



PRESS RELEASE

GERRY WEBER optimizes retail processes with the brand new detego® RFID Starter Kit from RF-iT Solutions

(Graz, 2010-07-06) – This is what the fashion business has been waiting for! By now, small and medium sized retailers can benefit from the easy-to-use RFID technology. The detego® RFID Starter kit from RF-iT Solutions is the simple, cheap and extremely affordable way for putting that into effect.

In cooperation with GERRY WEBER International AG, RF-iT Solutions, the market leader in RFID solutions for the fashion industry, and Pranke GmbH have created a package for directly managing stocks using the innovative RFID technology in the retail industry.

From this summer on, all items from the lifestyle company GERRY WEBER will be equipped with RFID tags. As a result, each retailer who sells GERRY WEBER products can now also benefit from this technology.

One key benefit is an improved inventory management. Retailers can register all deliveries and the current inventory with a hand-held device and automatically check for completeness. "A nearly 100% product availability while simultaneously lowering processing costs - RFID has a huge potential," says Robert Paulus, senior vice president at RF-iT Solutions enthusiastically. Heinz-Erich Ohnezat, managing director of Pranke GmbH adds: "Electronic Data Interchange will exploit new potential in shop management and efficient replenishment of goods."

In that respect, GERRY WEBER itself sees a major advantage. Thanks to the transparent inventory data, the supplier can quickly detect an out of stock situation and close it immediately. Customers who find their preferred products at the shop are satisfied customers who come back and display tremendous brand loyalty.

"The RFID Starter kit provides a quick and efficient entry into an RFID-based inventory management for our retailers and that in all major European languages", ensures Dr. David Frink, managing director of IT, logistics and production at GERRY WEBER.

The starter kit, consisting of the detego® SUITE modules Goods Inbound verification, Inventory verification and Electronic Data Interchange, has already been presented at GERRY WEBER's franchisers event in June. The topic of RFID found a very positive response there. Many store owners not only want to improve their goods inbound processes and their inventory management with RFID, but also use the technology directly for theft protection.

"With this starter kit, our retailers are able to benefit very quickly and easily from the advantages of the new technology, and earn money ", Christian von Grone, CIO of GERRY WEBER, is pleased to say and adds: "Now we can really kick off! The future of an efficient inventory management starts today."

About RF-iT Solutions GmbH:

RF-iT Solutions GmbH stands for expert consulting, successful project implementation and the development of advanced RFID solution modules. As the developer of the leading RFID platform detego® You-R OPEN and a leading European provider of integrated RFID solutions, RF-iT Solutions offers with detego® standard modules for the optimization of business processes. At the same time, we focus our research and development capabilities continuously on innovative technologies in the Auto-ID field, to create a clear value for our customers.

Since the founding in 2005, RF-iT Solutions witnessed a steady growth and has gained many new partners, employees and customers. Headquartered in Graz, where we are operating the RFID/EPCglobal Test CENTER, we are represented by branches in Germany, France and the UK. For further information about RF-iT Solutions GmbH and the solution modules of detego® please visit: www.rf-it-solutions.com

About Gerry Weber International AG:

More than 375 HOUSES OF GERRY WEBER, over 1,860 shop-in-shops as well as several mono-brand online shops successfully showcase the brands of GERRY WEBER International AG to consumers worldwide. The Fashion and Lifestyle-Company from Halle/Westfalen employs over 2420 people all around the world and produces a range of 25 million pieces every year. Today, the five brands - GERRY WEBER, GERRY WEBER Edition, G.W., TAIFUN and SAMOON by GERRY WEBER - are managed and designed under the umbrella of the holding company in Halle. Licensed products such as shoes and bags complement the range and the versatile fashion strikes the same chord with customers, whether in Berlin, Dubai or Ottawa. That is how Gerry Weber became listed on the stock exchange and a worldwide known fashion and lifestyle company. During the last financial year (31/10/2010) Gerry Weber International AG achieved a business volume of 594,1 Mio. Euro.

About Pranke GmbH

Pranke's core area of business is consulting companies in the process of implementing IT systems with focus on Electronic Data Interchange as well as on integrating electronic communication into existing systems.

Unlike mere EDI providers, who only concentrate on data transfer services, Pranke's attention focuses mainly on business process reengineering in order to fully take advantage of the potential and benefits of communication.

Pranke's Know-how is based on more than 10 years of EDI and EAI experience related with electronic communication in different industries .

Beyond that, Pranke has a solid background in organizational and IT projects.

Since 1991, Pranke has specialised in the textile and clothing industry.

A close cooperation with institutions and associations ensures Pranke's ongoing exposure to practical experience also outside the companies Pranke consults.

For more information please see: www.pranke.com

Media Contact:

Robert Paulus, E-Mail: robert.paulus@rf-it-solutions.com

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

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

Internet: www.rf-it-solutions.com