

Nedap signs contract with Desigual

Dutch RFID anti-theft technology wins over Spanish fashion chain

Groenlo, the Netherlands – Dutch technology company Nedap Retail has signed an important deal with Desigual, the globally known fashion brand from Spain. Desigual was won over by the advantages of Nedap's electronic RF/RFID technology to prevent theft. After a short pilot project Nedap was asked to equip all Desigual mono-brand stores with its RFID-ready systems.

Nedap's mission is to be a practical, dedicated and forward-looking partner in retailing. True to its corporate philosophy, to provide 'technology that matters', Nedap is planning to introduce more innovations that make RFID an integral part of retailing. One example is the recent release of ID Hand, a handheld device that makes in-store stocktaking faster, easier and more reliable.

The agreement covers equipping all future Desigual stores as well as removing all currently installed electronic article surveillance (EAS) systems. These will be replaced by Nedap security gates, which support both RF and RFID functionality.

By introducing RFID-ready technology in all its stores Desigual has invested in a future-ready solution so it can continue to stand out in its market.

The agreement between the two companies was signed at Desigual's headquarters in Barcelona.

About Desigual

With 2,900 employees, 200 mono-brand stores, representations in 1,700 department stores and 7,000 authorized dealers, Desigual is one of the world's largest fashion chains. Established in 1984, the brand distinguishes itself through its asymmetry and use of color. In 2010, its global turnover exceeded 440 million Euro. This year Desigual is investing 100 million Euros in 80 new flagship stores in Europe, Asia and the United States.

About Nedap Retail

Nedap Retail develops and supplies innovative, sustainable solutions for managing and securing stores. Our worldwide operations are supported by a global network of certified partners and cooperation with leading international brands. Nedap systems are future-proof (RFID-ready), cost-efficient and eco-friendly thanks to their low energy consumption Nedap N.V. was established in 1929 and has been listed on the NYSE/Euronext since 1947.

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