory accuracy. This is the basis for correct and efficient ongoing stocking. The objective is to increase customer satisfaction significantly, which will ultimately entail an increase in turnover. In addition, the efficiency and feasibility with regard to the use of RFID in medium-sized companies is being evaluated in cooperation with GS1 Germany.

Trends & Brands is a multi-channel fashion retailer for designer and brand products. The products are sold via leading internet platforms, the company's own online shop and several outlet stores. As inventory accuracy has a direct effect on customer satisfaction through online evaluations and therefore on turnover, the RFID-based You-R® RETAIL solution turns out to be ideal to optimise processes in the warehouse and consequently in the stores. Inventories are available in real time and enable nearly 100 percent reliable delivery and highest customer satisfaction.

The German fashion retailer K&L Ruppert is the first vertically organised clothing retailer to rely on the advantages of the cost-efficient solution by RF-iT Solutions. Within the current project, the innovative RFID technology is used to label goods and take stock, allowing lower inventories while at the same time increasing the availability of good in retail spaces.

#### **Expansion of market leadership**

The field-tested applications clearly show that enormous efficiency potential may be tapped by using You-R® RETAIL in the apparel industry, for manufacturers or retailers, vertical or in the multi-channel segment. "The enhanced data quality resulting from article-specific inventory information leads to increased process efficiency because any article can be identified anywhere and anytime", emphasises Robert Paulus, Head of Sales at RF-iT Solutions. "Users find their benefit through this proven solution fast and cost efficiently, and benefit from an optimisation of storage capacity. This creates space and reduces tied capital. Ultimately, the customer benefits from it!", adds Managing Director Dominik Berger.

According to a study by the German consulting firm GCS, RF-iT Solutions holds a market share of 68% in the fashion segment. Based on long-standing experience and the focus on the fashion industry, the company has established itself as a provider of standard solutions and expanded its market leadership via new projects. The solution by RF-iT Solutions ensures cost-efficiency, modularity, extendibility, integrability and future sustainability through the middleware platform.

**Photo download in printing quality: [www.publishfactory.at/presse](http://www.publishfactory.at/presse)**

#### **About RF-iT Solutions GmbH**

RF-iT Solutions GmbH, Graz, Austria, a company operating in the area of RFID software and services, was established in 2005 through a management buy-out of the "RFID Software and Solutions" business unit of Infineon AG. RF-iT Solutions is the market leader in the strategic segments of the fashion and the automotive industries. The company provides RFID middleware and technology consultancy, devising comprehensive communications solutions to link together business processes, RFID technology and IT. With a staff of 36, the company focuses on the marketing and continued development of You-R® OPEN, a scalable Auto-ID software product and the world's leading RFID OPERating ENvironment, which serves as a platform for system integrators, software manufacturers and operators.

#### **Contact:**

RF-iT Solutions GmbH, Hans-Resel-Gasse 17a, A-8020 Graz

Tel.: +43/316/71 11 11, Fax: +43/316/71 11 11-900

E-Mail: [dominik.berger@rf-it-solutions.com](mailto:dominik.berger@rf-it-solutions.com),

E-Mail: [robert.paulus@rf-it-solutions.com](mailto:robert.paulus@rf-it-solutions.com), Internet: [www.rf-it-solutions.com](http://www.rf-it-solutions.com)