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The 2015 GS1 US Apparel and General Merchandise Excellence Awards Program

The 2015 GS1 US Apparel and General Merchandise Excellence Awards honor retail leaders (individuals and organizations) who have implemented GS1 Standards to deliver outstanding achievements in innovating the retail supply chain.

This year’s event continues the tradition of bringing the community together to recognize retail supply chain 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 U.S.A. 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 120 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 GS1 US Apparel and General Merchandise Initiative Executive Leadership Committee

Dr. Bill Hardgrave, Dean and Wells Fargo Professor, Auburn University
Lisa Celebre, Divisional VP – Director of Store Operations, Bon-Ton Stores, Inc.
Gregg Barta, SVP Supply Chain Operations, Kohl’s Department Stores
Peter Longo, President, Logistics & Operations Macy’s Department Stores, Macy’s, Inc.
Norm Veit, EVP & CIO, Nine West Holdings, Inc.
Linda Sarentino, Group VP, Strategic Services, PVH Corp.
Ken Cochran, Corporate VP, Ralph Lauren (interim)
David Rush, SVP, Distribution & Logistics, Tory Burch (ad hoc)
Derek Coulter, VP, Product Development, VF Corporation
Randy Salley, SVP, Retail Technology Systems, Walmart Stores, Inc.
Art Smith, President & CEO, GS1 Canada
Bob Carpenter, President & CEO, GS1 US
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. To meet industry needs, omni-channel retail, supply chain performance, and corporate social responsibility are our key areas. 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

Roger Milliken Achievement Award ~ Past Winners

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
Peter Longo
President, Logistics & Operations at Macy’s Department Stores, Macy’s, Inc.

A retail industry veteran, Peter Longo (President, Logistics and Operations at Macy’s Department Stores, Macy’s, Inc.) began his career at Bloomingdale’s. Rising through the ranks, Mr. Longo was named Senior Vice President of Operations in 1989, Executive Vice President in 1999, and President for the New Jersey-based Macy’s Logistics and Operations division in 2000. Today, he leads Macy’s Logistics and Operations for both Macy’s and Bloomingdale’s, and is responsible for all activities connecting the vendor/retailer supply chain including transportation, distribution, furniture/bedding operations and delivery, and direct-to-consumer fulfillment operations as well as the systems and technologies related to logistics and distribution activities.

A retail industry leader and GS1 Standards advocate, Mr. Longo has played an integral role in Macy’s adoption of VICS/GS1 Standards and guidelines for U.P.C., EDI and Floor-Ready initiatives. He has also been instrumental in his contributions and support for a myriad of industry standards; lending his voice and time to helping the retail industry adopt EPC-enabled item level RFID technology—the game-changing technology that is helping retail trading partners deliver on the promise of a seamless omni-channel consumer experience.

Mr. Longo, a long-time champion of GS1 Standards, is a member of the GS1 US Board of Governors (2012 – Present), GS1 Global Management Board, and GS1 US Apparel and General Merchandise Initiative Executive Leadership Committee. He has also served on the VICS Board of Directors (2007 – 2009) and the VICS Executive Committee, and was Executive Committee Co-Chair (2010 – 2012).

For more than 25 years, Mr. Longo has collaborated with retail industry trading partners to develop and implement supply chain best practices. His leadership and participation in standards-based initiatives have made a significant contribution to the success of both VICS and GS1 US.
The 2015 GS1 US Apparel and General Merchandise Solution Provider Excellence Awards Finalists

Tyco Retail Solutions — In 2011, Tyco Retail Solutions was selected by retailer to help them pilot their RFID technology program. Tyco’s solution provided the retailer with the ability to drive selling floor shoe sample compliance. In 2012, Tyco’s infrastructure (store servers / software) were deployed “in only 6 months”. The Tyco team provided all requirements on time and since then have actively supported the retailer’s roll-out. The retailer commended Tyco on their professional services organization and their support for GS1 Standards. The retailer also praised Tyco on their collaborative teaming with other retailer-approved technology partners.

In 2015, when the retailer began increasing their adoption of RFID sourced tagged product (tripling their RFID unit volume), they re-engaged Tyco to help them architect their next 3 years. Tyco’s technology team hosted a series of on premise technical deep-dive sessions with the retailer’s IT team. They met the retailer’s requirements with a “high sense of urgency and focus” and helped the retailer “identify what they needed to do to allow for scalability”. Even when the retailer’s requirements lagged Tyco’s team rallied and accelerated their development cycle to deliver on target and schedule.

The retailer applauded Tyco’s partnership and commitment to helping the retailer “drive top line sales and provide a great customer experience”.

The 2015 Finalists

Congratulations to this year’s Nominees & Winners

Retailer Excellence
Macy’s, Inc.
Primary Arms, LLC
Stage Stores, Inc.
Tesco Stores Limited

Supplier Excellence
The Blessing Basket Project®
PVH Corp.

Solution Provider Excellence
InterTrade Systems, Inc.
OpenText|GXS
Tyco Retail Solutions
Seeonic, Inc.

Roger Milliken Career Achievement Award Recipient
Peter Longo
Tesco Stores Limited — F&F (Tesco Stores Limited) set a goal to enhance the customer’s perception of the F&F brand. They wanted to improve performance and business processes and to develop the infrastructure needed to provide network-wide inventory visibility. They chose RFID technology to help them maintain accurate stock records, have better on-shelf availability through improved replenishment, and reduce the volumes of stock sold at marked down prices. Continuing their in-store innovation, F&F has also begun using robots to cycle count their stores at night and great their customers in the day.

From pilot to deployment, F&F advocated the use of GS1 Standards and guidelines. They implemented a standards-based EPC-enabled RFID solution to deliver a world class clothing operation. Test/pilot store results showed:

- KPI improvements included Sales and Margin
- Positive customer feedback from improved customer interactions and improved inventory availability
- Exceptional employee engagement

Primary Arms, LLC. — Primary Arms was facing supply chain constraints. They wanted to manage their inventory, improve efficiency as well as save time, money and material costs. They turned to GS1 Standards to help them do business better. They licensed a GS1 Company Prefix and implemented U.P.C. barcodes and GS1-128 labels. Today, every Primary Arms branded product package is imprinted with a U.P.C. barcode.

Their results were undeniable; using the GTIN, Primary Arms become one of the fastest growing e-commerce retailers for the firearms category. Primary Arms:

- Grew 70% per year, increasing year-over-year revenue
- Expanded their portfolio of branded merchandise from a handful SKUs to nearly a hundred SKUs (in just two years)
- Built a strong international supply chain (in a fairly small industry)
- Grew their import supplier base (growing from a few suppliers in one country to dozens of factories globally)

Seeonic, Inc. — Seeonic, Inc. partnered with Interstate Batteries to help them optimize their battery inventory and delivery business processes. The Interstate Batteries business model requires a battery delivery driver to haul potential replacement stock to each of Interstate’s 200,000+ locations. Before Seeonic’s patented-solution was deployed, InterState Batteries did not have any visibility into the store’s stock/SKU inventory, so each day a driver would load set of batteries on his truck and roll-out to each store location to re-stock, re-charge and replace that store’s inventory.

The two companies teamed up and co-developed an EPC-enabled item level RFID-based technology solution. This solution embeds Seeonic’s SightWare devices into Interstate’s IBSmartRacks to collect daily battery inventory information, by location. The entire system runs autonomously, without any human intervention, and provides Interstate Batteries with much more information than stocking level; they now have visibility into days on shelf, expiration dates, and warranty exposure. This project is currently in the validation phase, across five distributors/2,200 stores. To date, the eco-friendly solution has delivered the following ROI results:

- Fuel savings (a reduction of 30% in fuel consumption)
- Larger trucks have been replaced with smaller (less carbon emitting) vans
- Sales growth (due to better inventory management)
- Data accuracy (in just over a year inventory accuracy increased to 99.8%)

This solution leverages GS1 Standards and is the largest autonomous commercial RFID network in the U.S.
The 2015 GS1 US Apparel and General Merchandise Retailer Excellence Awards Finalists

Stage Stores, Inc. — A year ago Stage Stores’ primary business challenge was ineffective supplier communication—lacking a timely process to resolve compliance inquiries. Collaborating with a GS1 US Solution Provider and leveraging GS1 Standards and guidelines, their goals were simple:

- Build strong supplier relationships
- Develop a supplier compliance and routing portal
- Create a standards-based compliance guide

Today, the portal includes 3,500 suppliers. Together, in just a matter of months, the portal and the Stage Stores’ compliance guide help the retailer cut through their logistics and supply chain challenges. Stage Stores’ suppliers follow GS1 Standards.

- They conform to the GS1-128 label specification, which helps smooth receipts into, and routing through, Stage Stores’ distribution centers—reducing store delivery times and enabling on-sales-floor merchandise availability
- Using EDI messaging, Stage Stores’ web-based Transportation Management System optimizes all inbound DC freight—providing additional time and supply chain cost savings

Leveraging industry best practices and GS1 Standards, Stage Stores realized supply chain efficiencies and improved speed-to-sales-floor results. Additionally, they also realized:

- A 60% reduction of transit time through their distribution centers (from days to hours)
- Doubling of cross-docking metrics
- A significant reduction in compliance inquiries and an improved resolution time for any remaining compliance inquiries (either same- or next-day, compared to over a week previously)

OpenText|GXS — In 2011, OpenText|GXS brought a group of retailers together (in a Retail Roundtable) to discuss extended attributes and retailer community needs. After a few months of discussion the team decided to combine their work efforts under the then VICS Image Committee. OpenText|GXS continued to be an active committee participant; making sure that the solutions they developed would comply with industry standards and guidelines; they maintained their engagement with the GS1 US Apparel and General Merchandise Initiative’s Product Images & Data Attributes Workgroup (after the VICS and GS1 US merger).

Nominated by four separate retailers and one supplier, OpenText|GXS was complimented on their consistent ability to implement product updates in sync with GS1 Standards and guidelines. One retailer commended OpenText|GXS on their Catalogue, “having all attributes come directly one source shortens our e-commerce time-to-market. Our digital team is now able to get products online in a matter of days, instead of weeks.” Another retailer praised OpenText|GXS on their consistent industry education and communication practices, “they have been instrumental in keeping their customers—both vendors and retailers—informed on the progress of the Workgroup. Further, GS1 US guidelines are published they host a series of webinars to help educate the retail community.” Additionally, the supplier applauded OpenText|GXS’ consistent industry collaboration.
Macy’s, Inc. — In late 2011, Macy’s embarked on a 3-year omni-channel excellence journey. Looking to increase color/size inventory visibility and to drive sales in their high replenishment categories, Macy’s began using EPC-enabled RFID technology to execute more frequent cycle counts and improve sampling compliance in women’s and men’s shoes. Since that time, their adoption of RFID has evolved from a transformational technology to a foundational requirement for inventory optimization and has grown to all 800+ Macy’s and Bloomingdale’s stores. They expanded RFID use from replenishment to fashion areas and saw their sales volumes increase more than 200%, and in 2014 they completed their single view of inventory system upgrades.

Macy’s now has one “view” of inventory – accurate inventory through RFID—with a focus on optimizing in-stock inventory to satisfy customer demand. Their 3-year results include:

- Inventory optimization in their omni-channel fulfillment processes (freeing up the last one (GTIN) for sale … instead of working with thresholds and minimum units/location before making it available for sale via their e-com channel)
- Sustaining a 95% item accuracy at the size/color level (improved from 75%)
- Selling floor shoe sample compliance growth (from 70% style representation to 95%+)
- Sales trends increases in RFID tagged product categories (increasing in the high single digits to low double digits vs the non-RFID comparable control groups)

In their support for GS1 Standards, Macy’s implemented:

- RFID / Omni-Ready Product: Macy’s specifies the exclusive use of the GS1 EPC Radio-Frequency Identity Generation-2 UHF RFID Protocol for all RFID tags to be applied to in-store merchandise. It further specifies the GS1 SGTIN-96 coding schema for these tags.
- As a member of the GS1 US Apparel and General Merchandise Initiative as well as the Item Level and Omni-Channel Ready Fulfillment Workgroups, Macy’s has collaborated with industry trading partners in developing industry best practices and driving industry adoption.
- Single View of Inventory: Converting to a single view inventory was enabled by leveraging many GS1 Standards including, but not limited to: GTIN, SSCC-18, and EDI.

Jointly nominated by both a retailer and a supplier, OpenText|GXS and InterTrade were commended for their active workgroup participation as well as for providing their industry expertise and invaluable insights into implementation considerations and challenges. Both technology providers were praised for their robust platforms and service offerings as well as for their support in implementing GS1 US Image and Extended Attributes guidelines.

They were applauded for being at the forefront of providing technology platforms that support the community-approved guidelines, “they have provided resources and educational programs and have actively engaged in community outreach campaigns advocating industry-wide adoption. With the development and publication of the GS1 US Guideline for Product Image Exchange between Trading Partners and the GS1 US E-Commerce Extended Attribute Guideline, both OpenText and InterTrade were able to develop their technology platforms and services to adhere to the guideline specifications—helping retailers and suppliers quickly implement the GS1 US guidelines/best practices for exchanging product images and attributes in a streamlined single solution. Both companies provide flexible, multi-option solutions that allow any size company to adhere to the guidelines.”

OpenText and InterTrade:

- Are committed to supporting GS1 Standards in their solution sets
- provide suppliers and retailers a robust technology platform that serves as a single source to upload and pull images and attributes
- offer flexible, multi-option supplier implementation solutions to upload product information and to store and/or share image files easily
- deliver solutions that help reduce manual labor and facilitate automation between trading partners (with less manual handling of rich content, there are less errors and more consistent brand representations)
- Understanding their communities’ capabilities and timeframes, both companies have provided flexible solution sets that help suppliers can adhere to their retailer requirements while implementing more long-term strategies for automated product attribute and image exchange.
In January 2015, both Macy’s and Bloomingdale’s restructured their respective central merchandising and marketing functions so each brand could develop and present its assortments seamlessly across channels (online, mobile and in-store) and provide a single omni-channel view of inventory in all product categories. Going forward, one unified merchandising and marketing organization—a hybrid of store and online buying—will support the entire Macy’s business to encourage both store and digital growth. Previously, store and online assortments were bought and marketed by separate organizations at Macy’s and at Bloomingdale’s. These recent changes will enable Macy’s to continue to support organizational growth and the enhanced omni-channel shopping experience.

When Macy’s started to implement RFID technology, the omni-channel business model had not been implemented …. As they now operate in an omni-channel model, the imperative to have an accurate inventory file to drive customer demand and better business decisions is even more critical for Fashion product. The early adoption of RFID by Macy’s has positioned them to move forward; they can now increase sales and customer satisfaction through improved in-store availability and enhanced omni-channel fulfillment e.g., buy online and ship from / pick up in store.

The 2015 GS1 US Apparel and General Merchandise Supplier Excellence Awards Finalists

- Inventory Management Efficiencies: The production timeline for their products is unimaginably difficult. First, it is a handmade product. It comes from some of the world’s harshest environments and yet, still must be delivered as close to on-time as possible. Utilizing GS1 Standards enabled them to manage their inventory in ways that helps their artisan community.

- Quality Control: As with any handmade item, quality standards are difficult to manage. If they rejected an artisan’s product it was difficult to previously explain why; post a standards-based implementation they can now photograph the quality issue and trace it directly back to the artisan. The artisan is shown the pictures and then trained. This has improved product quality and restored trust between the organization and the artisan.

- Supplier Transparency: Today, consumers who purchase products from The Blessing Basket Project can learn the struggles of the person they are supporting through GS1 Standards enabled solutions.

The Blessing Basket Project rolled out their GS1 Standards-based solution in May 2014, since that time their customer/artisan engagement has grown by 63%, and their consumers are spending an average of 49% more time engaging with the artisan and the organization’s products.

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**InterTrade Systems, Inc. & OpenText|GXS** — Product images and attributes are an essential retail business requirement; exponentially intensified by the recent growth of e-commerce. For retailers and suppliers, the management and exchange of product rich content had traditionally been a source of frustration. Without standards and guidelines, the sharing of rich content (between trading partners) has been difficult, costly and inefficient. The GS1 US Apparel and General Merchandise Initiative’s Product Images & Data Attributes Workgroup brings together industry trading partners for the purpose of collaborating to develop best practices and guidelines to define and implement a streamlined process for trading partners to exchange rich content, images and attributes, in a single standardized format.
PVH Corp. — PVH Corp., one of the world’s largest apparel companies, owns and markets the iconic Calvin Klein and Tommy Hilfiger brands worldwide. It is the world’s largest shirt and neckwear company and markets a variety of goods under its own brands, Van Heusen, Calvin Klein, Tommy Hilfiger, Warner’s and Olga, IZOD, ARROW, and its licensed brands, including Speedo, Geoffrey Beene, Kenneth Cole New York, Kenneth Cole Reaction, MICHAEL Kors, Sean John, Chaps, Donald J. Trump Signature Collection, and Ike Behar.

As an early adopter of EPC-enabled item level RFID tagging, PVH Corp. has been nominated for the 2015 GS1 US Apparel and General Merchandise Supplier Excellence Award.

In 2012, PVH Corp. was one of only four domestic suppliers supplying EPC-enabled RFID tagged product—enabling their retail partner to more accurately execute their monthly replenishment product cycle counts. Helping their retail partner satisfy consumer demand and grow top line sales. To support their retailer’s pilot program roll-out, they delivered tagged dress shirts to help the retailer perfect their cycle count practices and metrics.

In 2014, when the retailer was ready to expand their RFID technology program to provide last unit fulfillment from location-based picking pilots, PVH Corp.’s RFID tagged items enabled the retailer to quickly (in a matter of just days) to lower their thresholds and optimize their pick to the last unit inventory business processes. Their RFID deployment results were clear:

- Better inventory accuracy (last unit picks)
- Improved margins (more full price sales)
- Growing sales (an avg increase 6.5%+)

As a member of the GS1 US Apparel and General Merchandise Initiative as well as a participant in several Workgroups (Item Level, Omni-Channel Ready Fulfillment, Hangers, Point of Sale Data Sharing, and Product Data & Image Attributes), PVH Corp. is actively collaborating with industry trading partners in developing industry best practices and driving industry adoption.

The Blessing Basket Project® — The Blessing Basket Project is a 501(c) 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 our 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.

At any given time their organization partners with about 3k artisans, across six developing countries, on two continents. Rolling out a new technology solution carried layers of unimaginable complexity, but their purpose was clear:

- Create internal quality control, warehouse and shipping efficiencies
- Deliver supplier transparency all the way back to the artisan who made the product
- Encourage their customers to engage with their brand via their website

The Blessing Basket Project team utilized GS1 Standards to design and develop an artisan card; attached to every product, the card bears the face, name and personal details of the very person who made that product. Securing a GS1 Company Prefix license and building unique U.P.C. bar-codes enabled the organization to deliver SKU’d products to their customers—track-and-trace solution, across the global supply chain.

Their results were:

- Cost Savings and Shipment Accuracy: Shipping any handmade item on time is a huge challenge. Not only that, prior to them deploying their technology (based on GS1 Standards) they had to count it all by hand. Those days are over. On time shipping has risen to nearly 90%. Shrinkage on those shipments, dropped from 19% down to less than 2%. 

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In January 2015, both Macy’s and Bloomingdale’s restructured their respective central merchandising and marketing functions so each brand could develop and present its assortments seamlessly across channels (online, mobile and in-store) and provide a single omni-channel view of inventory in all product categories. Going forward, one unified merchandising and marketing organization—a hybrid of store and online buying—will support the entire Macy’s business to encourage both store and digital growth. Previously, store and online assortments were bought and marketed by separate organizations at Macy’s and at Bloomingdale’s. These recent changes will enable Macy’s to continue to support organizational growth and the enhanced omni-channel shopping experience.

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- Sustaining a 95% item accuracy at the size/color level (improved from 75%)
- Selling floor shoe sample compliance growth (from 70% style representation to 95%+)
- Sales trends increases in RFID tagged product categories (increasing in the high single digits to low double digits vs the non-RFID comparable control groups)

In their support for GS1 Standards, Macy’s implemented:

- RFID / Omni-Ready Product: Macy’s specifies the exclusive use of the GS1 EPC Radio-Frequency Identity Generation-2 UHF RFID Protocol for all RFID tags to be applied to in-store merchandise. It further specifies the GS1 SGTIN-96 coding schema for these tags.
- As a member of the GS1 US Apparel and General Merchandise Initiative as well as the Item Level and Omni-Channel Ready Fulfillment Workgroups, Macy’s has collaborated with industry trading partners in developing industry best practices and driving industry adoption.
- Single View of Inventory: Converting to a single view inventory was enabled by leveraging many GS1 Standards including, but not limited to: GTIN, SSCC-18, and EDI.

Jointly nominated by both a retailer and a supplier, OpenText|GXS and InterTrade were commended for their active workgroup participation as well as for providing their industry expertise and invaluable insights into implementation considerations and challenges. Both technology providers were praised for their robust platforms and service offerings as well as for their support in implementing GS1 US Image and Extended Attributes guidelines.

They were applauded for being at the forefront of providing technology platforms that support the community-approved guidelines, “they have provided resources and educational programs and have actively engaged in community outreach campaigns advocating industry-wide adoption. With the development and publication of the GS1 US Guideline for Product Image Exchange between Trading Partners and the GS1 US E-Commerce Extended Attribute Guideline, both OpenText and InterTrade were able to develop their technology platforms and services to adhere to the guideline specifications—helping retailers and suppliers quickly implement the GS1 US guidelines/best practices for exchanging product images and attributes in a streamlined single solution. Both companies provide flexible, multi-option solutions that allow any size company to adhere to the guidelines.”

OpenText and InterTrade:

- Are committed to supporting GS1 Standards in their solution sets
- provide suppliers and retailers a robust technology platform that serves as a single source to upload and pull images and attributes
- offer flexible, multi-option supplier implementation solutions to upload product information and to store and/or share image files easily
- deliver solutions that help reduce manual labor and facilitate automation between trading partners (with less manual handling of rich content, there are less errors and more consistent brand representations)
- Understanding their communities’ capabilities and timeframes, both companies have provided flexible solution sets that help suppliers can adhere to their retailer requirements while implementing more long-term strategies for automated product attribute and image exchange.
Stage Stores, Inc. — A year ago Stage Stores’ primary business challenge was ineffective supplier communication—lacking a timely process to resolve compliance inquiries. Collaborating with a GS1 US Solution Provider and leveraging GS1 Standards and guidelines, their goals were simple:

- Build strong supplier relationships
- Develop a supplier compliance and routing portal
- Create a standards-based compliance guide

Today, the portal includes 3,500 suppliers. Together, in just a matter of months, the portal and the Stage Stores’ compliance guide help the retailer cut through their logistics and supply chain challenges. Stage Stores’ suppliers follow GS1 Standards.

- They conform to the GS1-128 label specification, which helps smooth receipts into, and routing through, Stage Stores’ distribution centers—reducing store delivery times and enabling on-sales-floor merchandise availability
- Using EDI messaging, Stage Stores’ web-based Transportation Management System optimizes all inbound DC freight—providing additional time and supply chain cost savings

Leveraging industry best practices and GS1 Standards, Stage Stores realized supply chain efficiencies and improved speed-to-sales-floor results. Additionally, they also realized:

- A 60% reduction of transit time through their distribution centers (from days to hours)
- Doubling of cross-docking metrics
- A significant reduction in compliance inquiries and an improved resolution time for any remaining compliance inquiries (either same- or next-day, compared to over a week previously)
Tesco Stores Limited — F&F (Tesco Stores Limited) set a goal to enhance the customer’s perception of the F&F brand. They wanted to improve performance and business processes and to develop the infrastructure needed to provide network-wide inventory visibility. They chose RFID technology to help them maintain accurate stock records, have better on-shelf availability through improved replenishment, and reduce the volumes of stock sold at marked down prices. Continuing their in-store innovation, F&F has also begun using robots to cycle count their stores at night and greet their customers in the day.

From pilot to deployment, F&F advocated the use of GS1 Standards and guidelines. They implemented a standards-based EPC-enabled RFID solution to deliver a world class clothing operation. Test/pilot store results showed:

- KPI improvements included Sales and Margin
- Positive customer feedback from improved customer interactions and improved inventory availability
- Exceptional employee engagement

Primary Arms, LLC. — Primary Arms was facing supply chain constraints. They wanted to manage their inventory, improve efficiency as well as save time, money and material costs. They turned to GS1 Standards to help them do business better. They licensed a GS1 Company Prefix and implemented U.P.C. barcodes and GS1-128 labels. Today, every Primary Arms branded product package is imprinted with a U.P.C. barcode.

Their results were undisputable; using the GTIN, Primary Arms become one of the fastest growing e-commerce retailers for the firearms category. Primary Arms:

- Grew 70% per year, increasing year-over-year revenue
- Expanded their portfolio of branded merchandise from a handful SKUs to nearly a hundred SKUs (in just two years)
- Built a strong international supply chain (in a fairly small industry)
- Grew their import supplier base (growing from a few suppliers in one country to dozens of factories globally)

Seemonic, Inc. — Seemonic, Inc. partnered with Interstate Batteries to help them optimize their battery inventory and delivery business processes. The Interstate Batteries business model requires a battery delivery driver to haul potential replacement stock to each of Interstate’s 200,000+ locations. Before Seemonic’s patented-solution was deployed, InterState Batteries did not have any visibility into the store’s stock/SKU inventory, so each day a driver would load set of batteries on his truck and roll-out to each store location to re-stock, re-charge and replace that store’s inventory.

The two companies teamed up and co-developed an EPC-enabled item level RFID-based technology solution. This solution embeds Seemonic’s SightWare devices into Interstate’s IBSmartRacks to collect daily battery inventory information, by location. The entire system runs autonomously, without any human intervention, and provides Interstate Batteries with much more information than stocking level; they now have visibility into days on shelf, expiration dates, and warranty exposure. This project is currently in the validation phase, across five distributors/2,200 stores. To date, the eco-friendly solution has delivered the following ROI results:

- Fuel savings (a reduction of 30% in fuel consumption)
- Larger trucks have been replaced with smaller (less carbon emitting) vans
- Sales growth (due to better inventory management)
- Data accuracy (in just over a year inventory accuracy increased to 99.8%)

This solution leverages GS1 Standards and is the largest autonomous commercial RFID network in the U.S.
The 2015 GS1 US Apparel and General Merchandise Solution Provider Excellence Awards Finalists

Tyco Retail Solutions — In 2011, Tyco Retail Solutions was selected by retailer to help them pilot their RFID technology program. Tyco’s solution provided the retailer with the ability to drive selling floor shoe sample compliance. In 2012, Tyco’s infrastructure (store servers / software) were deployed “in only 6 months”. The Tyco team provided all requirements on time and since then have actively supported the retailer’s roll-out. The retailer commended Tyco on their professional services organization and their support for GS1 Standards. The retailer also praised Tyco on their collaborative teaming with other retailer-approved technology partners.

In 2015, when the retailer began increasing their adoption of RFID sourced tagged product (tripling their RFID unit volume), they re-engaged Tyco to help them architect their next 3 years. Tyco’s technology team hosted a series of on premise technical deep-dive sessions with the retailer’s IT team. They met the retailer’s requirements with a “high sense of urgency and focus” and helped the retailer “identify what they needed to do to allow for scalability”. Even when the retailer’s requirements lagged Tyco’s team rallied and accelerated their development cycle to deliver on target and schedule.

The retailer applauded Tyco’s partnership and commitment to helping the retailer “drive top line sales and provide a great customer experience”.

The 2015 Finalists

Congratulations to this year’s Nominees & Winners

Retailer Excellence
Macy’s, Inc.
Primary Arms, LLC
Stage Stores, Inc.
Tesco Stores Limited

Supplier Excellence
The Blessing Basket Project®
PVH Corp.

Solution Provider Excellence
InterTrade Systems, Inc.
OpenText|GXS
Tyco Retail Solutions
Seeonic, Inc.

Roger Milliken Career Achievement Award Recipient
Peter Longo
Peter Longo

President, Logistics & Operations at Macy’s Department Stores, Macy’s, Inc.

A retail industry veteran, Peter Longo (President, Logistics and Operations at Macy’s Department Stores, Macy’s, Inc.) began his career at Bloomingdale’s. Rising through the ranks, Mr. Longo was named Senior Vice President of Operations in 1989, Executive Vice President in 1999, and President for the New Jersey-based Macy’s Logistics and Operations division in 2000. Today, he leads Macy’s Logistics and Operations for both Macy’s and Bloomingdale’s, and is responsible for all activities connecting the vendor/retailer supply chain including transportation, distribution, furniture/bedding operations and delivery, and direct-to-consumer fulfillment operations as well as the systems and technologies related to logistics and distribution activities.

A retail industry leader and GS1 Standards advocate, Mr. Longo has played an integral role in Macy’s adoption of VICS/GS1 Standards and guidelines for U.P.C., EDI and Floor-Ready initiatives. He has also been instrumental in his contributions and support for a myriad of industry standards; lending his voice and time to helping the retail industry adopt EPC-enabled item level RFID technology—the game-changing technology that is helping retail trading partners deliver on the promise of a seamless omni-channel consumer experience.

Mr. Longo, a long-time champion of GS1 Standards, is a member of the GS1 US Board of Governors (2012 – Present), GS1 Global Management Board, and GS1 US Apparel and General Merchandise Initiative Executive Leadership Committee. He has also served on the VICS Board of Directors (2007 – 2009) and the VICS Executive Committee, and was Executive Committee Co-Chair (2010 – 2012).

For more than 25 years, Mr. Longo has collaborated with retail industry trading partners to develop and implement supply chain best practices. His leadership and participation in standards-based initiatives have made a significant contribution to the success of both VICS and GS1 US.
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. To meet industry needs, omni-channel retail, supply chain performance, and corporate social responsibility are our key areas. 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:*

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<thead>
<tr>
<th>Year</th>
<th>Name</th>
<th>Title &amp; Company</th>
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<tbody>
<tr>
<td>2014</td>
<td>Cynthia DiPietrantonio</td>
<td>former COO, The Jones Group</td>
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<tr>
<td>2013</td>
<td>Gay Whitney</td>
<td>Senior V.P. Industry Engagement, GS1 US</td>
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<tr>
<td>2012</td>
<td>John Thompson</td>
<td>Senior V.P. &amp; General Manager, Best Buy</td>
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<tr>
<td>2011</td>
<td>Donald Bowersox</td>
<td>Professor, Michigan State University</td>
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<td>2010</td>
<td>Danny Wegman</td>
<td>CEO, Wegmans Food Markets</td>
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<tr>
<td>2009</td>
<td>Tom Cole</td>
<td>Vice Chairman, Macy’s, Inc.</td>
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<td>2008</td>
<td>Jim McLaughlin</td>
<td>former V.P. &amp; CIO, Gillette, Procter &amp; Gamble</td>
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<td>2007</td>
<td>Randy Mott</td>
<td>Executive V.P. &amp; CIO, Hewlett-Packard Company</td>
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<td>2006</td>
<td>Paul Singer</td>
<td>former CIO, Target Corp.</td>
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<td>2005</td>
<td>David Cole</td>
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<td>2004</td>
<td>Ron Griffin</td>
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<td>2003</td>
<td>Ralph Drayer</td>
<td>former V.P., ECR, Procter &amp; Gamble</td>
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<td>2002</td>
<td>Joe Andraski</td>
<td>Vice Chair, VICS CPFR®, SVP, OMI International</td>
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<td>2001</td>
<td>Tom Rittenhouse</td>
<td>President &amp; CEO, Uniform Code Council, Inc. (Now GS1 US)</td>
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<td>2000</td>
<td>Tom Sample</td>
<td>CIO, Carhartt, Inc.</td>
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<td>1999</td>
<td>Bobby Martin</td>
<td>former President &amp; CEO, Walmart International</td>
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<tr>
<td>1998</td>
<td>Paul Benchener</td>
<td>Chairman, VICS</td>
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The 2015 GS1 US Apparel and General Merchandise Excellence Awards Program

The 2015 GS1 US Apparel and General Merchandise Excellence Awards honor retail leaders (individuals and organizations) who have implemented GS1 Standards to deliver outstanding achievements in innovating the retail supply chain.

This year’s event continues the tradition of bringing the community together to recognize retail supply chain 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 U.S.A. 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 120 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 GS1 US Apparel and General Merchandise Initiative Executive Leadership Committee

Dr. Bill Hardgrave, Dean and Wells Fargo Professor, Auburn University
Lisa Celebre, Divisional VP – Director of Store Operations, Bon-Ton Stores, Inc.
Gregg Barta, SVP Supply Chain Operations, Kohl's Department Stores
Peter Longo, President, Logistics & Operations Macy's Department Stores, Macy's, Inc.
Norm Veit, EVP & CIO, Nine West Holdings, Inc.
Linda Sarentino, Group VP, Strategic Services, PVH Corp.
Ken Cochran, Corporate VP, Ralph Lauren (interim)
David Rush, SVP, Distribution & Logistics, Tory Burch (ad hoc)
Derek Coulter, VP, Product Development, VF Corporation
Randy Salley, SVP, Retail Technology Systems, Walmart Stores, Inc.
Art Smith, President & CEO, GS1 Canada
Bob Carpenter, President & CEO, GS1 US
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