

GANNI powers omnichannel fulfillment with Nedap

Inventory visibility leads to optimized item availability

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Fast-growing Danish fashion brand GANNI has selected the Nedap iD Cloud platform to achieve full inventory visibility. The first step of this deployment is to achieve full stock visibility in store, which leads to optimized item availability and efficiency gains. As a next step all items, whether located in the distribution centers or in stores, can be consolidated into one centralized inventory. This eliminates the need for separate stock for web order fulfillment and store orders. This allows GANNI to further unlock omnichannel services, such as ship-from-store.

The GANNI brand is known for its scandi-cool aesthetics and the commitment to make better choices across their business. An important step in making fashion more sustainable is to optimize supply chain processes and become as agile as possible. This can only be achieved by full inventory visibility, which allows GANNI to follow each individual garment in every step of its lifecycle. By using RFID technology, GANNI is able to fulfill the increasing consumer demand with the lowest possible inventory levels.

Making decisions that are better for business and the environment

“At GANNI, we feel the obligation to minimize our social and environmental impact. With every investment we do, we question ourselves ‘Do we really make a difference here or can we do better?’ Increasing customer satisfaction is also an important driver for us and we want to show that the fashion industry can do better. Implementing RFID allows us to get full visibility of stock in our stores. This builds the fundamentals for omnichannel services, like ship-from-store. The opportunity to consolidate store and DC inventory allows us to use items where we need them. This eliminates overstocking and overproduction, while we make sure our customers are still happy with us”, comments Karolin Stjerna, Supply Chain Director at GANNI.

Proofing the business case for RFID

The first contact with GANNI was established during a Nedap Retail Round Table, a networking event with the objective to connect retailers with each other to share experiences with regards to RFID and its use cases. “One of the reasons why we selected Nedap is the cultural fit we are experiencing. We like the approach of networking and sharing experiences to make retail do better, whether this is from a profit point of view or any other business objective. After also a good business case calculation, we decided to move forward. In two weeks after implementation we increased the inventory accuracy in one of our stores from 93,4% to 99,5%.”, says Stjerna.

Other examples of efficiency gains as a result of implementing the Nedap iD Cloud platform are fast and accurate goods receiving, smooth returns to distribution centers and enabling transfers between stores using RFID. The ‘search’ functionality allows for fast location of styles in store, which enables GANNI to enhance the overall shopping experience by quickly giving customers the items they are looking for.

Opening stores in the US despite the pandemic

What started online is now growing towards a steadily growing omnichannel approach. With recent store openings in the US, GANNI is currently expanding its full brand experience for its global community. Elles te Boome-Harbers, Business Development Manager at Nedap Retail comments: “We are proud to have added GANNI to our iD Cloud platform community. It was a pleasure see how both their RFID project team and the

store teams adopted our platform. After just one remote training, GANNI successfully took over the rest. After this first step, we are looking forward to continuing this partnership and accompany this forward-thinking brand in the rest of its RFID journey.

End of press release

About Nedap N.V.

Nedap focuses on the development and supply of Technology for Life: technological solutions that make people more comfortable and successful in their professional lives. Nedap N.V. has a workforce of over 800 employees and operates on a global scale. The company was founded in 1929 and has been listed on Euronext Amsterdam since 1947. Its headquarters are located in Groenlo, the Netherlands.

www.nedap.com

About Nedap Retail

Nedap is the global leader in RFID-based retail solutions. Nedap helps retailers permanently prevent losses, optimize stock levels and simplify the multi-store retail management using RFID. Nedap's RFID software platform gives retailers real-time item-level insights into their stock levels and the exact location of each item. Using these real-time insights, retailers can be more agile, offer customers a better shopping experience, and increase sales.

www.nedap-retail.com

About GANNI

Based in Copenhagen and owned and run by husband-and-wife team Creative Director Ditte Refstrup and Founder Nicolaj Refstrup, GANNI has developed exponentially over recent years with its Scandi 2.0 sense of style full of personality and contrasts. GANNI is all about making our community who wear our clothes feel even more confident and capable of anything. For us, acting responsibly is a moral obligation. We are on a journey to minimize our social and environmental impact and strive to be a more responsible version of ourselves every day. In 2020, we launched our GANNI Game plan setting ourselves 44 tangible goals to be reached by 2023 across four main pillars; People, Planet, Product and Prosperity.

GANNI has offices in Copenhagen, Stockholm, London and New York and is represented in more than 600 of the world's top tier retailers as well as 25 GANNI concept stores across Europe, and the United States.

GANNI.com delivers internationally to 35 countries including Australia, Canada and South Korea.

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