

# Fashion retailer Brownie chooses Nedap's !D Cloud RFID software solution ☆

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Nedap has signed an agreement with the fast-growing Spanish fashion retailer Brownie for the supply of its Radio Frequency Identification (RFID) software solution !D Cloud. Brownie uses !D Cloud to raise the in-store stock accuracy of its stores. The roll-out took place from May to June 2017.

Albert Puyol, CEO at Brownie: "The implementation of Nedap's RFID software is the first step in our digitalization process. This technology gives us the stock accuracy level that we need to be a real omnichannel player. Using !D Cloud, we have more insight in our operations than ever before. We now know the product availability and stock depth for each store and even per location within each store."

## Insights into actual stock data

Nedap's !D Cloud software suite is specifically developed for retail applications to raise a retailer's stock accuracy. Detailed insights into the actual stock levels also make it possible to connect the stock of physical stores with the retailer's online platforms and offer services like Click & Collect. During the pre-rollout in three stores, Brownie evaluated the user-friendliness and effectiveness of the solution. Puyol adds: "We now have an RFID solution that not only gives us a better stock accuracy, but is also easy to use for our store staff. This significantly increases its effectiveness."

## RFID in the cloud

At Brownie, all items are source tagged with an RFID label on the hangtag. In the stores, staff members perform a weekly cycle count using an RFID handheld reader and the !D Cloud app on a mobile device. !D Cloud then translates the collected data into comprehensive lists that highlight the differences between Brownie's Enterprise Resource Planning (ERP) system and the RFID count. Consequently, the causes of stock differences, through losses or administrative errors, can be identified and dealt with more quickly. Puyol concludes: "With the implementation of !D Cloud, we have access to structured and up-to-date information that allows us to make better decisions and significantly increase our sales."

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### About Brownie

Brownie was founded in 2006 in Barcelona by Juan Morera and Mercedes Ortega. Thanks to their knowledge and expertise in the fashion industry, they decided to create a homemade clothing brand, almost artisanal, with noble raw materials and whose target includes both teenager and mature women. With more than 25 stores in Iberia, currently expanding their business to international marketplaces. Brownie is growing quickly, having consolidated its business and getting double of its sales in 2016.

### About Nedap

Since the company's founding in 1929, Nederlandsche Apparatenfabriek 'Nedap' N.V. has been manufacturing smart technical applications for the challenges of today and tomorrow, and selling them all over the world. Headquartered in Groenlo in the Netherlands, Nedap boasts a workforce of approx. 780 employees and operates on a global scale, while the company has been listed on Euronext Amsterdam since 1947.

Nedap helps retailers permanently prevent losses, optimize stock levels and simplify the multi-store retail management.



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