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## AT BRAZILIAN RETAILER, RFID TRACKS MERCHANDISE FROM MANUFACTURER TO CUSTOMER



RETAIL

### **Brazilian retailer Memove has recently started using RFID to track and control inventory throughout the supply chain.**

Over the years we've seen how RFID technology can be put to imaginative use, applied to everything from [music festivals](#) to [eco-grave tracking](#) to the [feeding of cats](#). The latest spotting was at Brazilian fashion store [Memove](#), where RFID was recently installed to track and control inventory throughout the supply chain. Memove's clothing manufacturers in Brazil, China and elsewhere begin by sewing an EPC Gen 2 passive RFID label into each item, according to a [report](#) in [RFID Journal](#). With that in place, items are carefully tracked as they make their way to the distribution center and then the store, their arrival at which automatically updates the store's inventory system. Also on hand at each store is an RFID-enabled trolley that need only be rolled through the aisles to update inventory in minutes. Dressing rooms are connected as well so as to track how many items enter and leave each stall. Shoppers, meanwhile, can check themselves out securely by placing all their items in a dedicated RFID-enabled basket, which calculates the total price. Once the customer has paid by debit or credit card at the POS terminal, the basket automatically updates inventory and erases each RFID label's encoded ID number so that alarms won't sound as the shopper exits the store. In the event the consumer later returns an item, RFID codes can be reprogrammed — but only if the tag hasn't yet been washed. If it has, the tag can't be re-encoded and the store refuses the return. Launched last October, the RFID project at Memove has [reportedly](#) proven so successful that VGB Global Brands, the brand's parent company, now plans to deploy it in its Siberian and Crawford chains as well. Retailers around the globe: food for thought?

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Website: [www.memove.com.br](http://www.memove.com.br)

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