



bloomingdale's

September 4, 2015

RFID Adoption Workshop

Dear Vendor:

At Macy's and Bloomingdale's, the customer is at the center of all our decisions. Serving her needs in an omnichannel environment requires having the right product in the right place at the right time, regardless of how she shops. An accurate inventory is critical to both vendors and retailers. Item-level RFID technology is allowing us to maintain inventory accuracy while driving favorability in sales and customer order fill rates.

GS1 US has developed tools and resources to help vendors get engaged, educated and involved about RFID. GS1 offers workshops and readiness programs, as well as the ability to collaborate with trading partners about implementation questions and considerations.

We encourage you to consider attending the [GS1 US RFID Adoption Workshop at the RFID in Retail & Apparel Conference on Sept 16th from 2:00 to 5:00 PM ET in New York City, NY.](#)

Workshop participants will receive step-by-step guidance on what is required for a successful RFID deployment. They will learn how a business can use this transformational technology to meet the inventory demands of the omnichannel shopping experience. The workshop will feature retailer and supplier guest speakers, who will offer perspectives on how to approach implementation, as well as representatives from Auburn University and GS1 US, who will provide an expert's look at the state of RFID adoption in retail.

Through the support of industry partners, GS1 US has integrated learnings and best practices, standards knowledge and technical expertise to offer education and support to help suppliers get started and manage their implementation needs. If you are interested in participating in a self-directed online program with training, tools and community support to implement Electronic Product Code (EPC®)-enabled RFID item level tagging in day-to-day operations, check out the [GS1 US EPC Item Level Readiness Program.](#)

Please continue to review macysnet.com regularly for updates on our RFID program, including additions to the (1) [EPC Enabled RFID Technical Specifications](#) document and (2) [RFID Vendor Q&A](#) document. Should you have Macy's and Bloomingdale's specific questions, please contact the appropriate individual referenced in section 7 of the EPC Enabled RFID Technical Specifications document found on macysnet.com.

Please contact GSI at [ApparelGM@gs1us.org](mailto:ApparelGM@gs1us.org) for further information on the program.