



# Europe's second largest shoe retailer improves supply chain visibility with Check-Net®

In 2007, the HR Group switched its 700 Reno stores to Checkpoint's RF technology, equipping their retail spaces with sophisticated Liberty/3G antennas and embarking on a successful program to protect their products at source. The HR Group is now using Check-Net® as a platform for the application of millions of RF tags. *Point of View* spoke to Mr. Michael Memel, Divisional Director Purchase Coordination HR Group, about how Check-Net is helping them to improve visibility along their supply chain, while also providing better service to customers.



**Michael Memel**  
Divisional Director  
Purchase  
Coordination  
HR Group.

### Tell us about the HR Group.

The HR Group, Europe's second largest shoe retailer, is a fusion of two companies: Hamm and Reno. The merger took place in 2005. Hamm, a company that specializes in wholesaling footwear, took a share in Reno, which is traditionally orientated to subsidiary channel distribution. Together, we have 2,600 shoe shops in Europe with a main focus in Germany.

### Why did the HR Group decide to use Check-Net?

We used to apply labels manually but this was labor intensive and time consuming, which caused us problems in terms of sales deadlines –particularly during promotions– and customer

service. Moving over to Check-Net has allowed us to make better use of our human resources and to respond better to the needs of our suppliers. The manual application of security tags led to inefficiencies, which Checkpoint has helped to solve, giving us better communication with our suppliers, improved logistics and punctual delivery, as well as enhanced security along the supply chain and in store.

### How does Check-Net help you to improve logistics and customer service?

Check-Net gives us a logistical advantage along the supply chain. With Check-Net, we can be sure that our products will be labeled and delivered correctly. The merchandise reaches the point of sale without any need for





*Check-Net print shops are located world-wide, allowing fast delivery of labels to the point of manufacture.*

- Worldwide Headquarters
- EU Headquarters
- Asia Headquarters
- Regional Offices
- Distributors
- Printshops

manipulation. This supports our aim of providing better customer service by allowing our staff to dedicate their time to giving sales advice instead of burdening them with labeling duties.

**Tell us about the shoebox identification system.**

We were looking for ways of improving corporate design and found the solution in Check-Net. We decided not only to apply product information to the labels, like price and a barcode, but were inspired by our partner Esprit to also put a picture of the contents on the label. This permits the consumer, as well as the staff, to easily identify the contents of every shoebox making sure that the right box is selected every time.

**What benefits has the HR Group experienced from Radio Frequency (RF) source tagging?**

Our main interest in source tagging is to improve the security of our products. Since working with Checkpoint, we have continuously decreased shrink. Furthermore, using efficient RF labels applied at source has given us the opportunity to use top-of-the-range antennas as a solution for first-class store design at our city center Reno stores. For these subsidiaries, wide entrance aisles are of great importance as smaller aisles make the store less attractive. Checkpoint's technology helped us to find the right design image for our flagship stores. With an integrated approach of Check-Net, RF source tagging and RF antennas, Checkpoint has helped us to consistently rise to a number of challenges in the shoe retail market. ■

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