

PRESS RELEASE

Enso Detego presents its state-of-the-art RFID solutions at the Fashion live! exhibit of the newly opened GS1 Germany Knowledge Center

Fashion Live!



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Enso Detego shows how modern RFID solutions can help meet the complex requirements of multichannel businesses.

Graz, Austria, August 5, 2014 - Enso Detego GmbH, a leader in RFID software products for the fashion industry, demonstrates its solutions for increasing process efficiency at the newly opened GS1 Knowledge Center in Cologne. The global non-profit association GS1 is dedicated to the design and implementation of global standards to improve supply and demand chains and devoted to leading the development of RFID.

By means of the modern Fashion Live! store concept, Enso Detego demonstrates the role that effective inventory management plays in enhancing the profitability of retailers. Visitors can see how mobile stock-taking provides a simple and fast method for controlling inventory and improving item availability. Item searching makes merchandise misplacement and inaccuracies a thing of the past, while accurate and up-to-date inventory data optimises merchandise visibility and enhances the shopping experience.

Enso Detego's Head of Sales Tom Vieweger says, "GS1 Germany's Knowledge Center provides us with an excellent platform to show how our solution meets the requirements necessitated by today's multichannel business models".

GS1 Germany has invested 7.5 Million Euro to build a new Knowledge Center covering an area of 2,500 m2 at their headquarters in Cologne. A new multimedia system, modern conferencing technologies and innovative Creative Lab reinforce the position of the GS1 Germany Knowledge Center as the primary address for education, business networking and events.

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About Enso Detego

Enso Detego GmbH is a leading provider of auto-ID and RFID software products and solutions to the fashion industry. The company offers solutions enabling customers to improve their efficiency and security within their supply chain, logistics and item-tracking operations. Enso Detego's market-proven software modules support standardised business processes in production, distribution and retail. Flexible, hardware-independent and scalable modules allow a rapid and effective implementation of RFID projects. The company offers RFID solutions that address operational efficiency and incremental business opportunities. Its RFID specialists offer clients a complete range of professional services including customized technology consulting, project implementation, sourcing of customer-specific RFID tags and infrastructure hardware, personnel training and after sales support.

For more information, please visit www.enso-detego.com.

About GS1 Germany

GS1 Germany supports enterprises in all sectors to improve the efficiency of their business processes through the application of modern communication and process standards. The association is responsible for the globally unique GS1 item number system - the basis of the barcode and promotes the adoption of new technologies for use in fully automatic object identification (EPC / RFID) and standardised electronic communications (EDI). GS1 Germany also focuses on customer-oriented solutions (ECR - Efficient Consumer Response) and is active in trends such as mobile commerce, multichannel and sustainability. GS1 Germany frequently hosts both industry-specific and cross-sector conferences and training seminars.

For more information, please visit www.gs1-germany.de