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RFID News Roundup

BY RICH HANDLEY

GS1 Australia unveils new RFID coalition.

Jun 30, 2022 *Presented here are recent news announcements in the radio frequency identification and Internet of Things industries.*

GS1 Australia Unveils New RFID Coalition

GS1 Australia (<https://www.gs1au.org/>) has announced the formation of the RFID Coalition (<https://www.rfidcoalition.org/>), which will help businesses implement RFID technology or investigate its benefits. GS1 Australia says RFID is gaining ground in Australia and abroad, and the coalition, according to its website, comprises "a group of likeminded companies, suppliers, solution providers and associations who have come together to collaborate and ensure that Australian supply chain remains competitive on a global scale. RFID technology is rapidly evolving and the ability to leverage its benefits are increasing."

The RFID Coalition is focused on improving visibility within supply chains and boosting inventory accuracy through the implementation of standards and RFID technology. Working together in a non-competitive and neutral environment, its members share projects, experiences, solutions and case studies to benefit the industry. RFID, according to the coalition, "presents an amazing array of opportunities to help solve and improve a raft of existing and well-known 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. This group is focused on understanding the benefits and accelerating the use of RFID technology within supply chain across Australia."

"If the recent pandemic has taught business anything, it is that everyone wants what they want visible, available and accessible," GS1 Australia said in a prepared statement. "You need to know where your stock is coming from, how much of it is available, where it is assigned, how it is getting there and when it gets there. Timing is everything now and patience, in business, is not a virtue.

Implementing RFID requires an investment, yes, but the long-term benefits greatly outweigh the cost. Tagging now is not only more affordable, but it is fast becoming a compelling business case for many organizations."

To form the RFID Coalition, GS1 Australia brought together retailers, brands, solution providers and trade associations to help the Australian supply chain keep up with global market and industry trends. Now the coalition is expanding beyond its retail focus to include other industries. The group meets quarterly to share projects, experiences, solutions and case studies, and to provide a forum for members to learn, network and nurture support in a non-competitive environment. The coalition will hold its annual in-person meeting on Aug. 24. For more information, visit the group's website.



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