

Nedap selected for largest ever RFID deployment in Benelux market

Fashion retailer MS Mode equips 185 stores with Nedap's inventory management platform to increase accuracy throughout the supply chain.

Groenlo, the Netherlands, 16 March 2021

Fashion brand MS Mode is equipping its 185 stores in the Benelux countries, France and Spain with a new inventory management system based on RFID technology. Technology company, Nedap, is providing all 185 MS Mode stores with its inventory management platform !D Cloud. It is the largest roll-out of RFID technology in the Benelux to date. For MS Mode, RFID plays an important part in improving stock management and reliability. The solution ensures that the supply is accurately tuned to the shopping preferences of consumers. With platform !D Cloud, MS Mode can optimize product availability at store and DC level.

Omnichannel player

Says Martin de Jong, COO at Cool Investments, the parent company of MS Mode: "Strategic inventory management is a precondition for being a successful omnichannel player. Since the start of the pandemic, the number of online orders has increased enormously and the foot traffic in stores went down. To serve customers optimally through all sales channels, it is essential to be able to have the right products available at the right time in the right place."

Efficient replenishment

MS Mode can use refill functionality in the Nedap !D Cloud App to easily see which items from the store's stock room need to be replenished on the sales floor. In addition, the RFID data is linked to an application developed by MS Mode that ensures, based on smart algorithms, that it accurately determines which stock should be sent to which stores and channels at what time.

MS Mode also deploys RFID technology to quickly check incoming goods. Store associates can now count on reliable inventory information from the moment of delivery, thereby serving customers better.

"We have seen at America Today - another retail model in our portfolio - how Nedap's !D Cloud platform and RFID technology make a difference. All our products get a unique source code, which gives us perfect insight into inventory at any time."

RFID is becoming a must have

Bruno Bakker, Business Development Manager at Nedap Retail commented: "RFID is no longer a nice to have for retailers, but really a must have. This rollout proves it again. The use of !D Cloud and our RFID solutions continues to grow. We are very happy with the trust MS Mode has put in us and we look forward to continuing the partnership with Cool Investments."

About Nedap N.V.

Nedap focuses on the development and supply of Technology for Life: technological solutions that make people more comfortable and successful in their professional lives. Nedap N.V. has a workforce of over 800 employees and operates on a global scale. The company was founded in 1929 and has been listed on Euronext Amsterdam since 1947. Its headquarters are located in Groenlo, the Netherlands.

www.nedap.com

About Nedap Retail

Nedap is the global leader in RFID-based retail solutions. Nedap helps retailers permanently prevent losses, optimize stock levels and simplify the multi-store retail management using RFID. Nedap's RFID software platform gives retailers real-time item-level insights into their stock levels and the exact location of each item. Using these real-time insights, retailers can be more agile, offer customers a better shopping experience, and increase sales.

www.nedap-retail.com

About Cool Investments

Cool Investments started as a small family business in 1979 and has developed into a global group including three fashion companies: America Today, MS Mode and Coolcat. These are inclusive brands that all sell affordable clothes to unique people.

www.coolinvestments.nl

About MS Mode

Feeling good! That's what MS Mode is all about. Every woman has her own figure, her own style and her own story. MS Mode understands that! For over 50 years, MS Mode has been designing feminine and comfortable fashion. With stores and online shops in the Benelux, France, Spain and Germany, MS Mode is the number one choice for curvy fashion.

www.msmode.nl

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