



## Implementing EAN13 and Price Ticketing at Source



### Client Issue

A high-end fashion retailer, with a presence in the USA and Europe, were re-examining their supply chain and logistics strategy to identify ways in which they could improve the timeliness of their product delivery to the shop floor.

Specifically, the client wished to reduce logistical costs and improve turn times at their Distribution Centres. Key to this was the provision of floor ready merchandise with standardised ticketing.

A number of problems were identified within their existent product-labelling model. Namely, the point of ticketing varied with different vendors and customers, vendors were operating their own procedures and methods, and the ticket numbering employed was not compliant with GEN coding standards and European numbering conventions.

### Our Response

Nemea took a lead role in supporting the client through this major business change to move to EAN13 product identification and price ticketing of all products at source. This was a key area of focus to support an overall 'floor ready' merchandise strategy.

Through harnessing our extensive supply chain expertise, Nemea supported the client in the following key areas:

- Analysis of existing ticketing approach, processes and procedures
- Identification and recommendation of key areas of change and impact
- Re-design of new approach, processes and procedures to enable ticketing at source
- Full analysis of business and system requirements and impacts to support new processes and rollout of ticketing at source
- Implementation of standardized methods and procedures for vendors
- Implementation of EAN13 standards across all products
- Management of 3<sup>rd</sup> party labelling supplier
- Explored the issues of dual pricing tickets in both Euros and sterling (which was subsequently rejected).

### Benefits

As a result of the successful implementation of EAN13 the client was in a position to complete their move to a floor ready merchandise strategy – the overall objective of this engagement.

The client benefited from achieving new standards for ticket specification that resulted in significant cost and efficiency savings within the supply chain.

Furthermore, improved product identification as a result of the move to EAN13, has provided the client with the right platform to complete the rollout of ASNs (advanced shipping notices) and other major initiatives.