

Sneaker and streetwear retailer SNIPES selects Nedap iD Cloud for multi-brand RFID project

Groenlo, the Netherlands, 8 November 2022 - [Nedap](#) (AMS:NEDAP), the global leader in RFID solutions, announces its partnership with [SNIPES](#), one of the most relevant and global acting sneaker and streetwear retailers.

Stocking global brands such as Nike and leading own brands such as Karl Kani, SNIPES' partnership with Nedap began in Germany earlier this year. All German stores, equivalent to nearly half of all SNIPES stores in Europe, will deploy [iD Cloud](#) before the end of 2022. The rest of the European stores will be added to the project before mid-2023.

The partnership will support SNIPES to successfully implement omnichannel services such as Buy Online, Ship From Store in the future. Stock accuracy is one of the key basics, that will lead to higher merchandise availability across all sales channels and an even more seamless shopping experience.

The business case for the RFID project was made on Nike and Levi's, whose items are fully source-tagged. SNIPES' own brands are currently being added to the project. Other source-tagged A-brands will be added before mid-2023.

Daniel Bontjer, Head of Retail Europe at SNIPES: "In order to further consolidate our omnichannel approach, it is essential to provide our community with the products they want, regardless of the channel they choose to use. Nedap appeared to be the only vendor in the market that was able to strip away complexity from RFID projects. RFID is a great technology, and the possibilities are countless. Instead of wanting to do everything at once, we focused on improving stock accuracy, in-store refill, and DC-to-store replenishment.

Having that stock accuracy baseline now opens the door to our digital channels. We can now lower our safety thresholds with a high degree of confidence, as we know that products in stores are also available to be sold online. Nedap's pragmatic approach and understandable solution made a substantial impact immediately. Defining clear milestones makes it easier to implement RFID and paves the way to scale up when we are ready. "

Arjan Pruiksma, Business Solution Expert at Nedap, concluded: "By partnering with Nedap and our KPI-driven approach, SNIPES successfully improves merchandise availability across stores. iD Cloud allows retailers to refill the sales floor based on real-time RFID inventory data. As a result, SNIPES no longer needs to overproduce, have high safety thresholds, or have conservative forecasting to ensure item availability. This partnership is a great example of our iD Cloud platform making stores more efficient. In addition, its user-friendly operation is perfect for daily use."

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.

About Nedap Retail

Nedap is the global leader in RFID-based retail solutions and helps retailers achieve perfect inventory visibility, with zero waste and no losses. Nedap's iD Cloud platform simplifies multi-store retail and supply chain management using RFID and 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 omnichannel shopping experience, and increase sales.

About SNIPES

Inspired by hip-hop, streetball, dance, and action sports, the opening of the first SNIPES store in 1998 laid the foundation for a movement that now connects young people around the world. In line with the outfitter principle, the SNIPES online store and over 680 SNIPES outlets in Europe and the USA offer up-to-the-minute streetwear pieces and sneakers alongside the classic timeless looks of brands such as adidas, Jordan, Karl Kani, Nike, Reebok, and Vans. What really sets our range apart are our own SNIPES collections and successful collaborations with other streetwear brands plus exclusive sneaker models. What's more, SNIPES has remained true to its deep roots in the global street culture community, working closely with key figures from the scene, and supports talented athletes and creative artists.

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