

C&A

Comprehensive Supplier Trainings to Realise Tagging at Source 全面供應商培訓 實現源頭標籤

“ The trainings have been well received by our suppliers. We are glad to partner with GS1 Hong Kong and the program has provided an ideal platform to spread knowledge of RFID and global standards to those manufacturers who have never been in touch with GS1 standards.

供應商對培訓的反應甚佳，很高興能與香港貨品編碼協會攜手合作，本培訓項目為從未接觸GS1標準的生產商提供了認識RFID及全球標準的理想平台。”

Joachim Wilkens, Head of Supply Chain Development
C&A Buying GmbH & Co. KG.



GS1 Standards used 應用的GS1標準

Global Trade Item Number (GTIN)

全球貿易貨品編碼

Electronic Product Code (EPC)

產品電子代碼

Solution(s)/Service(s) applied 推行方案/服務

RFID Item-level tagging (ILT) Supplier Support Programme

無線射頻識別(RFID)單品標籤系統供應商支援計劃

Challenge

The rapid growth of omni-channel retailing has not only altered consumer behaviours, but is also constantly reshaping the business strategies. The benefits of RFID in retail marketing is hardly refutable, as it enables higher level security, a more accurate inventory tracking and the obtainment of analytic frontline data for better consumer research. More and more companies have turned to RFID Item Level Tagging (ILT). But in Asia, many apparel suppliers are still new to this technology. To leverage the power of RFID to fuel success to omni-channel retailing, C&A had to familiarize about 600 manufacturers with this technology.

Prior to its partnership with GS1, C&A did not adopt RFID in any of its product, making difficult to provide a standardised training for its suppliers stationed in various countries, speaking different languages. The proposed large-scale, aggressive rollout in a short period of time is the major challenge.

Solution

In 2014, GS1 HK was appointed as the Program Manager in Asia Pacific Region to support the training for C & A's suppliers in the Asian region. A total of three supplier training sessions were conducted on behalf of the client in Hong Kong, Bangladesh and Shanghai. The training aims to introduce 80 representatives of C&A and its suppliers to the fundamental knowledge about EPC, RFID and specific tagging requirements.

After it tested RFID in a pilot scheme in 2014-15, C&A decided to proceed with roll-out preparation in November 2015. GS1 Hongkong and GS1 Germany have been asked to support C&A's supplier onboarding. By September 2016, around 240 stores in France and around 100 in Germany needed to be operative with RFID. More than 450 suppliers needed to be trained comprehensively by the end of February 2016.

GS1 developed EPC/RFID Tagging Guideline and standardised, tailor-made training materials, which are the foundation of onboarding. To cater for the suppliers across countries, materials are localised in several languages, including Chinese, Italian, French, English, Turkish and German.

Within 6 weeks, more than 250 suppliers have been trained, with 19 sessions held in 11 countries. More than 500 people have been trained by April 2016. GS1 HK covered hubs in Hong Kong, China and Bangladesh. Suppliers are also certified for RFID Level Tagging (Level 1) after they passed a test.

挑戰

全渠道零售的快速增長不僅改變了消費者行為，而且不斷重塑企業制定策略的方式。無線射頻識別(RFID)在零售營銷中的優勢效益毋庸置疑，因為它能夠實現更高水平的安全性、更準確的庫存追口，亦助零售商取得前線數據以進行更好的消費者研究。越來越多來自全球服裝行業的公司已經套用RFID單品標籤(ILT)。但在亞洲，許多服裝供應商仍然對這門技術十分陌生。要借助RFID的功能以打造成功的全渠道零售，C&A必須讓600家製造商熟悉這門科技。

在與GS1合作之前，C&A沒有在其任何產品中採用RFID。要為全球各地使用不同語言的供應商提供標準化培訓十分困難。而在短時間內大規模地推出這種方法更是難上加難，充滿挑戰。



解決方案

於2014年，GS1 HK獲任命為亞太地區的項目經理，以支持C&A亞洲地區的供應商培訓，並代表客戶在香港、孟加拉和上海舉辦了三次供應商培訓班。培訓班讓約80名C&A及其供應商代表獲得有關EPC、RFID和特定標籤要求的基本知識。

在2014-15年試驗過RFID後，C&A決定於2015年11月進行推出準備，並由GS1 HK和GS1 Germany支援C&A的供應商。在2016年9月之前，在法國約240家商店和德國約100家商店需要使用RFID操作。在2016年2月底之前，超過450家供應商需要接受全面的培訓。

GS1率先開發了EPC/RFID標籤指南，度身訂造標準化的培訓材料，這是入門的基礎。為了滿足不同國家供應商的需要，培訓材料已翻譯為多種語言，包括中文、意大利文、法文、英文、土耳其語和德文。

在六週內，超過250個供應商接受了培訓，並在11個國家舉行了19次會議。截至2016年4月，已有超過500人受訓。GS1 HK覆蓋香港、中國和孟加拉等中心。供應商通過測試後，還可獲得RFID級別標籤(一級)的認證。



Benefits

The solutions and services provided by GS1 have brought a threefold win to C&A, the local suppliers, as well as the consumers.

To C&A:

- GS1 onboarding sessions were able to educate a large number of suppliers in a very short period of time, and provided a solid basis of success to the RFID project.
- The implementation of RFID enabled C&A to catch up with the trend of omnichannel retailing by leveraging the power of RFID.

To local suppliers and manufacturers:

- have got a quick overview of GS1 standards and understand of the advantages the standards bring to supply chain.
- As RFID are highly sought after all over the world, suppliers are powered with RFID knowledge and certified with item level tagging techniques, enable them to better serve customers meeting the supply chain visibility need.

To consumers:

- As RFID enables faster and more accurate inventory and easier item search, information like item location and availability could be obtained fast and enjoy a more pleasant shopping experience.

效益

GS1提供的解決方案和服務為C&A、當地供應商和消費者帶來了三贏局面。

對C&A:

- GS1入門班能夠在短時間內為大量供應商提供培訓，並成功為RFID項目的實施打好穩固基礎。
- 採用RFID令C&A能夠借助它趕上全渠道零售的趨勢。

對於當地供應商和製造商:

- 快速了解GS1標準並了解標準對供應鏈帶來的優勢。
- 由於RFID在世界各地受到廣泛追捧，供應商全面掌握RFID的知識，並通過物品標籤技術認證，使他們能夠滿足客戶對供應鏈透明度的需要。

對於消費者:

- 由於RFID可以讓庫存管理更快、更準確，讓貨品搜索更容易，因此消費者也能夠快速地獲得貨品目的地點及庫存資料，享受更愉快的購物體驗。

About the company 公司簡介

Founded in 1841 in the Netherlands, C&A is a family-owned international Dutch chain of fashion retail clothing stores. With its European head offices in Vilvoorde, Belgium, and Düsseldorf, Germany, it now has 1575 stores across Europe and 35700 employees worldwide. Embracing the values 'acts responsibly in everything we do', C&A is committed to leading the industry toward greater accountability, lower costs, coupled with higher quality and a more sustainable approach. For generations, C&A has successfully led the way in offering more affordable clothes in the latest styles and fashion.

C&A於1841年在荷蘭成立，是一家家族式經營的荷蘭國際時裝連鎖店。其歐洲總部位於比利時菲爾福爾德及德國杜塞爾多夫，目前在歐洲擁有1,575家門店，在全球擁有35,700名員工。C&A的企業價值是「為我們所做的一切負責」，致力引領行業加強問責、採取更低成本、更高質素和可持續的方法。C&A世世代代成功引領潮流，提供最新款時尚的服飾。