



Transparent flow of goods

Adler Modemärkte AG

ADLER MODEMÄRKTE AG, HEADQUARTERED IN GERMANY, IS ONE OF GERMANY'S LARGEST TEXTILE RETAILERS. THE COMPANY'S STORES ARE LOCATED IN GERMANY, AUSTRIA, LUXEMBOURG, SWITZERLAND PLUS A WEBSHOP. THE COMPANY FOCUSES ON LARGE-SPACE CONCEPTS OFFERING IN EXCESS OF 1,000 M2 OF RETAIL SPACE. WITH ITS MANY OWN BRANDS AND SELECTED EXTERNAL BRANDS, ADLER OFFERS A DIVERSE PRODUCT RANGE TO THE TARGET GROUP OF 45+.

CUSTOMER CHALLENGE

Adler Modemärkte AG desired a complete RFID solution to boost sales by significantly increasing the stock accuracy, achieving full transparency of the flow of goods and enabling continuous replenishment of the entire range of textiles without errors. Ideally, the increased process efficiency accelerates workflows and has a positive impact on customer service levels.

NEDAP SOLUTION

Adler selected Nedap's fixed RFID readers to achieve item-level identification at the checkouts, the store entrances and the areas between the stockroom and the sales floor. In all stores, RFID technology is used to continually update stock quantities, correctly trigger repeat orders and avoid out-of-stock situations. The fixed RFID readers are used to trace the merchandise

FAST FACTS

Application: Stock management & loss prevention

Stores: 170 Technology: RFID
Countries: 4 Product: !D Gate / !D POS

and prevent losses. For this, existing Nedap article surveillance systems in the Adler fashion stores could be upgraded from RF to RFID technology by adding an RFID reader to the already installed antenna. This served to significantly reduce the effort and costs required for hardware and installation.

Adler expects that the total amount invested for the technology roll-out will amortise itself by 2015 through revenue growth, increased profitability and greater customer satisfaction.