The 2015 GS1 US Apparel & General Merchandise Excellence Awards
The 2015 Finalists

Congratulations to this year's Nominees & Winners

Retailer Excellence
Macy's, Inc.
Primary Arms, LLC
Stage Stores, Inc.
Tesco Stores Limited

Supplier Excellence
The Blessing Basket Project®
PVH Corp.

Solution Provider Excellence
InterTrade Systems, Inc.
OpenText|GXS
Tyco Retail Solutions
Seersonic, Inc.

Roger Milliken Career Achievement Award Recipient
Peter Longo
PVH Corp. — PVH Corp., one of the world’s largest apparel companies, owns and markets the iconic Calvin Klein and Tommy Hilfiger brands worldwide. It is the world’s largest shirt and neckwear company and markets a variety of goods under its own brands, Van Heusen, Calvin Klein, Tommy Hilfiger, Warner’s and Olga, IZOD, ARROW, and its licensed brands, including Speedo, Geoffrey Beene, Kenneth Cole New York, Kenneth Cole Reaction, MICHAEL Kors, Sean John, Chaps, Donald J. Trump Signature Collection, and Ike Behar.

As an early adopter of EPC-enabled item level RFID tagging, PVH Corp. has been nominated for the 2015 GS1 US Apparel and General Merchandise Supplier Excellence Award. In 2012, PVH Corp. was one of only four domestic suppliers supplying EPC-enabled RFID tagged product—enabling their retail partner to more accurately execute their monthly replenishment product cycle counts. Helping their retailer partner satisfy consumer demand and grow top line sales. To support their retailer’s pilot program roll-out, they delivered tagged dress shirts to help the retailer perfect their cycle count practices and metrics.

In 2014, when the retailer was ready to expand their RFID technology program to provide last unit fulfillment from location-based picking pilots, PVH Corp.’s RFID tagged items enabled the retailer to quickly (in a matter of just days) to lower their thresholds and optimize their pick to the last unit inventory business processes. Their RFID deployment results were clear:

- Better inventory accuracy (last unit picks)
- Improved margins (more full price sales)
- Growing sales (an avg increase 6.5%+)

As a member of the GS1 US Apparel and General Merchandise Initiative as well as a participant in several Workgroups (Item Level, Omni-Channel Ready Fulfillment, Hangers, Point of Sale Data Sharing, and Product Data & Image Attributes), PVH Corp. is actively collaborating with industry trading partners in developing industry best practices and driving industry adoption.
The Blessing Basket Project® — The Blessing Basket Project is a 501(c) non-profit organization that believes the rural poor in developing countries are quite capable of pulling themselves out of poverty. Their exclusive model allows artisans to earn significantly higher than fair trade wages for their products for a given period of time. The artisan is free to steward that money however they wish. Most often they use the capital to create multiple small businesses. Those entrepreneurial endeavors result in several independent streams of income creating sustainable financial independence from our organization.

The Blessing Basket Project was challenged. Their goal was to enable their customers to see the entire supply chain and fully engage with their product in a meaningful and memorable way. To help them achieve this goal they turned to GS1 Standards.

At any given time their organization partners with about 3k artisans, across six developing countries, on two continents. Rolling out a new technology solution carried layers of unimaginable complexity, but their purpose was clear:

- Create internal quality control, warehouse and shipping efficiencies
- Deliver supplier transparency all the way back to the artisan who made the product
- Encourage their customers to engage with their brand via their website

The Blessing Basket Project team utilized GS1 Standards to design and develop an artisan card; attached to every product, the card bears the face, name and personal details of the very person who made that product. Securing a GS1 Company Prefix license and building unique U.P.C. barcodes enabled the organization to deliver SKU’d products to their customers—track-and-trace solution, across the global supply chain.

Their results were:

- Cost Savings and Shipment Accuracy: Shipping any handmade item on time is a huge challenge. Not only that, prior to them deploying their technology (based on GS1 Standards) they had to count it all by hand. Those days are over. On time shipping has risen to nearly 90%. Shrinkage on those shipments, dropped from 19% down to less than 2%.
The GS1 US Apparel and General Merchandise Initiative

At GS1 US, we offer a neutral forum for members to address and develop industry requirements to support the retail industry as it evolves into new areas of focus. To meet industry needs, omni-channel retail, supply chain performance, and corporate social responsibility are our key areas. We are committed to providing leadership in identifying business challenges and opportunities, and organizing members to explore solutions and create adoption plans. We bring visionaries together to focus on these new challenges and develop a plan to meet them.

Help shape the future of the retail industry. Join the GS1 US Apparel and General Merchandise Initiative today:

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The GS1 US Apparel and General Merchandise Initiative
Executive Leadership Committee

Dr. Bill Hardgrave, Dean and Wells Fargo Professor, Auburn University
Lisa Celebre, Divisional VP – Director of Store Operations, Bon-Ton Stores, Inc.
Gregg Barta, SVP Supply Chain Operations, Kohl's Department Stores
Peter Longo, President, Logistics & Operations Macy's Department Stores, Macy's, Inc.
Norm Veit, EVP & CIO, Nine West Holdings, Inc.
Linda Sarentino, Group VP, Strategic Services, PVH Corp.
Ken Cochran, Corporate VP, Ralph Lauren (interim)
David Rush, SVP, Distribution & Logistics, Tory Burch (ad hoc)
Derek Coulter, VP, Product Development, VF Corporation
Randy Salley, SVP, Retail Technology Systems, Walmart Stores, Inc.
Art Smith, President & CEO, GS1 Canada
Bob Carpenter, President & CEO, GS1 US