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PRESS RELEASE

Enso Detego rolls out an international end-to-end RFID software solution at Marc O'Polo

– Premium modern casual wear brand Marc O'Polo has rolled out an Enso Detego end-to-end RFID inventory management solution, tracking items from production to point-of-sale. The effect is, Marc O'Polo is now maximising customer experience.

Graz, Austria, November 2014 - Enso Detego GmbH, a leader in RFID software products and solutions for the fashion industry, has ushered in a new era for fashion retail by successfully implementing a full end-to-end RFID inventory management solution at Marc O'Polo's 86 stores across Germany, Belgium, Sweden, Poland, the Netherlands and France.

As one of the pioneers, Marc O'Polo decided to integrate RFID technology throughout their entire supply chain, with the goal to increase its operational efficiency. This has further added value to their brand as now customer service in their stores has reached an entirely new dimension. The premium casual fashion brand from Stephanskirchen, Germany, was quick to realise that Enso Detego would be the right partner.

Enso Detego's solution is not only been beneficial to Marc O'Polo's logistics, but has its biggest impact on processes covering the shop floors. The monitoring of the flow of stock on their retail spaces means that the availability of goods has improved. Detego® SUITE 4.0, the business intelligence tool, manages all collected data and produces real time and item level transparency. Marc O'Polo has now easy access to information that is boosting their operational efficiency.

"The tagging of articles with RFID labels has improved the efficiency of our logistical processes and has made the flow of goods throughout the supply chain more transparent – as a consequence, we can now intensify our focus on our customers, enhance conversion rates and boost our sales," said Alexander Gedat, CEO, Marc O'Polo.

"The implementation of the Marc O'Polo RFID project was a total success. It clearly shows that retail is ready to face the digital transformation challenges and that we are a committed and sustainable partner to do it with." said Ewald Braith, CEO, Enso Detego GmbH.

Enso Detego was responsible for the overall execution of the Marc O'Polo RFID project, in cooperation with a group of expert partners.

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ABOUT MARC O'POLO

Marc O'Polo stands for a casual lifestyle at a refined standard. A clear preference for natural materials is characteristic for the brand with its Swedish roots. For 47 years now Marc O'Polo's liberal philosophy has been reflecting the art of staying true to oneself in everything one does.

Marc O'Polo was founded in 1967 and is today one of the world's leading premium casual brands. The Marc O'Polo world contains the collections Marc O'Polo Modern Casual and Marc O'Polo Pure, Marc O'Polo Shoes & Accessories, the license collections Marc O'Polo Junior, Eyewear, Underwear, Beachwear, Legwear and Home as well as the independent company CAMPUS GmbH.

The Marc O'Polo headquarters are located south of Munich in Stephanskirchen. From there, about 2.785 stores and retail partners are supplied internationally. Marc O'Polo currently has 110 of its own stores, 165 franchise stores, 1.190 retail partners as well as 1.320 multi-brand stores. Marc O'Polo is available today in approximately 30 countries worldwide, amongst them Germany, Austria, Switzerland, the Netherlands, Belgium, Sweden, Finland, Denmark, Norway, Ireland and France as well as Russia, Poland and various countries in Eastern Europe. Moreover, the Marc O'Polo collections are available in Marc O'Polo's own online shops in Germany, Austria, Belgium, France, Switzerland, Sweden and the Netherlands under: www.marc-o-polo.com

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 standardized 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.detego.com.