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The 2016 GS1 US Apparel & General Merchandise Retail Industry Achievement Awards

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Roger Milliken (1915-2010) led the executives who founded and catalyzed Voluntary Interindustry Commerce Solutions® (VICS®) — transforming and accelerating best business practices across multiple industries. His vision and leadership helped build a team from a diverse group of busy executives, many of them direct competitors.

From the beginning, Milliken realized that shortening the product development and production cycle would be a valuable initiative—but that it would require dramatic supply chain changes. He brought together CEOs from leading retail, manufacturing and raw materials corporations to pursue faster and more responsive operations. His intellect, credibility, resources and drive overcame the decades-old entrenched status quo.

Among the traits that made Milliken so successful were his zealous pursuit of ideals balanced by practical know-how, passion for quality, zeal for innovation, love for the environment, and support for education. Further, his efforts to save and create jobs involved chairmanship of the Crafted With Pride in the USA Council and the growth of his company into the largest privately-held textile corporation.

Roger Milliken proved that great accomplishments can be achieved through aligning talented and committed business executives around business practices that deliver significant value.

In 2012, GS1 US merged with VICS and launched the Apparel and General Merchandise Initiative. Today more than 130 suppliers, distributors, retailers, solution providers, and third-party logistics providers are active members in the Initiative—focused on improving inventory accuracy, exchanging standardized product data and achieving traceability with GS1 Standards.

With the GS1 US Apparel and General Merchandise Roger Milliken Career Achievement Award, we remember Roger and all the past Award Recipients who demonstrated the vision and leadership that make our world operate more effectively and beneficially for all.
The 2016 Finalists

Operational Excellence
Herman Kay, a Div. of Mystic Inc. and LF Outerwear, LLC
Levi Strauss & Co.
SCA North America AfH Professional Hygiene & Personal Care

Corporate Social Responsibility
Mainetti
UPS

Standards Innovation
Dillard’s Inc.
eBay Inc.

Small Business
The Blessing Basket Project®
TEGU

Roger Milliken Career Achievement Award Recipient
Dan C. Smith

The GS1 US Apparel & General Merchandise Initiative

Helping Industry Deliver a Seamless Customer Experience—Improving Business Processes and Supply Chain Visibility …

Vision
To enable the Apparel and General Merchandise retail value chain trading partner community to automate and integrate business processes and collaborate on a broad scale

Mission
Drive innovation and adoption of improved methods for connecting with business partners and consumers through user-driven workgroups that result in virtual and physical forums for customer engagement and industry-approved standards, guidelines, and best practices

Congratulations to this year’s Nominees & Winners
The GS1 US Apparel & General Merchandise Initiative
Executive Leadership Committee

Dr. Bill Hardgrave, Auburn University
Colleen McCarthy, Belk, Inc.
Lisa Celebre, The Bon-Ton Stores, Inc.
Mike Yerkes, Caleres, Inc.
Gregg Barta, Kohl’s Department Stores
Norm Veit, Nine West Holdings, Inc.
Peter Longo, Macy’s, Inc.
Linda Sarentino, PVH Corp.
Ken Cochran, Ralph Lauren
Alexis DePree, Target Corporation
David Rush, Tory Burch
Derek Coulter, VF Corporation
Randy Salley, Walmart Stores, Inc.
Art Smith, GS1 Canada
Bob Carpenter, GS1 US
Melanie Nuce, GS1 US

Roger Milliken Achievement Award ~ Past Winners

2015: Peter Longo, President Logistics & Operations, Macy’s, Inc.
2014: Cynthia DiPietrantonio, former COO, The Jones Group
2013: Gay Whitney, Senior V.P. Industry Engagement, GS1 US
2012: John Thompson, Senior V.P. & General Manager, Best Buy
2011: Donald Bowersox, Professor, Michigan State University
2010: Timothy P. Smucker, Chairman of the Board & Co-CEO, The J.M. Smucker Company,
2010: Danny Wegman, CEO, Wegmans Food Markets
2009: Tom Cole, Vice Chairman, Macy’s, Inc.
2008: Jim McLaughlin, former V.P. & CIO, Gillette, Procter & Gamble
2007: Randy Mott, Executive V.P. & CIO, Hewlett-Packard Company
2006: Paul Singer, former CIO, Target Corp.
2005: David Cole, CEO Emeritus, Kurt Salmon Associates
2004: Ron Griffin, former EVP, CIO, Fleming Companies and SVP & CIO, Home Depot, Inc.
2003: Ralph Drayer, former V.P., ECR, Procter & Gamble
2002: Joe Andraski, Vice Chair, VICS CPFR®, SVP, OMI International
2001: Tom Rittenhouse, President & CEO, Uniform Code Council, Inc.
     (Now GS1 US)
2000: Tom Sample, CIO, Carhartt, Inc.
1999: Bobby Martin, former President & CEO, Walmart International
1998: Paul Benchener, Chairman, VICS
Dan C. Smith  
Former Chief Information Officer at Hudson’s Bay Company (retired)

With more than 50 years of retail industry experience, Dan Smith (formerly the CIO at Saks Fifth Avenue, Lord & Taylor and the combined Hudson’s Bay Company organization) has been an avid champion of the GS1 System of Standards. Now, as President of RetailWise Consulting, Dan continually leverages standards in delivering support for Retail Information Systems Strategies, Merger Acquisitions, Customer Systems, as well as Merchandise and Store Systems Selections. His clients have included Saks, Neiman Marcus, Bloomingdales, Bon-Ton, Elder Beerman, Gottschalks, Macy’s, Target/ Marshall Fields, Brown Shoe Company, Giorgio Armani, Claire’s and many others.

As a founding member of ARTS (Association of Retail Technology Standards) and its Vice Chairman, Dan was a constant voice of advocacy for the use of standards in retail. In his early career, he led EDI and U.P.C. adoption initiatives, partnering with industry peers to create and deliver best practices and learnings to help increase industry’s application, adoption and use. He is also known to be an innovator and early adopter of many other advanced retail standards including, but not limited: EPC-enabled RFID, Supply Chain Systems, Customer Clienteling Systems, Merchandise Assortment Planning Systems, and many more.

A key influencer and leader in the retail industry, Dan was a charter member of the NRF IT Council, an early contributor to the GMAIC EDI programs (a body that morphed into VICS), a participant in the VICS floor-ready initiative, and a member of the VICS board. He was also a frequent speaker at U Connect (the predecessor to the GS1 Connect® conference). He later became a member of the GS1 US Apparel and General Merchandise Initiative Executive Leadership Committee and the GS1 US Item Level RFID Workgroup, where his tenacious spirit and drive helped expedite the creation and use of the EPC® Standard, the TIPP Guideline, as well as the EPC tagging Guideline in the apparel sector.

Over the course of his career, Dan was a frequent speaker and moderator at a myriad of national and international conferences, where he consistently encouraged retail trading partners to adopt and use standards. He is a true collaborator, educator, and advocate. His tireless support of GS1 Standards have helped the retail industry create better business processes and operational efficiencies.
TEGU—is a company built to create jobs in the country of Honduras. In 2009, Tegu launched its unique and innovative line of magnetic wooden building blocks, made at its factory in Honduras and now sold through thousands of brick-and-mortar and online retailers in the U.S., Canada, Europe and Asia. One of Tegu’s core channels is the specialty toy retail segment, which includes hundreds of small toy shops across the U.S. Tegu’s additive wooden magnetic building system allows children to experience unshackled, creative play for hours at a time, delighting their parents in the process.

Tegu needed to collect daily inventory information from their retail store-located product fixtures using automation. To accomplish this, they partnered with Seeonic and implemented Seeonic’s SightWare devices into their newly designed fixtures. SightWare devices collect the fixture product inventory on a daily basis using the Gen 2 EPC® RFID tags on each toy. The decoded data is collected by Seeonic’s cloud server and then sent to Tegu’s business systems. Since the SightWare devices are battery-powered and communicate with Seeniq via a cellular network, no store power or IT infrastructure is required. Additionally, there is no impact to store operations, as these displays also do not require store labor installation or operation.

Tegu wanted to offer consignment at scale to their specialty retail customers. They had tested placing additional inventory in retail stores with a result of increased sales. However, many small retailers are hesitant to invest in robust inventory across Tegu’s full product assortment. In order for Tegu to run a consignment program with confidence and efficiency, they needed frequent inventory counts without relying on store staff. The Seeonic system counts inventory daily; this data flows to Tegu’s business systems, enabling automatic billing and replenishment, as well as more precise understanding of sales behavior and fine tuning of assortments by store.

In order to make this architecture work successfully, Tegu and Seeonic needed to standardize the use of EPC Gen2 RFID tags. Tegu sent their product U.P.C. codes and attributes to Seeonic for loading in to the Seeniq database. The encoding and serialization of the tags (under a white label) was performed by MPI Labels. Tegu applied the encoded tags to the product boxes, which were then shipped to their retail customers. The Seeonic system decoded the EPC tags on the store fixtures to count the inventory.

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Herman Kay, a Div. of Mystic Inc. and LF Outerwear, LLC — is a third-generation, family-owned business that holds the license to manufacture and market coats and outerwear for nine major brands, including BCBG, DVF, London Fog, Michael Kors and Anne Klein. They sell their apparel to many large retailers, including Macy's, JCPenney, Bon-Ton, Nordstrom, Neiman Marcus, Saks, Kohl’s, Lord & Taylor and Dillard’s. Their showroom and designers are situated in New York City; their distribution center is in Douglas, GA; and their manufacturing site is located in the Dominican Republic. Additionally, they partner with third-party manufacturers to produce some of their outerwear.

The GS1 Company Prefix is an integral part of Herman Kay’s EDI documents, which they use with nearly 90 percent of all of their retailers. Their hang tags follow the GS1 System of Standards for GTIN/U.P.C. and EPC® and their shipping labels follow the GS1 Serial Shipping Container Code (SSCC) standard.

About two years ago, one of Herman Kay’s retail partners asked them to tag all of their outerwear with RFID hangtags for the Fall 2015 season. Being customer-focused, Herman Kay began applying the tags, but also wanted to use the tags to gain internal operational benefits. The true business challenge for them was using EPC-enabled RFID in their distribution facility. Their goal was simple—to better serve their customer, by providing the right product at the right time and in the right quantities. They developed a five-phase plan that would begin with using RFID in their order-checking process (as orders were pulled), and then deploying readers at weigh stations after goods are packed. They then installed RFID reader portals at their DC’s receiving and shipping docks; verifying all shipments—ensuring that the correct cartons were placed on the correct truck.

In piloting EPC-RFID, Herman Kay partnered with two major RFID hangtag suppliers, both GS1 US Solution provider partners. Using in-house printing for their distribution center and service bureau printing for their overseas manufacturers; they started with a receiving, picking and packing proof of concept. The rollout for the hand held pick checking and packing was dependent upon the receipt of goods tagged with RFID hangtags. They quickly realized that the next most critical area, and the quickest to see an ROI, would be their customers’ outbound shipping. As a result, they created a relationship between the EPC, GS1-128, SSCC and the ASN.
Using EPC-enabled item level RFID technology was amazingly simple for their warehouse organization. But for the process to be successful, Herman Kay decided to commit to making their supply chain 100 percent RFID tagged at source. They are working on defining business processes to address their more unique product categories, which are typically difficult to scan due to their specific characteristics, label requirements and/or placement. And they are partnering with their retail trading partners, solution providers and GS1 US to document lessons learned and create best practices.

Herman Kay has improved their operational efficiencies by leveraging GS1 Standards. Specifically, they have seen a significant improvement in picking and packing accuracy—the right garments, in the right box, loaded onto the correct truck, for delivery to the right customer. Having complete item visibility, enabled by serialized EPC-RFID tags and the SSCC label, Herman Kay can now prove that each carton on a given ASN has been loaded correctly. Their ability to provide EPOD (electronic proof of delivery) benefits them and their retail trading partners.

The Blessing Basket Project® (Blessing Basket)—is a 501(c3) non-profit organization that believes the rural poor in developing countries are quite capable of pulling themselves out of poverty. Their exclusive model allows artisans to earn significantly higher than fair trade wages for their products for a given period of time. The artisan is free to steward that money however they wish. Most often they use the capital to create multiple small businesses. Those entrepreneurial endeavors result in several independent streams of income creating sustainable financial independence from their organization.

Blessing Basket partners with more than 3,500 artisans in some of the world’s most geographically dispersed countries. With a supply chain so widespread and artisan suppliers difficult to reach, managing inventory, quality control, on-time delivery and cash payments were onerous for this non-profit organization. The Blessing Basket Project was challenged. Their goal was to enable their customers to see the entire supply chain and fully engage with their product in a meaningful and memorable way. To help them achieve this goal they turned to GS1 Standards.

To uniquely identify each woven basket, Blessing Basket assigns a GS1 Global Trade Item Number® (GTIN®), which is encoded in a Universal Product Code (U.P.C.) barcode that is printed on the label applied to the basket.

As result, they have:

- Gained efficiencies from improved warehouse and inventory management, as well as expedited shipping. Baskets are no longer counted manually; instead they are scanned at the point of origination and again before shipment.
- Increased on-time shipping to nearly 90 percent and their shipment shrinkage dropped from 19 percent to less than 2 percent.
- Improved supplier transparency back to the artisan, which resulted in a 63 percent increase in customer and artisan engagement and a 49 percent increase in the time consumers spend connecting with artisans.

Learn more about how the GS1 System of Standards helped The Blessing Basket Project at www.gs1us.org/DesktopModules/Bring2mind/DMX/Download.aspx?command=core_download&entryid=1934&language=en-US&PortalId=0&TabId=785
eBay Inc.—is a global technology company and commerce leader. They are active members in GS1 Global and GS1 US and have been advocating and leveraging the GS1 System of Standards across their global marketplace for two+ years. Along with several industry leaders, their team of experts were integral to the definition and launch of the GS1 US Simple Product Listing™ Standard. They are also active participants in the global Unique Identification design work, as well as being members of both the GS1 US and GS1 Global boards.

eBay, in collaboration with GS1, is working to evolve and encourage the adoption of GS1 Standards in the digital marketplace. In March 2015, they began advocating the adoption and use of the GS1 Global Trade Item Number® (GTIN®) across their global marketplace. They are using the GS1 Identifier to improve their global taxonomy, search engine optimization, product benchmarking (on-and-off eBay) and power new/richer customer experiences for their buyers. Their goals are simple, to help their:

1) Consumers more easily find, compare and buy
2) Sellers to more simply and successfully sell and realize greater revenue

And they are doing this at scale, using machine learned algorithms that leverage GS1 Standards as keys to building out a deeper understanding of their broad and diverse set of global inventory—for the purpose of bringing personalized and relevant offers and/or guidance to their buyers and sellers on how to best to trade hundreds of millions of items every day.

Not only do eBay's listings comply with GS1 Standards, they also leverage GS1 Identifiers to create better product ranking and badging, so as to better highlight the product's value and generate greater on- and off-eBay traffic—resulting in higher conversion rates. Leveraging GS1 Standards and schema.org conventions have helped eBay increase conversion velocity, drive higher click-through rates (on their structured pages) and lower bounce rates. They have been able to grow their global product listings from hundreds of thousands of products per year to more than a million a day. Further, their community input and AI/Machine Learning algorithms have enabled them to create missing products, benchmark them on- and off-eBay, and enrich their catalog at scales that were impossible to imagine a few years ago.

eBay is helping drive the industry's use and evolution of the GS1 System.

Levi Strauss & Co.—is one of the world’s largest apparel companies and a global leader in blue jeans and khakis. In fact, they invented the blue jean in 1873. Headquartered in San Francisco, CA, USA their products are sold in 50,000 doors globally, in more than 110 countries. The Levi's® brand is just part of their story. They are also home to Dockers®, Signature by Levi Strauss & Co., and Denizen® brands and operate in 2,800 retail stores (655 company-owned).

For more than 30 years, Levi Strauss & Co. staff have been active members in GS1 (and previously VICS). Their team of experts participates in a number of GS1 US Apparel and General Merchandise Initiative Workgroups; including, but not limited to: Product Images & Data Attributes, Point of Sale Data Sharing, Item Level RFID, Tagged Item Performance, Omni-Channel ready Merchandise, and E-Commerce Fulfillment. Through their workgroup participation and their support of the GS1 Connect conference; they are continuously collaborating with industry trading partners, helping to develop industry best practices, and driving industry adoption.

As an early adopter of EPC-enabled item level RFID tagging, Levi Strauss & Co. has been nominated for the 2016 GS1 US Apparel and General Merchandise Operational Excellence Award.

The Levi’s RFID journey started close to ten years ago with a simple pilot for one customer in the U.S. and for retail doors in Mexico with a limited amount of RFID item level tagging. The program eventually grew to 12M items tagged per year. As it grew, the Distribution Centers (DC) were starting to experience capacity limitation. The Global Supply Chain team at Levi Strauss & Co. made the decision to move tagging from their DC facilities to the source of manufacture. They began working with their 50+ manufacturing partners; getting them educated on using EPC standards, sourcing RFID tags, the application of those tags (per GS1 Standards), compliance requirements, and the overall benefits of RFID. This journey had its challenges, but the reward was worth it. In 18 months, the Levi’s team scaled from tagging 100 percent downstream to over 85 percent upstream at vendors for their U.S. volume with plans to further scale their program. Their operational efficiencies and customer satisfaction results were impressive. Their DCs saw significant improvement in productivity and realized double digit cost savings as they moved tagging upstream.
They credit GS1 Standards for helping make their adoption, use, and implementation journey easier; including the 2014 release of the GS1 US Tagged Item Performance Protocol (TIPP) Guideline, which enabled them to meet varying tagging requirements from their vast community of retail partners. Last fall Levi Strauss & Co. announced an RFID pilot in three of their U.S. retail stores—with goals towards:

- Improving inventory accuracy and visibility, so when a consumer comes into their stores, they can more easily find the product and size they want. *(source: http://risnews.edgl.com/retail-news/Levi-s-Sees-100--Inventory-Accuracy-with-Intel-RFID-Pilot102494)*
- Empowering their stylists, the people who work in their stores, with the right tools to deliver superior service to the consumers *(source: http://risnews.edgl.com/retail-news/Levi-s-Sees-100--Inventory-Accuracy-with-Intel-RFID-Pilot102494)*

The LS&Co. adoption of the EPC standard has enabled them to drive better visibility and efficiency throughout their entire supply chain. Retail partners using this technology now have a more accurate inventory picture, which allows them to satisfy the needs of their omni-channel consumers. Additionally, tagging at source has the capability to allow Levi Strauss & Co. to:

- Minimize disruption with their garment vendors – following standards and using industry best practices has simplified their product RFID tagging processes
- Improve inventory accuracy through the entire supply chain
- Reduce shipping errors – which will reduce operational expenses typically associated with customer compliance and chargebacks. Improving processes within the four walls of DCs and their supply chain.

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Dillard’s Inc.—operates as a fashion apparel, cosmetics, and home furnishings retailer in the United States. The company’s stores offer a selection of merchandise, including fashion apparel for women, men, and children; accessories; cosmetics; home furnishings; and other consumer goods. The company also sells its merchandise online through its website, dillards.com, which features online gift registries and various other services. As of January 30, 2016, the company operated 297 Dillard’s stores, including 24 clearance centers; and an Internet store. Dillard’s, Inc. was founded in 1938 and is based in Little Rock, Arkansas.

Dillard’s was nominated by several of their supplier partners for their innovative use of the GS1 System of Standards in the automated capturing and sharing of product information for e-commerce product setup and publishing. Building on their current core product data exchange processes, Dillard’s extended their procedure to include the content needed for internal item setup and e-commerce publishing. The general merchandise and apparel industry has been sharing product data, such as color, size and GTIN via third party catalogues, for decades. Dillard’s has led the way in extending this to include content required for e-commerce—following GS1 US image and attribute industry standards and guidelines.

Additionally, Dillard’s is actively involved in the GS1 US Apparel and General Merchandise Initiative where they participate on multiple workgroups and co-chair the Product Images and Data Attributes Workgroup. Working with industry and the Initiative, Dillard’s is a GS1 Standards advocate, actively promoting industry awareness and adoption.

Using the industry standards and implementing them within their vendor community, Dillard’s has been able to automate their time-consuming manual processes and streamline operational efficiencies. Automatically retrieving attributes (via third party catalogues) and integrating them into their backend systems has made their setup of e-commerce products faster and more accurate—freeing up their internal resources from having to use proprietary spreadsheets and working via e-mails or portals.
United Parcel Service of America, Inc. (UPS)—is a global leader in logistics, offering a broad range of solutions including transporting packages and freight; facilitating international trade, and deploying advanced technology to more efficiently manage the world of business. Headquartered in Atlanta, Georgia, UPS serves more than 220 countries and territories worldwide.

UPS has grown from a shipping company to a business solutions company. Using the GS1 System of Standards, UPS adds value to its products and services by establishing electronic links using Electronic Data Interchange (EDI) standards with its customers. The EDI interface allows UPS to provide its customers with real-time visibility to information flow, so they may easily control their product’s supply chain. UPS uses the following EDI logistics transaction sets: 210 Billing, 214 Tracking, 240 Tracking, 858 Brokerage, 888 Brokerage, and 215 Manifest.

The use of EDI enables UPS to combine the once independent flows of commerce—goods, information, and funds—into a harmonious work stream. As a result, UPS is able to provide their customers with an interconnected, dynamic, collaborative tool that is closely linked with their business plans. Perhaps the largest initiative to accomplish this transformation is ORION, (On-Road Integrated Optimization and Navigation) which has been referred to as the world’s biggest operations research project. ORION builds on UPS’s rich technology foundation by utilizing GS1 Standards, analysis tools, advanced algorithms, and customized map data. It enables UPS to optimize delivery routes with precise efficiency providing their customers the package visibility and service they demand, while significantly reducing carbon footprint. ORION will reduce 100M miles of driving and 100,000 metrics tons of CO₂ emissions annually in the U.S. when fully deployed in 2016.

UPS has a goal of driving one billion alternative fuel and advanced technology miles by end of 2017. There are more than 6,400 alternative fuel and advanced technology vehicles on the road today.

UPS has been recognized as one of Corporate Responsibility’s “100 Best Corporate Citizens” for six consecutive years, and by Ethisphere Institute as one of the “World’s Most Ethical Companies” for nine consecutive years.

The 2016 GS1 US Apparel & General Merchandise Retail Industry Achievement Awards Finalists

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SCA North America AfH Professional Hygiene & Personal Care — SCA (Svenska Cellulosa Aktiebolaget) is a leading global hygiene and forest products company that develops and produces sustainable personal care, tissue and forest products. SCA’s North American AfH (away-from-home) Professional Hygiene business unit produces napkins, towels, tissue and wiper products along with skin care and dispensing systems for away-from-home markets in healthcare, industry, offices, hotels and restaurants. Their North American Personal Care business unit produces adult incontinence products for the healthcare and consumer markets.

SCA has been using the GS1 System of Standards for more than 20 years. Their U.S. team has also been actively engaged in several GS1 US industry initiatives, including Foodservice, Healthcare, Data Quality and Retail Grocery.

Five years ago, the North American team embarked on a journey to build better intra-organizational awareness and create an efficient data synchronization business solution. Their goal was simple,—to meet customer and trading partner requirements by synchronizing their data via the GS1 Global Data Synchronization Network™ (GDSN®). Leveraging GS1 US learnings, best practices, guidelines and education, they began creating an internal team of experts.

The team architected a project plan with the purpose of understanding the GDSN, data pools, solution providers and the expectations of customers. Incorporated into the plan was a focused effort to build an awareness and training program. With the organizational understanding of maintaining a single source of truth for quality data and images and the help of external partners at GS1 US they focused on meeting customer expectations and improve internal business processes.

Recently, the North American business partnered with the GS1 US Advisory Services team to broaden their data synchronization knowledge. Together they developed a customized training program to build better awareness of the importance and interconnection of data and the role it plays within the organization and in satisfying their customer base through data sharing in the GDSN. Working directly with GS1 US, their packaging, master data, marketing, product and project management staff participated in a session that included GS1 GTIN Allocation and Package Measurement Rules, GDSN best practices, Data Quality and industry best practices.
Consistent, complete and accurate data, with a concentrated focus on process improvement, has helped the North American team streamline their internal/external data sharing processes—what once took three to four weeks as a manual scramble, now takes a matter of days. This exponential improvement has given the North American AfH and Personal Care teams greater confidence in their data collection and sharing accuracy, enabling them to take better advantage of the ever-growing opportunities with their trading partners.

Leveraging the GDSN and GS1 US Advisory Services, the North America team was able to gain traction with their strategic trading partners as well as improve internal operational efficiencies. Today the results speak for themselves. There is still much to do and they look forward to continually improve their processes in the future.

Mainetti—offers a variety of hanger and packaging products and has been a Macy’s partner for many years, supplying unique and custom solutions for their private label programs. Mainetti is a global supplier of commodity plastic hangers, custom plastic hangers, custom wooden hangers, metal hangers, satin hangers, eco-friendly hangers, hanger accessory items, as well as a wide variety of packaging items, like garment bags.

Mainetti has always taken an active role wherever they operate, supporting many worthy causes. They recognize the important role their employees have within the wider community and seek to provide every effort to support their staff with charitable endeavors and local initiatives. One example is the Mainetti Schools™ program in China. Through sponsorship and support, the purely volunteer-driven program takes an active role in socially-oriented local projects and initiatives. This program has helped transform once hazardous facilities into stimulating and enjoyable places to learn and develop. Mainetti employees and their passion for/dedication to community is absolutely remarkable.
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SCA has been using the GS1 System of Standards for more than 20 years. Their U.S. team has also been actively engaged in several GS1 US industry initiatives, including Foodservice, Healthcare, Data Quality and Retail Grocery.

Five years ago, the North American team embarked on a journey to build better intra-organizational awareness and create an efficient data synchronization business solution. Their goal was simple,—to meet customer and trading partner requirements by synchronizing their data via the GS1 Global Data Synchronization Network™ (GDSN®). Leveraging GS1 US learnings, best practices, guidelines and education, they began creating an internal team of experts.

The team architected a project plan with the purpose of understanding the GDSN, data pools, solution providers and the expectations of customers. Incorporated into the plan was a focused effort to build an awareness and training program. With the organizational understanding of maintaining a single source of truth for quality data and images and the help of external partners at GS1 US they focused on meeting customer expectations and improve internal business processes.

Recently, the North American business partnered with the GS1 US Advisory Services team to broaden their data synchronization knowledge. Together they developed a customized training program to build better awareness of the importance and interconnection of data and the role it plays within the organization and in satisfying their customer base through data sharing in the GDSN. Working directly with GS1 US, their packaging, master data, marketing, product and project management staff participated in a session that included GS1 GTIN Allocation and Package Measurement Rules, GDSN best practices, Data Quality and industry best practices.
They credit GS1 Standards for helping make their adoption, use, and implementation journey easier; including the 2014 release of the GS1 US Tagged Item Performance Protocol (TIPP) Guideline, which enabled them to meet varying tagging requirements from their vast community of retail partners. Last fall Levi Strauss & Co. announced an RFID pilot in three of their U.S. retail stores—with goals towards:

- Improving inventory accuracy and visibility, so when a consumer comes into their stores, they can more easily find the product and size they want. (source: [http://risnews.edgl.com/retail-news/Levi-s-Sees-100--Inventory-Accuracy-with-Intel-RFID-Pilot102494](http://risnews.edgl.com/retail-news/Levi-s-Sees-100--Inventory-Accuracy-with-Intel-RFID-Pilot102494))
- Empowering their stylists, the people who work in their stores, with the right tools to deliver superior service to the consumers (source: [http://risnews.edgl.com/retail-news/Levi-s-Sees-100--Inventory-Accuracy-with-Intel-RFID-Pilot102494](http://risnews.edgl.com/retail-news/Levi-s-Sees-100--Inventory-Accuracy-with-Intel-RFID-Pilot102494))

The LS&Co. adoption of the EPC standard has enabled them to drive better visibility and efficiency throughout their entire supply chain. Retail partners using this technology now have a more accurate inventory picture, which allows them to satisfy the needs of their omni-channel consumers. Additionally, tagging at source has the capability to allow Levi Strauss & Co. to:

- Minimize disruption with their garment vendors – following standards and using industry best practices has simplified their product RFID tagging processes
- Improve inventory accuracy through the entire supply chain
- Reduce shipping errors – which will reduce operational expenses typically associated with customer compliance and chargebacks. Improving processes within the four walls of DCs and their supply chain.

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Dillard’s Inc.—operates as a fashion apparel, cosmetics, and home furnishings retailer in the United States. The company’s stores offer a selection of merchandise, including fashion apparel for women, men, and children; accessories; cosmetics; home furnishings; and other consumer goods. The company also sells its merchandise online through its website, dillards.com, which features online gift registries and various other services. As of January 30, 2016, the company operated 297 Dillard's stores, including 24 clearance centers; and an Internet store. Dillard's, Inc. was founded in 1938 and is based in Little Rock, Arkansas.

Dillard's was nominated by several of their supplier partners for their innovative use of the GS1 System of Standards in the automated capturing and sharing of product information for e-commerce product setup and publishing. Building on their current core product data exchange processes, Dillard’s extended their procedure to include the content needed for internal item setup and e-commerce publishing. The general merchandise and apparel industry has been sharing product data, such as color, size and GTIN via third party catalogues, for decades. Dillard’s has led the way in extending this to include content required for e-commerce—following GS1 US image and attribute industry standards and guidelines.

Additionally, Dillard’s is actively involved in the GS1 US Apparel and General Merchandise Initiative where they participate on multiple workgroups and co-chair the Product Images and Data Attributes Workgroup. Working with industry and the Initiative, Dillard’s is a GS1 Standards advocate, actively promoting industry awareness and adoption.

Using the industry standards and implementing them within their vendor community, Dillard’s has been able to automate their time-consuming manual processes and streamline operational efficiencies. Automatically retrieving attributes (via third party catalogues) and integrating them into their backend systems has made their setup of e-commerce products faster and more accurate—freeing up their internal resources from having to use proprietary spreadsheets and working via e-mails or portals.
eBay Inc.—is a global technology company and commerce leader. They are active members in GS1 Global and GS1 US and have been utilizing the GS1 System of Standards across their global marketplace for two+ years. Along with several industry leaders, their team of experts were integral to the definition and launch of the GS1 US Simple Product Listing™ Standard. They are also active participants in the global Unique Identification design work, as well as being members of both the GS1 US and GS1 Global boards.

eBay, in collaboration with GS1, is working to evolve and encourage the adoption of GS1 Standards. In March 2015, they began advocating the adoption and use of the GS1 Global Trade Item Number® (GTIN®) across their global marketplace. They are using the GS1 Identifier to improve their global taxonomy, search engine optimization, product benchmarking (on- and off eBay) and power new/richer customer experiences for their buyers. Their goals are simple, to help their:

1) Consumers more easily find, compare and buy
2) Sellers to more simply and successfully sell and realize greater revenue

And they are doing this at scale, using machine learned algorithms that leverage GS1 Standards as keys to building out a deeper understanding of their broad and diverse set of global inventory—for the purpose of bringing personalized and relevant offers and/or guidance to their buyers and sellers on how to best to trade every day.

eBay's listings comply with GS1 Standards and utilize GS1 Identifiers to create better product ranking and badging, so as to better highlight the product's value and generate greater on- and off-eBay traffic—resulting in higher conversion rates. Utilizing GS1 Standards and schema.org conventions have helped eBay increase conversion velocity, drive higher click-through rates, and lower bounce rates on their structured pages. They have been able to grow their identification of product listings by using their global and diverse community input, industry standard identifiers where available and AI/Machine Learning algorithms to automatically create missing products, benchmark them on- and off-eBay, and enrich their catalog at scales that were impossible to imagine a few years ago.

eBay is helping drive the industry’s use and evolution of the GS1 System.

Levi Strauss & Co.— is one of the world’s largest apparel companies and a global leader in blue jeans and khakis. In fact, they invented the blue jean in 1873. Headquartered in San Francisco, CA, USA their products are sold in 50,000 doors globally, in more than 110 countries. The Levi's® brand is just part of their story. They are also home to Dockers®, Signature by Levi Strauss & Co., and Denizen® brands and operate in 2,800 retail stores (655 company-owned).

For more than 30 years, Levi Strauss & Co. staff have been active members in GS1 (and previously VICS). Their team of experts participates in a number of GS1 US Apparel and General Merchandise Initiative Workgroups; including, but not limited to: Product Images & Data Attributes, Point of Sale Data Sharing, Item Level RFID, Tagged Item Performance, Omni-Channel ready Merchandise, and E-Commerce Fulfillment. Through their workgroup participation and their support of the GS1 Connect conference; they are continuously collaborating with industry trading partners, helping to develop industry best practices, and driving industry adoption.

As an early adopter of EPC-enabled item level RFID tagging, Levi Strauss & Co. has been nominated for the 2016 GS1 US Apparel and General Merchandise Operational Excellence Award.

The Levi’s RFID journey started close to ten years ago with a simple pilot for one customer in the U.S. and for retail doors in Mexico with a limited amount of RFID item level tagging. The program eventually grew to 12M items tagged per year. As it grew, the Distribution Centers (DC) were starting to experience capacity limitation. The Global Supply Chain team at Levi Strauss & Co. made the decision to move tagging from their DC facilities to the source of manufacture. They began working with their 50+ manufacturing partners; getting them educated on using EPC standards, sourcing RFID tags, the application of those tags (per GS1 Standards), compliance requirements, and the overall benefits of RFID. This journey had its challenges, but the reward was worth it. In 18 months, the Levi’s team scaled from tagging 100 percent downstream to over 85 percent upstream at vendors for their U.S. volume with plans to further scale their program. Their operational efficiencies and customer satisfaction results were impressive. Their DCs saw significant improvement in productivity and realized double digit cost savings as they moved tagging upstream.
Using EPC-enabled item level RFID technology was amazingly simple for their warehouse organization. But for the process to be successful, Herman Kay decided to commit to making their supply chain 100 percent RFID tagged at source. They are working on defining business processes to address their more unique product categories, which are typically difficult to scan due to their specific characteristics, label requirements and/or placement. And they are partnering with their retail trading partners, solution providers and GS1 US to document lessons learned and create best practices.

Herman Kay has improved their operational efficiencies by leveraging GS1 Standards. Specifically, they have seen a significant improvement in picking and packing accuracy—the right garments, in the right box, loaded onto the correct truck, for delivery to the right customer. Having complete item visibility, enabled by serialized EPC-RFID tags and the SSCC label, Herman Kay can now prove that each carton on a given ASN has been loaded correctly. Their ability to provide EPOD (electronic proof of delivery) benefits them and their retail trading partners.

The Blessing Basket Project® (Blessing Basket)—is a 501(c3) non-profit organization that believes the rural poor in developing countries are quite capable of pulling themselves out of poverty. Their exclusive model allows artisans to earn significantly higher than fair trade wages for their products for a given period of time. The artisan is free to steward that money however they wish. Most often they use the capital to create multiple small businesses. Those entrepreneurial endeavors result in several independent streams of income creating sustainable financial independence from their organization.

Blessing Basket partners with more than 3,500 artisans in some of the world’s most geographically dispersed countries. With a supply chain so widespread and artisan suppliers difficult to reach, managing inventory, quality control, on-time delivery and cash payments were onerous for this non-profit organization. The Blessing Basket Project was challenged. Their goal was to enable their customers to see the entire supply chain and fully engage with their product in a meaningful and memorable way. To help them achieve this goal they turned to GS1 Standards.

To uniquely identify each woven basket, Blessing Basket assigns a GS1 Global Trade Item Number® (GTIN®), which is encoded in a Universal Product Code (U.P.C.) barcode that is printed on the label applied to the basket.

As result, they have:

- Gained efficiencies from improved warehouse and inventory management, as well as expedited shipping. Baskets are no longer counted manually; instead they are scanned at the point of origination and again before shipment.
- Increased on-time shipping to nearly 90 percent and their shipment shrinkage dropped from 19 percent to less than 2 percent.
- Improved supplier transparency back to the artisan, which resulted in a 63 percent increase in customer and artisan engagement and a 49 percent increase in the time consumers spend connecting with artisans.

Learn more about how the GS1 System of Standards helped The Blessing Basket Project at www.gs1us.org/DesktopModules/Bring2mind/DMX/Download.aspx?command=core_download&entryid=1934&language=en-US&PortalId=0&TabId=785
The 2016 GS1 US Apparel & General Merchandise Retail Industry Achievement Awards Finalists

TEGU—is a company built to create jobs in the country of Honduras. In 2009, Tegu launched its unique and innovative line of magnetic wooden building blocks, made at its factory in Honduras and now sold through thousands of brick-and-mortar and online retailers in the U.S., Canada, Europe and Asia. One of Tegu’s core channels is the specialty toy retail segment, which includes hundreds of small toy shops across the U.S. Tegu’s addictive wooden magnetic building system allows children to experience unshackled, creative play for hours at a time, delighting their parents in the process.

Tegu needed to collect daily inventory information from their retail store-located product fixtures using automation. To accomplish this, they partnered with Seononic and implemented Seononic’s SightWare devices into their newly designed fixtures. SightWare devices collect the fixture product inventory on a daily basis using the Gen 2 EPC® RFID tags on each toy. The decoded data is collected by Seononic’s cloud server and then sent to Tegu’s business systems. Since the SightWare devices are battery-powered and communicate with Seeniq via a cellular network, no store power or IT infrastructure is required. Additionally, there is no impact to store operations, as these displays also do not require store labor installation or operation.

Tegu wanted to offer consignment at scale to their specialty retail customers. They had tested placing additional inventory in retail stores with a result of increased sales. However, many small retailers are hesitant to invest in robust inventory across Tegu’s full product assortment. In order for Tegu to run a consignment program with confidence and efficiency, they needed frequent inventory counts without relying on store staff. The Seononic system counts inventory daily; this data flows to Tegu’s business systems, enabling automatic billing and replenishment, as well as more precise understanding of sales behavior and fine tuning of assortments by store.

In order to make this architecture work successfully, Tegu and Seeononic needed to standardize the use of EPC Gen2 RFID tags. Tegu sent their product U.P.C. codes and attributes to Seononic for loading in to the Seeniq database. The encoding and serialization of the tags (under a white label) was performed by MPI Labels. Tegu applied the encoded tags to the product boxes, which were then shipped to their retail customers. The Seononic system decoded the EPC tags on the store fixtures to count the inventory.

Herman Kay, a Div. of Mystic Inc. and LF Outerwear, LLC — is a third-generation, family-owned business that holds the license to manufacture and market coats and outerwear for nine major brands, including BCBG, DVF, London Fog, Michael Kors and Anne Klein. They sell their apparel to many large retailers, including Macy's, JCPenney, Bon-Ton, Nordstrom, Neiman Marcus, Saks, Kohl’s, Lord & Taylor and Dillard’s. Their showroom and designers are situated in New York City; their distribution center is in Douglas, GA; and their manufacturing site is located in the Dominican Republic. Additionally, they partner with third-party manufacturers to produce some of their outerwear.

The GS1 Company Prefix is an integral part of Herman Kay’s EDI documents, which they use with nearly 90 percent of all of their retailers. Their hang tags follow the GS1 System of Standards for GTIN/U.P.C. and EPC® and their shipping labels follow the GS1 Serial Shipping Container Code (SSCC) standard.

About two years ago, one of Herman Kay’s retail partners asked them to tag all of their outerwear with RFID hangtags for the Fall 2015 season. Being customer-focused, Herman Kay began applying the tags, but also they wanted to use the tags to gain internal operational benefits. The true business challenge for them was using EPC-enabled RFID in their distribution facility. Their goal was simple—to better serve their customer, by providing the right product at the right time and in the right quantities. They developed a five-phase plan that would begin with using RFID in their order-checking process (as orders were pulled), and then deploying readers at weigh stations after goods are packed. They then installed RFID reader portals at their DC's receiving and shipping docks; verifying all shipments—ensuring that the correct cartons were placed on the correct truck.

In piloting EPC-RFID, Herman Kay partnered with two major RFID hangtag suppliers, both GS1 US Solution provider partners. Using in-house printing for their distribution center and service bureau printing for their overseas manufacturers; they started with a receiving, picking and packing proof of concept. The rollout for the hand held pick checking and packing was dependent upon the receipt of goods tagged with RFID hangtags. They quickly realized that the next most critical area, and the quickest to see an ROI, would be their customers’ outbound shipping. As a result, they created a relationship between the EPC, GS1-128, SSCC and the ASN.
Dan C. Smith
Former Chief Information Officer at Hudson’s Bay Company (retired)

With more than 50 years of retail industry experience, Dan Smith (formerly the CIO at Saks Fifth Avenue, Lord & Taylor and the combined Hudson’s Bay Company organization) has been an avid champion of the GS1 System of Standards. Now, as President of RetailWise Consulting, Dan continually leverages standards in delivering support for Retail Information Systems Strategies, Merger Acquisitions, Customer Systems, as well as Merchandise and Store Systems Selections. His clients have included Saks, Neiman Marcus, Bloomingdales, Bon-Ton, Elder Beerman, Gottschalks, Macy’s, Target/Marshall Fields, Brown Shoe Company, Giorgio Armani, Claire’s and many others.

As a founding member of ARTS (Association of Retail Technology Standards) and its Vice Chairman, Dan was a constant voice of advocacy for the use of standards in retail. In his early career, he led EDI and U.P.C. adoption initiatives, partnering with industry peers to create and deliver best practices and learnings to help increase industry’s application, adoption and use. He is also known to be an innovator and early adopter of many other advanced retail standards including, but not limited: EPC-enabled RFID, Supply Chain Systems, Customer Clienteling Systems, Merchandise Assortment Planning Systems, and many more.

A key influencer and leader in the retail industry, Dan was a charter member of the NRF IT Council, an early contributor to the GMAIC EDI programs (a body that morphed into VICS), a participant in the VICS floor-ready initiative, and a member of the VICS board. He was also a frequent speaker at U Connect (the predecessor to the GS1 Connect® conference). He later became a member of the GS1 US Apparel and General Merchandise Initiative Executive Leadership Committee and the GS1 US Item Level RFID Workgroup, where his tenacious spirit and drive helped expedite the creation and use of the EPC® Standard, the TIPP Guideline, as well as the EPC tagging Guideline in the apparel sector.

Over the course of his career, Dan was a frequent speaker and moderator at a myriad of national and international conferences, where he consistently encouraged retail trading partners to adopt and use standards. He is a true collaborator, educator, and advocate. His tireless support of GS1 Standards have helped the retail industry create better business processes and operational efficiencies.

Stores on Tegu’s consignment program see anywhere from a 2 to 10 times lift in year-over-year sales. The average Tegu specialty retail customer traditionally places orders 3 to 4 times per year, with significant purchasing around Holiday time. With this program, they sell Tegu’s toys daily and are billed by Tegu multiple times per month, which has helped Tegu decrease the seasonality of their sales and improve their cash flow. Relative to previous non-automated tests of the consignment model, reliability of inventory information has risen dramatically, going from 1 out of every 3 store-provided counts that contained errors to 100 percent inventory accuracy.

The combination of GS1 and EPC Standards and the technology partnership between Tegu and Seeonic has allowed Tegu to offer consigned and fully vendor-managed inventory to their retail customers for enhanced service and faster growth. They have created a completely hands-free system for tracking and replenishing in-store inventory and billing the retail customer for products sold. This standards-based solution has helped Tegu increase their sales and boost their profitability.
The GS1 US Apparel & General Merchandise Initiative
Executive Leadership Committee

Dr. Bill Hardgrave, Auburn University
Colleen McCarthy, Belk, Inc.
Lisa Celebre, The Bon-Ton Stores, Inc.
Mike Yerkes, Caleres, Inc.
Gregg Barta, Kohl's Department Stores
Norm Veit, Nine West Holdings, Inc.
Peter Longo, Macy's, Inc.
Linda Sarentino, PVH Corp.
Ken Cochran, Ralph Lauren
Alexis DePree, Target Corporation
David Rush, Tory Burch
Derek Coulter, VF Corporation
Randy Salley, Walmart Stores, Inc.
Art Smith, GS1 Canada
Bob Carpenter, GS1 US
Melanie Nuce, GS1 US

Roger Milliken Achievement Award ~ Past Winners

2015: Peter Longo, President Logistics & Operations, Macy's, Inc.
2014: Cynthia DiPietrantonio, former COO, The Jones Group
2013: Gay Whitney, Senior V.P. Industry Engagement, GS1 US
2012: John Thompson, Senior V.P. & General Manager, Best Buy
2011: Donald Bowersox, Professor, Michigan State University
2010: Timothy P. Smucker, Chairman of the Board & Co-CEO, The J.M. Smucker Company,
2010: Danny Wegman, CEO, Wegmans Food Markets
2009: Tom Cole, Vice Chairman, Macy's, Inc.
2008: Jim McLaughlin, former V.P. & CIO, Gillette, Procter & Gamble
2007: Randy Mott, Executive V.P. & CIO, Hewlett-Packard Company
2006: Paul Singer, former CIO, Target Corp.
2005: David Cole, CEO Emeritus, Kurt Salmon Associates
2004: Ron Griffin, former EVP, CIO, Fleming Companies and SVP & CIO, Home Depot, Inc.
2003: Ralph Drayer, former V.P., ECR, Procter & Gamble
2002: Joe Andraski, Vice Chair, VICS CPFR®, SVP, OMI International
2001: Tom Rittenhouse, President & CEO, Uniform Code Council, Inc.
        (Now GS1 US)
2000: Tom Sample, CIO, Carhartt, Inc.
1999: Bobby Martin, former President & CEO, Walmart International
1998: Paul Benchener, Chairman, VICS
The 2016 Finalists

Operational Excellence
Herman Kay, a Div. of Mystic Inc. and LF Outerwear, LLC
Levi Strauss & Co.
SCA North America AfH Professional Hygiene & Personal Care

Corporate Social Responsibility
Mainetti
UPS

Standards Innovation
Dillard’s Inc.
eBay Inc.

Small Business
The Blessing Basket Project®
TEGU

Roger Milliken Career Achievement Award Recipient
Dan C. Smith

Congratulations to this year’s Nominees & Winners

The GS1 US Apparel & General Merchandise Initiative

Helping Industry Deliver a Seamless Customer Experience—Improving Business Processes and Supply Chain Visibility …

Vision
To enable the Apparel and General Merchandise retail value chain trading partner community to automate and integrate business processes and collaborate on a broad scale

Mission
Drive innovation and adoption of improved methods for connecting with business partners and consumers through user-driven workgroups that result in virtual and physical forums for customer engagement and industry-approved standards, guidelines, and best practices
Key Objectives

- Improve inventory accuracy
- Enhance shipping accuracy and confidence
- Facilitate the distribution of accurate, standardized product data
- Build better trading partner and customer relationships
- Enable the successful implementation of EPC-enabled RFID technology
- Increase speed-to-market

At GS1 US, we offer a neutral forum for members to address and develop industry requirements to support the retail industry as it evolves into new areas of focus. Key areas of focus include meeting industry needs, omni-channel retail, supply chain performance, and corporate social responsibility. We are committed to providing leadership in identifying business challenges and opportunities, and organizing members to explore solutions and create adoption plans. We bring visionaries together to focus on these new challenges and develop a plan to meet them.

Help shape the future of the retail industry. Join the GS1 US Apparel and General Merchandise Initiative today:

E: ApparelGM@gs1us.org  W: www.gs1us.org/ApparelGM

The 2016 GS1 US Apparel & General Merchandise Retail Industry Achievement Awards

The 2016 GS1 US Apparel and General Merchandise Retail Industry Achievement Awards honor retail leaders (individuals and organizations) who have implemented GS1 Standards to deliver outstanding achievements in innovating the retail value chain. They recognize operational excellence, corporate social responsibility, standards innovation, and small business standards success.

This year's event continues the tradition of bringing the community together to recognize excellence in application of standards and industry best practice guidelines, share successes, and participate in the valuable exchange of ideas.

Who was Roger Milliken

Roger Milliken (1915-2010) led the executives who founded and catalyzed Voluntary Interindustry Commerce Solutions® (VICS®)—transforming and accelerating best business practices across multiple industries. His vision and leadership helped build a team from a diverse group of busy executives, many of them direct competitors.

From the beginning, Milliken realized that shortening the product development and production cycle would be a valuable initiative—but that it would require dramatic supply chain changes. He brought together CEOs from leading retail, manufacturing and raw materials corporations to pursue faster and more responsive operations. His intellect, credibility, resources and drive overcame the decades-old entrenched status quo.

Among the traits that made Milliken so successful were his zealous pursuit of ideals balanced by practical know-how, passion for quality, zeal for innovation, love for the environment, and support for education. Further, his efforts to save and create jobs involved chairmanship of the Crafted With Pride in the USA Council and the growth of his company into the largest privately-held textile corporation.

Roger Milliken proved that great accomplishments can be achieved through aligning talented and committed business executives around business practices that deliver significant value.

In 2012, GS1 US merged with VICS and launched the Apparel and General Merchandise Initiative. Today more than 130 suppliers, distributors, retailers, solution providers, and third-party logistics providers are active members in the Initiative—focused on improving inventory accuracy, exchanging standardized product data and achieving traceability with GS1 Standards.

With the GS1 US Apparel and General Merchandise Roger Milliken Career Achievement Award, we remember Roger and all the past Award Recipients who demonstrated the vision and leadership that make our world operate more effectively and beneficially for all.
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