

Avery Dennison, Motorola and Vue Technology will run a live "Dock to Stock" demonstration at the RFID Journal—AAFA Apparel & Footwear Summit, illustrating how RFID can deliver benefits throughout the supply chain.

Aug. 6, 2007—RFID Journal, the world's leading media and events company covering radio frequency identification (RFID) technology, and the [American Apparel and Footwear Association \(AAFA\)](#), a trade association for the apparel and footwear industries, announced today that RFID technology providers [Avery Dennison](#), [Motorola](#) and [Vue Technology](#) will run a live demonstration at the [RFID Journal—AAFA Apparel & Footwear Summit](#), to be held in New York City on Aug. 20-22, 2007.

The demonstration is designed to illustrate how RFID can deliver benefits along the apparel and footwear supply chain, from manufacturing and distribution to a store's back and front end. It will showcase in-plant printing for source tagging; association of item-level tags to carton tags; generation of advance shipping notices; shipping order verification; automated receiving; near-real-time item-level inventory visibility, with notifications of out-of-stocks, automated replenishment and identification of misplaced items; and a customer-facing RFID application, including the fitting-room Magicmirror, which enhances the customer experience, reduces shrinkage through visibility and encourages adjacent sales.

"Each of these applications has significant benefits for apparel and footwear manufacturers and retailers," says Phil Calderbank, director of global marketing for RFID and security at Avery Dennison's Information & Brand Management Division. "When you put them together in an end-to-end solution, the way we have with our partners, the return on investment is tremendous."

"Apparel and footwear companies have been looking for an integrated solution that can be deployed today in a cost-effective way," states Mark Roberti, founder and editor of RFID Journal. "They now have one, and they'll be able to see it and touch it at the RFID Journal—AAFA Apparel & Footwear Summit." The Summit focuses on the benefits of using RFID technologies in the apparel and footwear industries, he says, and features speakers from companies around the world that are using RFID to achieve real business benefits—reduced costs and increased sales—today.

Featured speakers at the event will include:

- Bill Holder, CIO of [Dillard's](#)
- Frank Cornelius, RFID project leader for [New Balance](#)
- Cristian Astaburuaga, RFID project team leader at [Falabella](#)
- Bridget Chan, CIO of [Esquel Group](#)
- Nick Tentis, managing director of [Nick Tentis](#)
- Götz Pfeifferling, CIO of [Lemmi Fashion](#), a European apparel company that has expanded the use of RFID throughout its operations
- Philip Calderbank, director of global marketing for RFID and security at [Avery-Dennison RFID](#)
- Marshall Kay, RFID practice leader at [Kurt Salmon Associates](#)
- Patrick Javitt, apparel representative for [EPCglobal](#)

- Mark Roberti, editor and founder of RFID Journal

"I'm pleased that this event is helping to educate our members, and the apparel and footwear industries at large, about the benefits they can achieve with RFID technologies today," said Mary Howell, VP of industry relations for the AAFA. "This is the only event where companies in these two industries can see solutions like this, and hear case studies presented by many of the leading early adopters."