



THE RFID COALITION

Working together to improve visibility and inventory accuracy in the Australian retail marketplace

WHO WE ARE

The RFID Coalition is a group of likeminded retailers, suppliers, solution providers and Associations collaborating to ensure that Australian retail remains competitive on a global scale.

RFID technology is rapidly evolving and the ability to leverage its benefits are increasing. The RFID Coalition are committed to implementing standards and RFID technology to improve inventory accuracy and visibility within the retail supply chain.

WHAT WE DO

Working together in a non-competitive and neutral environment, we share projects, experiences, solutions and case studies to benefit the industry.

RFID presents an amazing array of opportunities to help solve and improve a raft of existing and well-known retail issues. From stocktake to loss prevention, as well as improving the customer experience, RFID has already proven it can be the foundation for these projects and many more.

WHY JOIN?

RFID projects are transformational and exciting! However, in Australia we have no central body when it comes to resources or knowledge gathering. This group is designed to:

- **Educate**
- **Inform**
- **Network**
- **Support**

This group is focused on understanding the benefits and accelerating the use of RFID technology within retail across Australia.

WANT TO LEARN MORE OR ATTEND A MEETING?

Contact us to find out more on how you can get involved.

Web: www.rfidcoalition.org

Email: contact@rfidcoalition.org

“ We see the acceleration as necessary to ensure we can remain competitive and we also recognise the broad range of benefits that RFID technology can bring to retailers specifically relating to inventory accuracy and visibility. ”

GARY STONES

National Retail Operations Manager, Myer





COMPANIES SUPPORTING THE WORK OF THE RFID COALITION

