

Pressemitteilung / Press Release

Is RFID mature for the Jewellery and Watch Industry?

Ferdinand Eisele GmbH presents RFID technology for the luxury segment

Birkenfeld, June 2017. This question can be answered clearly with "yes" at Ferdinand Eisele GmbH. The specialist for identification technology from the Pforzheim area provides evidence with "SmaRT)) connect", an RFID system which was developed specifically for jewellers in the high-class segment.

"SmaRT)) connect" as RFID module for ERP systems

Ferdinand Eisele created the RFID system "SmaRT)) connect" in collaboration with a high-class jeweller specifically for trading in the luxury segment. "SmaRT)) connect" is a software module that is coupled to an ERP system. Cooperation has been practiced successfully with SAP Business One so far. In principle, however, connection is possible with any ERP with openly accessible data, and it does not matter whether it is industry-specific or industry-neutral. Due to the modular character of "SmaRT)) connect" no intervention in the goods sector itself is necessary, which keeps the cost of software integration manageable.

Understanding of the system as key to RFID success

The crucial condition for the success of an RFID project is not technology alone. The central factor is rather the ability and willingness of a prospective customer to innovate. Only when all the affected areas such as warehousing, presentation, sales and repair are willing to adapt their organizational structures to the level of an RFID system, the full benefits of this technology can develop inside the company.

Therefore, prior to each project, Ferdinand Eisele supplies detailed consulting involving all stakeholders. It provides participants with the fundamentally necessary understanding of the physico-technical background of RFID and the resulting work processes. This enables customers to weigh improvements achievable by RFID against the requisite organizational effort and so to come to a considered decision.

If the benefits of an RFID system clearly preponderate in the individual operation and if the company is ready for such an innovation step, a joint implementation concept is developed which implements the various functions of RFID in individually controllable steps.

Is the jewellery and watches world ready for RFID?

For over 15 years, Ferdinand Eisele has had the hand on the pulse

of developments in RFID and has dealt with the implementation of this technology for the industry. The functionality of RFID is beyond doubt. This is confirmed by the successes in industry and trade in many industries, including retail. Only the jewellery and watches sector is struggling. In the jewellery and watches sector the business sees development needs clearly on the users' side today. Alex Schickel, General Manager of Ferdinand Eisele GmbH, brings his knowledge to the point this way: "Only when the operation and especially the organizational effort - which is not to be underestimated - are known in all the details, and at the same time face a corresponding goods value to be protected, a prospective buyer from the jewellery and watches industry can soundly opt for the use of an RFID system."

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Images and subtitles



Fig. 1: official RFID icon



Fig.2: RFID for luxury watches



Fig. 3: RFID-tag in shape of an extra4 WrapTag with Transponder