



CLEOR

JEWELRY CHAIN CLEOR
GROWS 17% YEAR ON YEAR
WITH ITEM-LEVEL LABELING

One of the most dynamic European retail franchises in recent years is quickly going global, thanks to their Tageos-powered, item-level tagging initiative. Our RFID solution has strengthened Cleor's control of their supply chain. Making a real difference to the bottom and top line, sales associates are freed from time-consuming manual inventory tasks to focus on selling.

Cleor™, a fast-growing European high-street jewelry retail chain, relies on the Tageos EOS-100 passive UHF Near Field paper label to tag every single individual piece of jewelry along its entire supply chain, from supplier to the jewelry showcase. Jewelry is tagged at source by the retailer's supplier, and by Cleor™ staff at Cleor™ distribution centers. Thereafter, bespoke fixed, and portable, RFID antennas developed by Tageos, in partnership with Impinj, keep track of the item-level merchandise every step of the way. With the Tageos label in place, Cleor™ can monitor the movement of each item using the firm's Product Information Management and ERP system.

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With the Tageos custom-designed label coming at a price 30% lower than the off-the-shelf label offered by their competitors, going with Tageos was an easy choice.

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Aurelien Senechal, Chief Operating Officer, Cleor

Thanks to our RFID solution, Cleor™ has reduced their working capital needs and boosted their profitability, due to a leaner, faster supply chain. The retailer witnessed a 17% year on year revenue increase in stores equipped with the solution. Cleor™ attributes the revenue growth to its sales teams spending more time engaging with customers. The company has put its enhanced top line and bottom line financial standing to good work by accelerating store openings: forty new openings are due in 2013, in the US and Europe.

100

STORES COVERED WITH ITEM-LEVEL LABELING

2 000 000

PIECES OF JEWELRY TAGGED EACH YEAR

17%

YEAR ON YEAR REVENUE INCREASE

TAGEOS LABELS IN ACTION

