

## Some companies tagging goods to meet RFID mandates are missing an opportunity to cut costs and increase sales.

By Mark Roberti

Aug. 6, 2007—"We're doing the minimum, and we will continue to do the minimum." That's what I was told recently by an executive at a company that has been required to use radio frequency identification on products shipped to one of its largest customers. This executive, who requested anonymity, said his company is not using the data provided by its customer and doesn't see any benefit to RFID whatsoever.

I know the attitude of this person and his company is not unique—and I find it totally befuddling. RFID has become a cost with little or no benefit to this company, yet many other companies are achieving benefits by using the RFID data provided by retailers. Why wouldn't you want to join them?



Perhaps this company's CEO doesn't believe the benefits are real, or perhaps he doesn't know what benefits can be achieved from using RFID data. Yet RFID *is* delivering value for companies in many industries.

Companies looking to offset the cost of tagging goods and potentially achieve a return on their RFID investment can learn how other companies use Electronic Product Code technology to achieve real business benefits at [EPC Connection 2007](#), a Chicago-based conference and exhibition we are producing with [EPCglobal North America](#) on Oct. 2-4. It's interesting to note that some companies that adopted RFID were not required to do so. Here's a sampling of the companies that will present case studies—you can view the complete EPC Connection

agenda [online](#):

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RFID is delivering benefits across many industries today. In fact, so many apparel and footwear manufacturers and retailers are achieving real business benefits from RFID that we've devoted an entire event to it. The [RFID Journal—AAFA Apparel & Footwear Summit](#) features case studies from [Dillard's](#), [New Balance](#), [Esquel](#), [Lemmi Fashion](#), [Falabella](#), [Nick Tentis](#) and others. They will share how they are improving manufacturing, supply-chain and in-store operations.

The benefits, of course, are not limited to companies in North America. In many areas, European companies are ahead of their U.S. counterparts in using RFID to drive business value. Early adopters in a wide range of industries across Europe are also realizing benefits from RFID. [RFID Journal LIVE! Europe 2007](#) has case studies from [Airbus](#), [Container Centralen](#), [DHL](#), [Metro](#), [Rolls-Royce](#), [Sony](#), [Vicaima](#), [Volvo](#) and others.

Perhaps one reason companies are reluctant to explore the benefits of RFID is because they believe it's an all-or-nothing technology—that is, you have to deploy it either throughout your operations, or not at all. Nothing could be further from the truth. The success stories being presented at our fall events almost always involve target applications with limited investments. Once these applications deliver value, the reader infrastructure can often be used to add additional benefits at little or no incremental cost.

With so much evidence that RFID can benefit companies of almost any size, and in any industry, it's hard to comprehend why some executives are still reluctant to educate themselves about the technology.

*Mark Roberti is the founder and editor of RFID Journal. If you would like to comment on this article, click on the link below.*