



*i*D

FASHION

*Must  
have*

# RFID

*« Once the tag is fitted, each item of clothing has its own identity, and the information on the tag can be read remotely across the entire supply chain, all the way to the shop. »*



Like any basic ensemble accessorized to enhance its style, Bolloré Logistics has expanded its range of services to include a

unique and now essential accessory: the RFID (Radio Frequency IDentification) tag. This technological jewel - able to recover, memorize and exchange data - is combined with logistics services specially tailored to the fashion industry.

This technology makes all the difference in preventing handling errors or collecting a maximum amount of data in a minimum amount of time - whatever the volumes and whenever necessary.

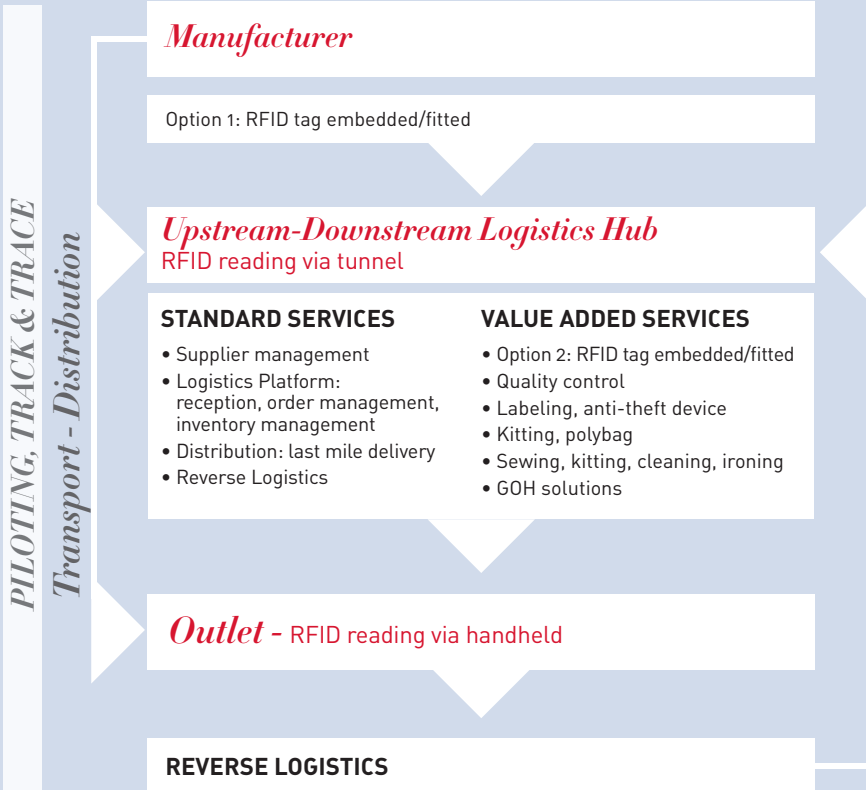
Embedded at the start of the chain at the point of manufacture or at a logistics hub by our teams, the tag can be placed, at the client's discretion, on a label or integrated in an anti-theft device.



# TAILOR-MADE FROM HEAD TO TOE

*Bolloré Logistics offers a wide range of made-to-measure services, all fitted to suit your needs and smarten your logistical performance.*

*“End-to-End Solution”*



*RFID tag embedded fitted upstream*



*High value-added logistics services*



*A creative, high-performance logistics chain*

The iD Fashion solution also benefits from the Save Program, our environmental solution for measuring the carbon footprint linked to transport and reducing CO<sub>2</sub> emissions while optimizing the supply chain.

# “IT” ACROSS THE LINE

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*iD Fashion is a « total look » solution that breathes new life into your entire logistics chain.*

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## 1 ALL ALONG THE SUPPLY CHAIN

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*This simplified solution, which offers sector-specific transport and logistics services, coupled with overall and item-by-item inventory visibility, guarantees:*

- The fitting and encoding of the RFID tag at the point of manufacture or at the logistics hub thanks to the proximity of our network.
- Time savings and improved reliability at every step of the logistics chain.
- Traceability for every item, helping the fight against counterfeiting.
- Integration of data flows in either our system or yours, depending on the option chosen: transport and logistics traceability or global supply chain management by our teams.

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## 2 AT OUTLETS

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*Higher in-store revenue is generated on various levels:*

- Supplier performance tracking and a positive impact on product quality.
- Time savings, increased reliability of product reception and inventories.
- Optimized inventory management: efficient stocking and restocking, reduced supply cycle.
- Decreased shrinkage.

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*“ Meaning that, at the end of the chain, the customer is always more satisfied. ”*

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## 3 FOR THE END CONSUMER

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*The time saved thanks to iD Fashion is reinvested in customer relations. Customer loyalty is increased by building a positive brand image.*

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*FASHION.*

*An idea, a sketch, a needle and thread... fashion emerges as the creative process takes shape. Then comes the patchwork of stages that bring each article of clothing to the end buyer. That's where the iD Fashion solution comes into play. Step by step, iD Fashion is at your side, weaving together a range of possibilities to optimize the overall efficiency of the logistics chain.*

*iD*  
FASHION

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*Inventing and re-inventing codes to make sure you never go unnoticed is the basic philosophy of any fashion designer. Bolloré Logistics also follows this philosophy.*

*The iD Fashion solution combines technology and service to redesign and recreate the major lines of today's supply chains.*

*iD*

*comes to you from two*

*MAJOR  
"HOUSES"*

By joining forces with another subsidiary of the Bolloré Group, Bolloré Logistics aims to offer you the benefit of their combined expertise.

*« iD Fashion harnesses the strengths of two sister companies through a single point of contact. »*

*Bolloré Logistics' expert consulting and management of the supply chain, combined with IER's technical know-how, has led to the creation of our iD Fashion solution: a mix-and-match, cutting-edge offer created specifically for the fashion industry.*

# *Bolloré Logistics, A GLOBAL LEADER IN SUPPLY CHAIN MANAGEMENT*

Bolloré Logistics is a subsidiary of Bolloré, a highly diversified, independent industrial group that ranks among the world's top 10 in transport and logistics.

Historically, Bolloré Logistics' core business has been intercontinental air and ocean freight. By monitoring and responding to its customers' changing needs, Bolloré Logistics has broadened the scope of its expertise and is now a global leader in supply chain management.

Bolloré Logistics offers a full range of services and industry expertise:

Multimodal Transport (air, ocean, road, express)

Customs and Regulatory Compliance

Logistics

Industrial Projects

Supply chain (Network design, customer and supplier relationship management...)

