2024 FISHING RFID WORKSHOP

AUBURN UNIVERSITY RFID LAB

AUBURN

SUPPLIER SUMMIT ANTITRUST GUIDELINES

While attending this meeting we require that you avoid discussing:

- Costs of goods or pricing
- Terms of sale
- Your competitive strategies
- Promotional plans
- Dividing markets or customers
- Your business plans with other retail customers
- Any other competitively sensitive information

You will have an opportunity to discuss strategic issues with your Walmart buying team – **Do not** do so in front of your competitors.

Follow your company's antitrust policy and the Walmart Supplier Summit Guidelines.

If you have any questions, please contact your company's legal counsel.

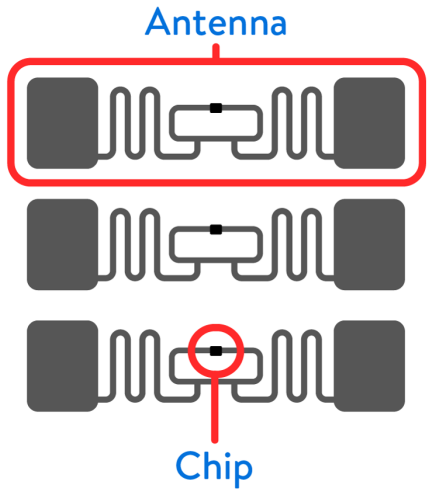
Walmart US Legal

RFID 101

Auburn University
RFID Lab

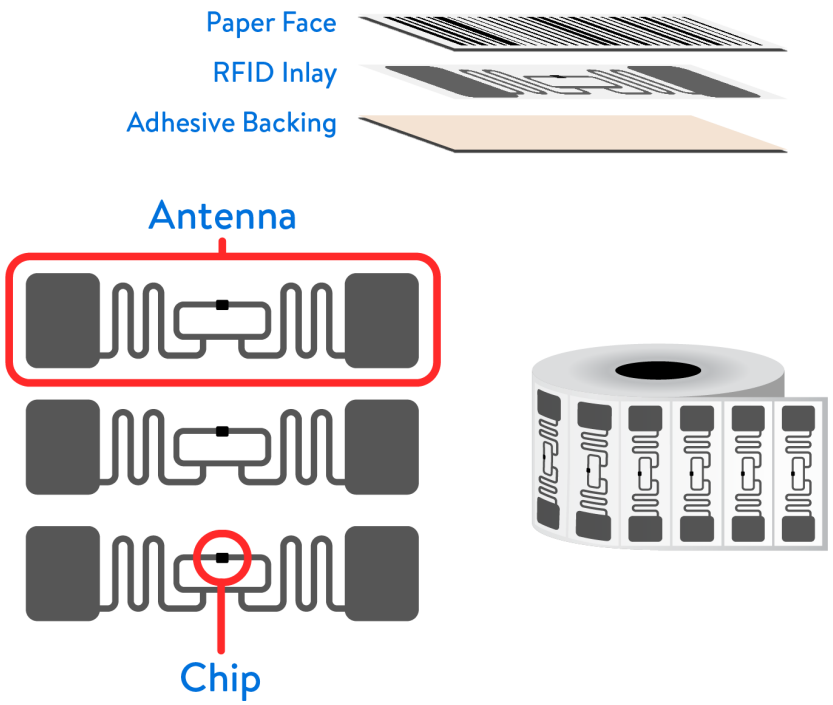
WHAT IS RFID?

RFID is an **identification technology** that allows products to be identified **without an optical scan** (barcode)

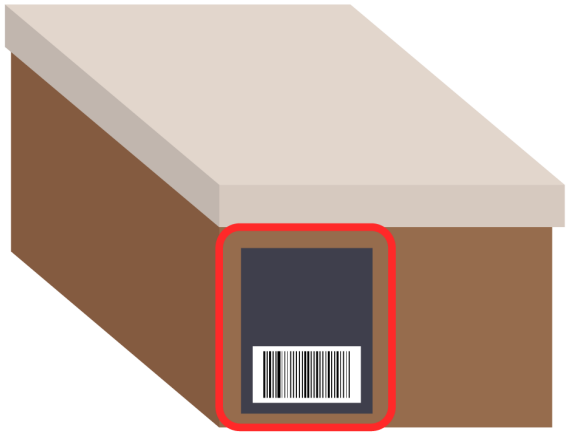


RFID allows inventory to be taken **quicker** and **more accurately** than conventional methods

HOW DOES RFID WORK?



RFID inlays have a chip and an antenna
Chip has **UPC** and
Serial Number to make EPC



Inlays are converted into stickers or into the item's packaging
Be careful around Metal and Water

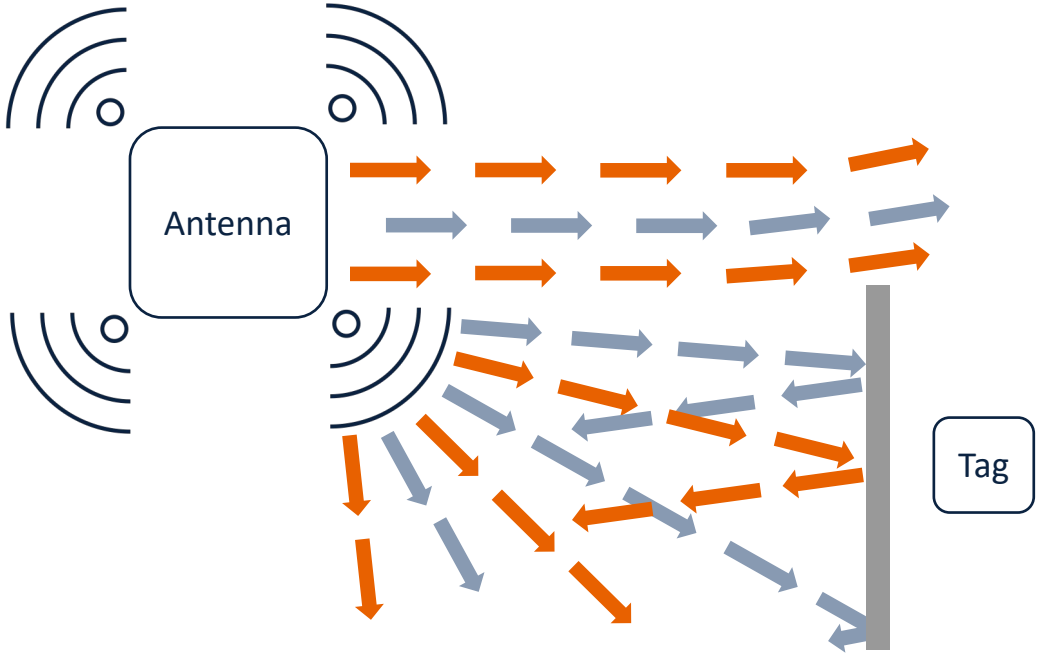
RFID Handheld Reader

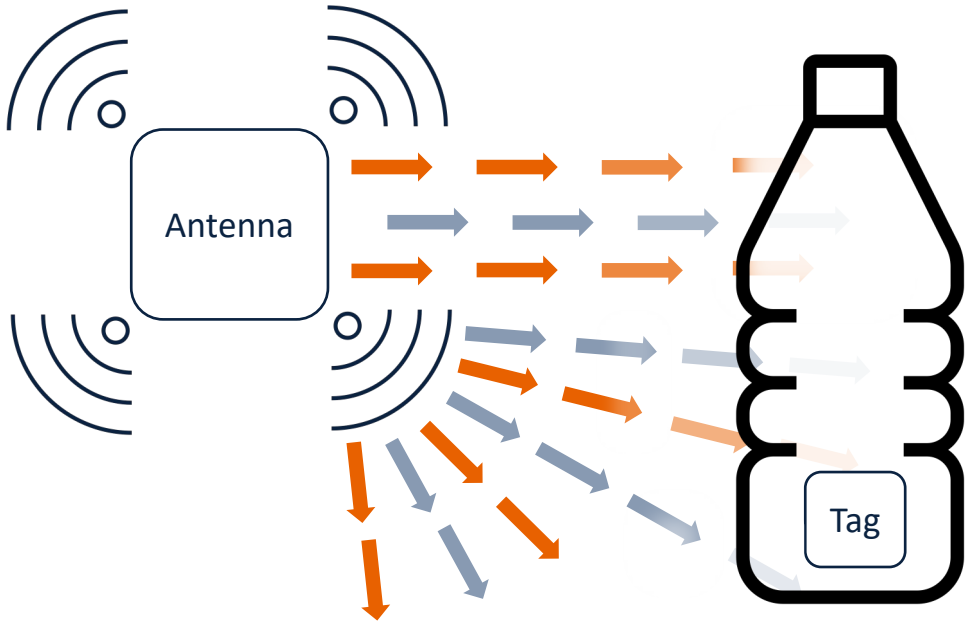
RFID inlays are read automatically
100s of items per second

RFID ENVIRONMENTAL FACTORS

Two primary factors interfere with RFID:

- Metal, or foil, *reflects* radio waves
- Water *absorbs* radio waves





BENEFITS OF RFID

MAINTAINED INVENTORY ACCURACY

- **95%+** inventory accuracy maintained through weekly cycle counting
- Easier & quicker than traditional barcode counts
- Minimizes human error

ON SHELF AVAILABILITY

- Improved accuracy = more inventory available to customers in store
- Inventory available to customers = Sales $

ENABLING OMNICHANNEL FULFILLMENT

- Improved accuracy = ability to display inventory to customers online
- Additional opportunities for supply chain product tracking, shipment verification, and more

CURRENT RFID GUIDANCE

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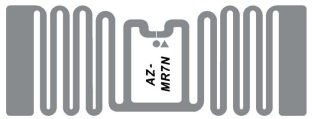
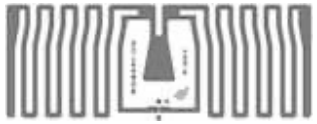
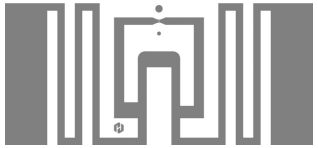
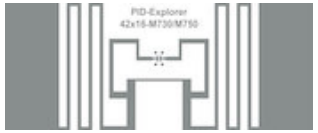
WHICH RFID TAGS DO I USE?

- A **Spec** contains the RFID inlays approved for your products
- Items in the fish & tackle categories are currently approved to be tagged with ARC approved inlays from **Spec O**.
- https://rfidarc.auburn.edu/temp/inlays/spec-o.php

WHERE DO I PLACE THE RFID TAG?

- The RFID tag should be **offset from any metal, liquid, glass, or foil** in the product and/or packaging.
  - Offset: The tag should not be directly in front, behind, or in contact with any of the above listed materials.
- The RFID tag **cannot be placed on the bottom of the product/packaging**.
  - This would be the side of the product/packaging that touches the metal shelf when the item is displayed in-store.
- The RFID tag **should not cover any primary branding or important information/text**.
- If the RFID tag cannot be offset from the above materials due to packaging size/artwork we recommend submitting your item in for product test. To begin that process please fill out an Item Question Form using the following link or by scanning the QR code below.
- https://rfidlab.org/aleccontactform/

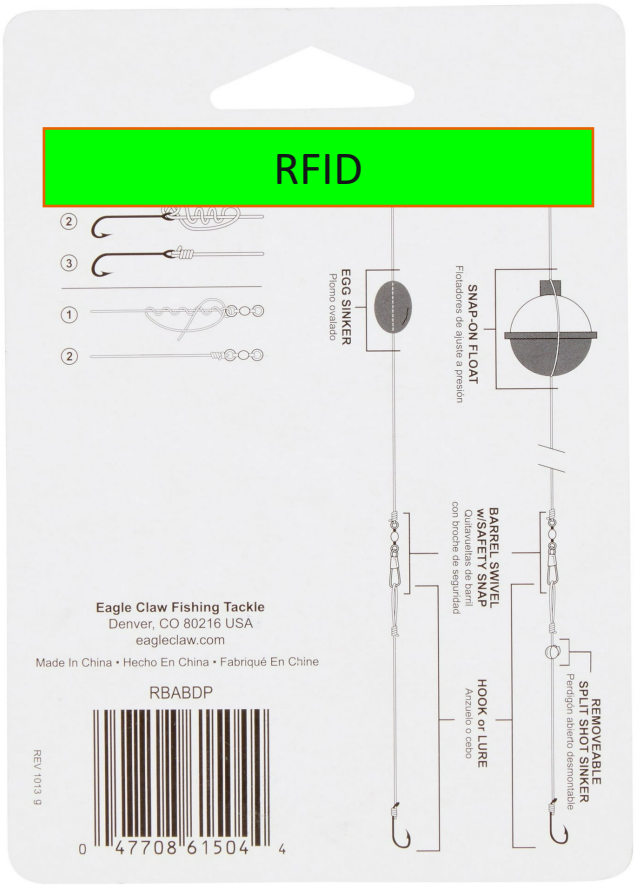
DISCLAIMER

- **The tagging locations shown** in the following slides portray acceptable tagging locations that would work but **are not the only acceptable tagging locations**.
- The following examples are representative of most of the item/packaging types in the fishing category.

FISHING RODS

BACKER CARD


EAGLE CLAW
RBABDP
BRONZE ABERDEEN
HOOK ASSORTMENT
Surtido de anzuelos aberdeen, acabado en bronce, en caja tipo dial
QTY
144


RFID
EGG SINKER
Plomo ovalado
SNAP-ON FLOAT
Flotadores de ajuste a presión
BARREL SWIVEL w/SAFETY SNAP
Quitavueltas de barril con broche de seguridad
HOOK or LURE
Anzuelo o cebo
REMOVEABLE SPLIT SHOT SINKER
Perdigón abierto desmontable
Eagle Claw Fishing Tackle
Denver, CO 80216 USA
eagleclaw.com
Made In China • Hecho En China • Fabriqué En Chine
RBABDP
0 47708 61504 4
REV 1013 9


RFID
OZARK TRAIL
OUTDOOR EQUIPMENT
LURE KIT
5 PIEZAS MULTI-ESPECIES
KIT DE SEÑUELO
Crankbait
Crawdad
Grasshopper Crankbait
Rattle Lure
Crankbait

CLAMSHELL


RFID
Triple Gâterie
Triple Threat
G760
Hula Popper®
Swamp Frog
G600
Jitterbug®
Cricket Frog
G750
Hula Popper®
Leopard Frog


EAGLE CLAW®
PFBHASTR116
1/16 oz
(1.8 g)
BALL HEAD
JIGS ASSORTMENT
Jig Surtido
AMERICAN-MADE
FISHHOOKS
QTY 10


RFID
Assembled in China
Ensamblado en China
PFBHASTR116

FISHING LINE

HEADER CARD


EAGLE CLAW
RFID
FSASSTOY
07030-002
ASSORTMENT
Surtido de flotadores a precisión
Assortiment de fotteurs à fixation
QTY 12
2.54 cm)
1 1/4" (3.17 cm)
1 1/2" (3.81 cm)
1 3/4" (4.44 cm)

POLYBAG


RFID
gamakatsu
Size: 3/0
Gamakatsu
OFFSET SHANK
WARNING:
Extremely sharp
hooks. Keep away
from children.


RFID
OZARK TRAIL
OUTDOOR EQUIPMENT
15-PACK
WORM WEIGHTS
1/16
oz.

ADHESIVE LABEL

RFID OPPORTUNITIES/CHALLENGES

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LIQUID BAIT

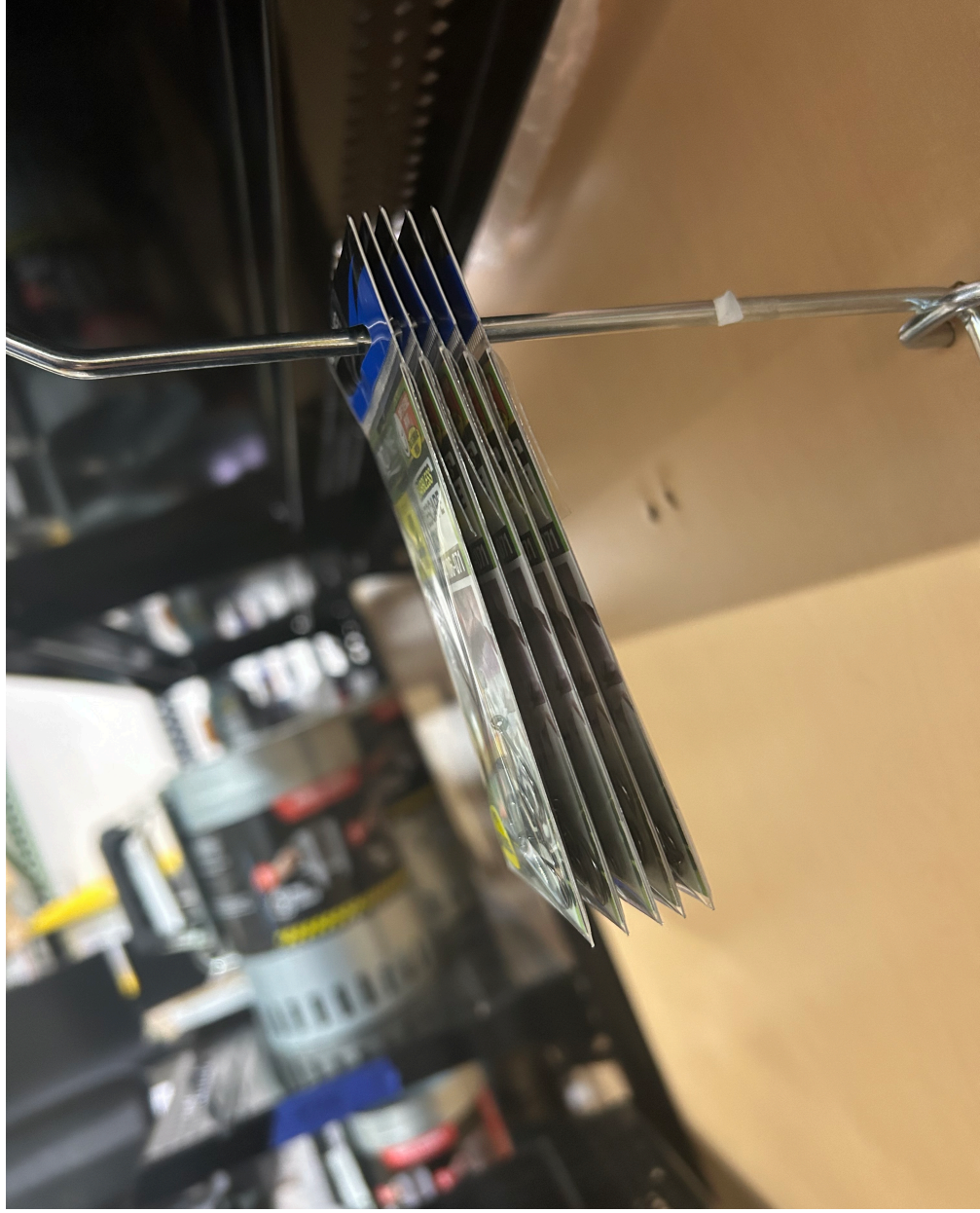
- Liquid product can cause an issue when there is nowhere on the packaging to offset the RFID tag from the liquid.
- We will see some newer solutions for liquid products later in the presentation!

FOIL PACKAGING

- Foil Packaging can cause an issue when there is nowhere on the packaging to offset the RFID tag from the foil.
- In most cases the only solution is to remove the foil from the packaging.

TAG SHADOWING

- Tag shadowing can occur when RFID tags are stacked on top of each other in close proximity.
- The RFID tag in the front can prevent the tags behind it from being read.



INNOVATION & SOLUTIONS

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LIQUID SOLUTIONS

RFID PACKAGING PROVIDERS

- The below link is a list of RFID packaging providers that can help with your RFID packaging needs.
- This is NOT an endorsement or list of nominated suppliers. These are packaging providers that have supplied packaging for other RFID Programs. Suppliers can also utilize other RFID packaging providers that are not listed here. All packaging providers will need to source an Auburn university ARC approved inlay
- https://rfidpackagingresources.org/rfid-packaging-providers/

WHERE TO START?

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STEPS TO SUCCESS

1. Read your retailer's RFID playbook
   - Please reach out to your retailer about receiving your playbook and resources to submit, if applicable. The RFID playbook contains the steps to take and resources to help.
2. Identify your approved RFID Inlays
   - Identify the inlays approved for your product. These will be in your Playbook.
3. Engage with your packaging provider
   - Engage with your packaging or label provider to determine how they can support your RFID implementation
4. Determine the best tagging location for each product
   - General Merchandise Guideline: https://rfid.auburn.edu/tagging-location-guide/
   - If you are still unsure where to tag your product, please fill out an item question here: https://rfidlab.org/aleccontactform/
5. Group like items together and submit to ALEC
   - Submit to the ALEC program for approval, making only one submission per product supplier, brand, packaging type, packaging provider, and tagging location.

ALEC SUBMISSION FORM

- https://rfidlab.org/alec-submissionform/ or scan the QR code in the bottom right corner of the screen!
- Please **ship five RFID tags per inlay of the same GTIN** and a printed copy of the PDF that will be sent when the form is submitted to the Auburn RFID Lab for approval.
- If you are sending more than one submission in a shipping package, please divide each submission (RFID samples and confirmation PDF) into folders within the package.
- Each folder within the package should only contain one submission.

Submission Guide

Submission Form

ONE ON ONE Q&A SESSIONS WITH THE ALEC TEAM

- The ALEC team hosts office hours every Friday!
  - 8:00 AM – 12:00 PM CT (English Sessions)
  - 1:30 PM – 3:30 PM CT (Spanish Sessions)
  - Linked in your Playbook
- What can we help with?
  - Determining the best tag placement for your products
  - Filling out the submission form
  - Determining the correct Spec for your product

Q&A

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THANK YOU!

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