



Contact: Madeleine Miller-Holodnicki, ABC, Manager of Communications
+1 630.645.3487

For Immediate Release

Results of Item-Level RFID Research to Be Presented at CSCMP-Sponsored Forum

Lombard, Illinois USA (September 8, 2010)—The Council of Supply Chain Management Professionals (CSCMP) has partnered with the Voluntary Interindustry Commerce Solutions (VICS) association, the University of Arkansas (UARK), and GS1 to host RFID Forum 2010, October 12-13, 2010, at the University of Arkansas. The event will be held at the Donald W. Reynolds Center at the Sam M. Walton College of Business in Fayetteville, Arkansas.

The forum will present the most current research on radio frequency identification (RFID) item-level tagging, a technology that allows merchandise to be identified and tracked through the use of radio waves.

“Major retailers are beginning to take notice of the significant value that RFID item-level tagging creates,” said Heather Morys, CSCMP’s education programs services associate. “And, as more retailers adopt this supply chain tool, supply chain managers need to understand how their companies can leverage this technology as well as how it will impact their suppliers and their customers. RFID Forum 2010 will provide them with the knowledge and information they need.”

Attendees will tour UARK’s RFID Lab and participate in hands-on demonstrations involving case and pallet portals, sweet-spot testing, and point-of-sale (POS) systems and display signs. A question and answer session will follow. An optional RFID primer course is available prior to the tour for attendees to learn RFID basics or refresh their skills.

Following the tour, there will be sessions and discussions led by executives from major retailers who have tested item-level tagging in their stores. Keynote presentations, educational sessions, and panels will focus on digital inventory accuracy, offshore source tagging and in-store testing, connecting customers to the RFID technology experience, and the future of RFID. The content that will be covered is based on studies undertaken by the UARK RFID Research Center, in partnership with CSCMP, VICS, and Dillard’s.

Senior executives from Jones Apparel Group, Macy’s, Wal-Mart, Conair, and IBM Global Business Services will discuss their insights on RFID issues, including the challenges and benefits of item-level tagging implementation.

This forum is sponsored, in part, by ADT, Avery Dennison, Impinj and Motorola. More information is available at <http://cscmp.org/events/rfid/index.asp> or by contacting Heather Morys at hmorys@cscmp.org or +1 630.645.3454. Registration is available at <http://cscmp.org/events/rfid/registration.asp>.

Founded in 1963, the Council of Supply Chain Management Professionals is the leading worldwide professional association dedicated to education, research, and the advancement of the supply chain management profession. With over 9,000 members globally, representing business, government, and academia from 63 countries, CSCMP members are the leading practitioners and authorities in the fields of logistics and supply chain management.

For more information, please contact:

Madeleine Miller-Holodnicki, ABC
Council of Supply Chain Management Professionals
333 East Butterfield Road, Suite 140
Lombard, Illinois 60148-5617 USA
mholodnicki@cscmp.org