



ADLER tentatively green-lights use of RFID

Wireless tags to improve stock availability and boost sales

Haibach (near Aschaffenburg), April 11, 2012. Textile retailer Adler Modemärkte AG has taken the next step in applying RFID technology universally throughout its retail network. The Company's RFID Steering Committee has now given the green light to introduce a pilot programme that will thoroughly test and optimise all functional system components and the hardware at up to four additional stores. Previously, there had only been one prototype test at the ADLER Modemarkt store in Weiterstadt, Germany, which tested the sustainability of RFID-based processes using the existing system components of various suppliers.

With the exception of individual lines of accessories, ADLER's solution aims to employ RFID technology throughout the entire textile business area, with a total of approximately 30 million chips being used per year in the final stages. Subcontractors will send the RFID chips directly to contractors and suppliers. The chips can be removed immediately after the apparel is purchased. The ADLER RFID system contains an integrated electronic article surveillance (EAS) system. "We expect the system to significantly improve the accuracy of our inventory management with the aim of keeping the most popular articles in stock on the sales floor at any given time. Accordingly, we anticipate not just increased sales, but that our service personnel will have greater floor presence and be better able to assist our customers," explained Roland Leitz, the Project Director at ADLER. ADLER also expects the process optimisation across the entire supply chain, less retail shrinkage and easier inventory controls.

ADLER's decision in favour of the pilot programme also represents a decision concerning the participating system suppliers following an extensive evaluation. Adler Modemärkte AG will enter into the next phase with the following suppliers: Syspro (systems integration, software), Nedap (antennae), Odendahldruck (labels), Nordic ID (handhelds), Toshiba TEC (printers),

and Tailorit (project support). The decision to use the system in all of ADLER's 167 stores in Germany, Austria and Luxembourg is expected to be made in late summer 2012.

Adler Modemärkte AG, headquartered in Haibach near Aschaffenburg, Germany, is one of Germany's largest and most important textile retailers. In 2011, the Group generated sales of some € 476.6 million with a workforce of around 4,400, generating € 30.7 million in EBITDA. ADLER currently operates 167 fashion stores, 137 of which are located in Germany; 28 in Austria; two in Luxembourg, plus an online shop on the Internet. The Company focuses on large-space concepts offering in excess of 1,000 m² of retail space. With its numerous private brands and select non-private brands, ADLER offers a highly diverse product range. Thanks to more than 60 years of tradition and high customer retention rates, ADLER, according to its internal findings, is the market leader within the target group of customers aged 45+ who are strong in terms of spending power.

For more information: www.adlermode-unternehmen.com ; www.adlermode.com

Press enquiries:

Bruno Seifert, Seifert & Company Communications
Wörrstädter Straße 64, D-55283 Nierstein b. Mainz
Tel: +49 6133 5090880; Fax: +49 6133 5099098
Tel: +49 171 33 22 434