



Productivity and Security



General Vision

Problem: With big volume and variety of products in carts, the purchase time was too high, taking 1 hour to finish a 500-items purchase.

Solution: Usage of RFID tags in products and readers in portals where the carts go through with the products. And handheld readers to help inventory conference in case the shelves need to be replaces.

Advantages: Less processing time and human error, accuracy in product delivery: what is being bought is exactly what is being delivered and more logistic agility.

Benefits: 65% more agility from purchase to product delivery.

Target: Retail and Logistics.

Brascol: Mega Polo Moda Mall - Inventory Control and Expedition Agility

Brascol is the biggest wholesaler and distributor of baby and children's fashion in Brazil. In the market for 25 years, the big wholesale also offers to its customer exclusive lines of children's footwear, bed, table and bath products, underwear, beachwear, pregnant underwea, and also accessories, toys and children perfumery. The Brascol Mega Store is located in the MEGA POLO MODA mall, an important region for the fashion market in São Paulo. It impresses for its structure, convenience, attendance and mainly, prices and deadlines. Having an impressive variety of products, Brascol also makes available to its customers the convenience of buying through its exclusive Call Center, where all the purchases are made through a simple telephonic call.

ITAG Tecnologia is where you find all solutions for RFID projects in the same place. ITAG offers all those benefits through its RFID product line, which has many advantages such as: better process quality control, operational cost reduction, avoiding human errors, improved process speed due to their automation and increase in customer satisfaction. As it is a complex technology, there are some difficulties which companies face during the installation of the RFID system. These difficulties end up disencouranging the capitalizing in this area. With this, ITAG appeared, which is the first company in Brazil to offer all necessary resources to the installation of an RFID project. It is considered the first brazilian integrator specialized in textile area to generate the EPCN GEN2 code, homologated by GS1.



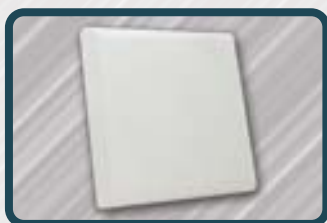
Ideal Products for the Solution



100.166 - Edge-50 TCPIIP

The EDGE-50 is an UHF RFID reader of small dimensions and high performance, based in the powerful M6-e module, and supports monostatic antennas and communicates through Serial RS-232 or USB. It also has an API for software development in C, .NET and Java.

For more information about this product, [click here](#).



500.277 - Monostatic Compact Antenna

The monostatic compact antenna has great performance, resistance and design. Approved in several tests, it can be used on internal and external environments, with inox and aluminum metallic parts. It can be used along with any ACURA UHF RFID reader that supports monostatic antennas.

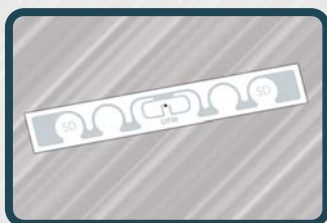
For more information about this product, [click here](#).



500.320 - Handheld AT-870

The Smart AT-870 offers the capacity to combine various functions on a single robust and profitable solution. From reading barcodes to RFID labels with cellular and wireless connectivity, the Smart AT-870 transfers data from the workfield to your office. The Smart AT-870 has a design that allows a customized configuration, allowing you to create the adequate unit to cater to your needs.

For more information about this product, [click here](#).



500.495 - AcuTag UHF ShortDipole

The AcuTag UHF ShortDipole is ideal for diverse environments as it can work with great efficiency in most parts on applied surfaces, except metallic. It has great performance for pallet, package and item identification.

For more information about this product, [click here](#).

About the Solution

The Client: Brascol is the biggest wholesaler and distributor of baby and children's fashion in Brazil. In the market for 25 years, the big wholesale also offers to its customer exclusive lines of children's footwear, bed, table and bath products, underwear, beachwear, pregnant underwea, and also accessories, toys and children perfumery.

Proposed Challenge: Reduce operating costs, decrease merchandise expedition time, precision in inventory conference using RFID technology.

Equipment: EDGE-50 readers, Monostatic Antennas, Shortdipole UHF tags and AT-870 readers.

Solution: Usage of UHF labels and readers to identify products put inside the cart. Handheld readers to increase the process speed of verifying storage and items inside vendor's boxes.

Functioning: The tag is applied to the products in the vendor. When it arrives at the store, the merchandise verification is done through the AT-870 readers,

which identify the items contained in the box just by approaching it with the reader. This speeds up the conference process. When the customers take the products from the shelves and put them into the carts, they are verified by the AT-870 reader, speeding up the purchase process, and, after the purchase, the carts go through portals which verify the merchandise through the EDGE-50 reader, which identifies the products associating them to the customer, avoiding errors and speeding the logistic process in 65%, which is better for the customer.

Features / Practical improvements: With this automated system, errors are avoided, the servicing is improved, and the logistic process is faster.

Gains / Benefits: Avoiding product miscarriages, human errors, security is increased, inventory reposition and purchase process are faster.



Testimonies



"After implanting the RFID system, they don't wait more than 20 minutes. It is about a huge gain of agility which is directly noticed by the customers. We believe this will bring quality and loyalty from our customers".

"Many have limited time to leave with the bus and a time saving is synonymous of service provision. We were even complimented by older customers who noticed the great agility in seeing their products being issued from expedition in few minutes".

Nina, Brascol General Manager



"We distribute to our customers great volumes of products every day".

Nina, Brascol General Manager



"We need to be able to manage our inventories knowing exactly what is being received".

"The accurate information veracity allows us to make an inventory management and better control the process. This is one of the best gains RFID brings to our operation".

"The expected countermeasure is receiving the correctly RFID-labeled products from the vendors, so that we can quickly receive all the material that was bought".

Patrícia Cardenaz, Shopping Manager

ACURA has a focus on the market of general identification, with emphasis on RFID (radiofrequency identification), providing RFID Tags (Transponders), Proximity Cards, RFID Readers and Data Collectors.