

CB Fashion introduces RFID to support the RFID initiatives of its customers

CB Fashion joins forces with Mieloo & Alexander Business Integrators



CB Fashion, service provider specialized in fashion, footwear and lifestyle logistics is expanding its current service portfolio in cooperation with Mieloo & Alexander. Fashion brands like NA-KD, America Today, Sarah Pacini, Suitsupply, Cavallaro, Olsen Mode, Micro Fashion and many others have established a long term relationship with CB Fashion. To not only ensure its leading position in the industry, but also to be equipped for the future, the company teams up with Mieloo & Alexander.



About CB Fashion

Established in 1992 CB Fashion has developed to an industry leader in the world of Fashion and Lifestyle logistics. The company operates from 6 locations in the Netherlands, employs over 400 permanent staff and up to 300 temporary employees. The company offers a wide range of services, including tailored programs, to facilitate wholesale, retail and E-commerce customers. For more information, visit our website at www.cb-fashion.nl or contact Pim van Rooij at +31641489038 or at pim.vanrooij@cb-fashion.nl.

About Mieloo & Alexander

Mieloo & Alexander Business Integrators is specialized in the design, build and deployment of track & trace and inventory management and locating solutions for Fashion & Apparel Retail, RTI/Asset Management and Production, Logistics and Postal. We implement advanced AutoID, RFID and IoT technology for corporate clients to automate the data capture, streamline business processes, provide transparency, make informed decisions and achieve operational excellence. For more information, visit our website at www.mielooandalexander.com or contact Sander Merckx at +31623368618 or at s.merkx@mielooandalexander.com.

To be able to support its clients with the roll-out of UHF RFID technology, CB Fashion engaged Mieloo & Alexander RFID Integrators to design and build RFID solutions for its fashion & apparel warehouse and logistics operations.

The 1st phase of the RFID deployment focuses on enabling CB Fashion to guarantee its RFID customers, that all shipments to their RFID stores are 100% correctly tagged. This is fundamental to achieving close to 100% stock accuracy in the store. CB Fashion uses Mieloo & Alexander's RFID packing table to check Flat Pack cartons, and M&A's RFID tunnel to check Goods on Hanger. Both solutions report tagging or picking errors to an operator who resolves them efficiently, after which the RFID EPC codes in each carton or bundle are updated in CB Fashion's WMS, which is now also RFID enabled.

The EPC codes are also included in the dispatch advice that is passed on to the client's systems, so that the EPC's become available in the store, which is essential for RFID enabled goods receiving and inventory

accuracy: "A simple RFID scan with a handheld or fixed reader in the store is now sufficient to receive the entire delivery. Time that used to be spent on manual receiving and checks, counting, posting or tagging, can now be spent on helping the customers" says Lisanne Bertens – Logistics Engineer CB Fashion.

Pim van Rooij - Key Account Manager at CB Fashion: "we selected Mieloo & Alexander because of their extensive knowledge of logistics operations and proven track record in delivering the latest technology to achieve operational excellence".

Clearly, CB Fashion's 1st objective is to incorporate the capability to support its clients with their RFID initiatives. But in the future, the company will also be able to improve other logistics processes like receiving, item picking and shelf location counting with RFID technology. We look forward to supporting the team at CB Fashion taking also these steps forward! Sander Merckx, Director Mieloo & Alexander.



