



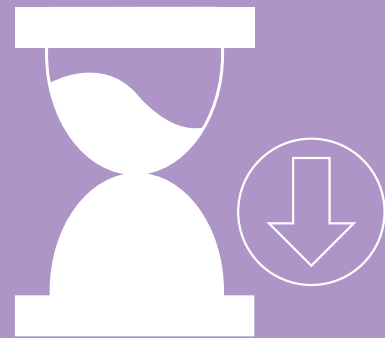
KOOKAÏ boosts supply chain visibility and improves customer experience with RFID

Challenge

KOOKAÏ wanted to remove any customer dissatisfaction from out-of-stock items or missed sales due to inventory inaccuracy in its stock file.

Solution

KOOKAÏ has tagged all the garments it manufactures with an integrated RFID Printed Fabric Label (PFL) catering for multiple languages. Avery Dennison has been able to offer an RFID labelling solution that is able to capture and manage the item level data, enabling the brand to track the inventory process from production to quality control and then to finished goods. Stocktakes can now be done daily instead of twice-yearly which enables KOOKAÏ to provide accurate stock updates to its customers in real time.

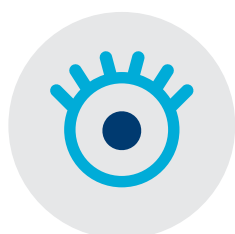


- Inventory counts cut from days to 30 mins
- Can count 30,000 items in 30 mins

Kookai

KOOKAÏ is an Australian-owned global women's fashion label with the majority of its collection produced out of its own manufacturing facilities in Fiji and Sri Lanka, as part of KOOKAÏ's overall pursuit of an ethical and meaningful existence.

KOOKAÏ decided to implement radio frequency identification (RFID) technology from Avery Dennison to precisely track all items within its supply chain, speed up check-out times and provide consumers with extra information about the products they enjoy via new interactive experiences.



Identify = EPC



Capture = EPC/RFID

"By digitising the stock receipting process we can eliminate the need for manual counting of deliveries, leaving our sales assistants free to put the focus back on the customers rather than administration. We have been able to significantly reduce our stock availability buffers on our "Find in Store" function online, with confidence that the stock will actually be available."



KOOKAÏ | **Viktor Vagner-Cromb**
CEO
Kookai



About Avery Dennison

At **Avery Dennison Smartrac**, we provide a suite of digital ID technologies that authenticate product history, provide tracking and inventory solutions and enable richer consumer encounters.

As the world's largest UHF RFID partner, we offer solutions for multiple industries, from retail apparel and food to healthcare, automotive, logistics and aviation. Our pioneering approach to RFID is proven to increase inventory accuracy, improve supply chain agility and enhance visibility across all channels. Most of our inlays meet global industry standards and are available with or without adhesive, as such are suited to countless applications, requiring and delivering outstanding performance.

Results

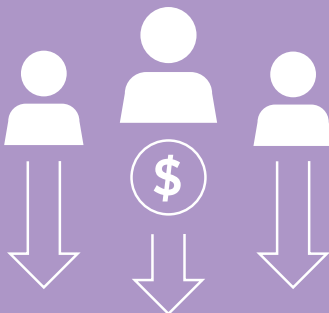
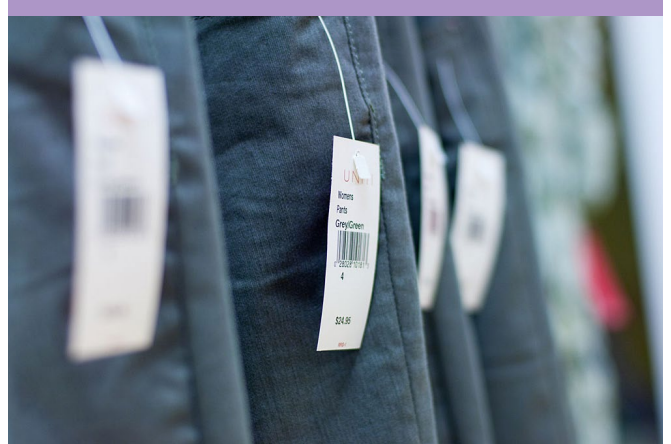
Kookai has cut inventory counts from a few days to 30 minutes as a result of implementing radio frequency identification (RFID), from Avery Dennison at its manufacturing facilities in Fiji and Sri Lanka. At the Fiji factory, Kookai data indicates that 30,000 items can be counted in just 30 minutes. Kookai is also experiencing benefits in-store by reducing its out-of-stocks and gaining visibility into inventory levels so that re-stocks can be increased ahead of time for fast-selling items.

Ultimately, all clothing and stores will be equipped with RFID enabling it to precisely track all items within its supply chain, speed up check out times, enable online orders to be fulfilled from local stores and provide consumers with extra information about the products they enjoy via new interactive experiences. It also means that any products Kookai has not produced itself deliver the same in-store benefits for staff and their customers and effectively eliminates the need for any stock to be counted or tracked manually.

“ For companies looking to solve inventory accuracy issues impacting on Retail Operations, Supply Chain, Loss Prevention and Marketing, RFID is a great enabler. There is no other known technology that can do this and provide results which continue to increase over time. Given the nature of the transformation, RFID is best driven from the top down at the start. As the project gathers momentum, involve the people who will use the technology every day to secure their support too. Tip: This is not an IT lead project! ”



Sean Sloan
Market Development Manager
Avery Dennison Smartrac



RFID enables:

- 99% inventory accuracy
- 10 times faster stock counts = lower labor costs