

# RFID *e* NEWS

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## **Marks & Spencer Creates RFID Supply Chain for Refrigerated Foods**

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TI-RFid Systems announced that UK retailer Marks & Spencer is replacing existing barcodes with a TI RFid-based electronic tagging system. Using TI-RFid Tag-it™ smart labels, UK-based systems integrator Intellident will create a system to track almost 3.5 million reusable trays, dollies and roll cages used throughout the store's refrigerated food supply chain.

TI-RFid technology will provide Marks & Spencer with a significant cost and speed advantage in tracking and managing its refrigerated food products. During Marks & Spencer's extensive trials of electronic smart labels, the TI tags reduced the time taken to read a stack of multiple trays by approximately 80 percent, compared with bar coding. A complete dolly with more than 25 trays can be scanned in a single pass through a portal in just 5 seconds with high accuracy and reliability – compared with 29 seconds for conventional barcode scanning.

More than 70 percent of Marks & Spencer's food business is in refrigerated fresh foods. Its supply chain needs to be very fast since the majority of its items are ordered at 6 a.m. and delivered the next day beginning at 7:30 a.m.

“For this application, international standards were important and we chose TI's Tag-it smart labels because TI has led the way with the industry's first fully ISO 15693 approved products,” said Jim Hopwood, managing director, Intellident.



In addition to compliance with international standards, other advantages of the RFID system include faster, more accurate scanning and data capture, simultaneous read, lower labeling costs, and more efficient communication throughout the entire supply chain. Electronic tags are reusable and their fixed costs can be spread over a long period of time, whereas barcodes are used once. Marks & Spencer estimates the capital cost of an RFID system will be less than a tenth of the annual cost of using barcodes.

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## **Integrity For You Introduces Personal Recognition<sup>®</sup> Dining Loyalty Program**

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Integrity For You, Inc., a provider of customer retention and loyalty programs introduced its IFY- Personal Recognition<sup>™</sup> program, an RFID based service designed to improve the dining experience at casual and fine restaurants. The Personal Recognition program uses RFID tags and readers from TI-RFid Systems, which individually identify customers and facilitate cashless payment, and retail transaction management services from Commerce Systems Inc., developer and operator of 2Scoot. The program will enable restaurant owners to gather valuable information regarding members' dining experiences, and make improvements based on customer feedback to increase customer loyalty through more personalized service.

Personal Recognition program participants are given an Integrity For You sticker embedded with a TI-RFid Tag-it<sup>™</sup> smart label that can be attached to any card or object, such as a driver's license or wallet. At the point-of-sale or in the restaurant, customers pass the sticker over an RFID reader, allowing them to pay for their purchases quickly, without cash or a credit card. RFID technology automatically links customers with their transactions using a unique

identification code. Commerce Systems' patents pending network technology seamlessly extends time sensitive promotional or recognition offers to consumers on the restaurant's behalf, processes the offers in real-time as the customer dines, securely processes the customer's cashless payment, and stores the customer data.

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## **RFID Improves Tobacco Tracking and Inventory Management**

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Tobacco manufacturer Nobleza Piccardo, a British American Tobacco, Inc. company, is using TI-RFid technology as part of an automated tracking and inventory management system in Argentina.

Systems integrator Electrotecnia Falcom Automacion y Control recently installed the system consisting of 2,500 read/write transponders placed on containers holding the tobacco, and 19 readers at the entrance/exit doors, on scales and on filler tipcarts used to make the final product. An additional 16 readers are used to identify and authorize employees at various points in the manufacturing process.

Each container has an RFID transponder with a unique identification number and the tare (weight of the empty container). The containers are carried by conveyor to the loading entrance where they are verified before going to the filling stations. Each container is weighed after being filled. A blend code, lot number, net weight, date, hour and sequence number are automatically recorded on each transponder and also printed on a



paper label adhered to the outside of the container. All of the information is held in a database linked to the SAP system so that manufacturing processes and schedules can be constantly monitored. When the containers are put into the tipcards, the readers compare the information on the transponders to the database ensuring that the product blend inside the container coincides with the programmed one in the tipcard. If it is correct, the container is authorized to be turned over. An operator completes the process by registering his/her identification card at a reader at the tipcard station.

The primary benefits of the RFID system include the reliable tracking of raw material and containers throughout the manufacturing process, the consistent implementation of FIFO (first in, first out) inventory management, and quality control of the final product.

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## **Pre-Register for a Free Exhibit Pass to See RFID in the Retail Supply Chain at Retail Systems 2002**

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Experience RFID from “production to point-of-sale” as TI-RFid Systems demonstrates the benefits of the technology at Retail Systems 2002, **Booth #8**, June 25-27, 2002 at McCormick Place in Chicago.

Visit the TI-RFid Web site at <http://www.ti.com/tiris/docs/customerService/signup.htm>

to pre-register for your personalized RFID smart label card - your ticket (passport) to the interactive displays of TI-RFID technology in the factory, distribution center, retail store and through point-of-sale. The first 200 people who register on our Web site will also received a free exhibit pass (worth \$50).

Come by our booth, receive a FREE gift and learn from our experience implementing RFID applications in the supply chain and for cashless transactions with retailers including Figleaves.com, Marks & Spencer, McDonalds, Prada, and Tricon Global Restaurants.

We look forward to meeting you at the show. Sign up today!



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## Calendar of Events

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TI-RFid Systems will participate in the following upcoming shows and conferences:

**Tracking & Tracing Seminar**

June 5, 2002

Gelredome, Arnhem, Netherlands

**Transponder Road Show**

June 5, 2002

Munich, Germany

**Transponder Road Show**

June 13, 2002

Hamburg, Germany

**Retail Systems 2002**

June 25-27, 2002

Chicago, IL USA

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## Editor's Comments

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eNEWS will be distributed via email on a frequent basis to keep you abreast of product and business highlights of Texas Instruments Radio Frequency Identification Systems.

I welcome your feedback to:

[billallen@ti.com](mailto:billallen@ti.com).

*Rgds, Bill Allen, Editor*

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