

## BYWAYS GROUP PRESS RELEASE

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### **Byways Group awarded exclusive RFID labels supply contract by River Island**

Byways Group is pleased to announce the award of an exclusive contract by River Island to supply RFID-enabled apparel and accessories labels to River Island's supply manufacturing partners and UK distribution centre.

Byways is a long-standing supplier to River Island of labelling solutions. Byways has worked closely on the development of the RFID project for over three years, during which time adhesive label designs and specifications were agreed for the various products which will carry RFID-enabled labels. River Island also selected Nedap as its RFID hardware/software partner.

During the development project, River Island ran a multi-phase pilot at seven stores, demonstrating that using RFID-enabled labels and technology led to significant increases in sales across all the pilot stores due to improved product availability.

Jon Wright, Head of Global Loss Prevention & Safety at River Island, led the project at River Island, and commented: "in a world of omnichannel, product availability is king - accurate stock data is vital for us to successfully offer omnichannel services to our customers. We are delighted at the success of the RFID pilot project, which saw stock accuracy rise to 97%; this has given us greater control of our inventory through item-level visibility and we are now rolling out hardware and software to our 280 UK stores. Byways has been a key partner throughout the project, supporting us at every stage, and I'm pleased that the relationship will be ongoing".

Byways is supplying River Island and its supply chain with Self Adhesive Inlays printed with variable data, each encoded with a unique Electronic Product Code. Mark Cohen, Chairman of Byways Group, commented: "Across the business, we have committed significant resources to assist River Island during the RFID development project and we're delighted that it has proven successful. We're looking forward to continuing the journey with River Island as their RFID strategy develops further."

RFID technology has reduced in price significantly in recent years and is seeing greater take-up by brands and retailers; Byways has relationships with several Hardware and Software suppliers to offer a tailored solution for a retailer's specific requirements. Byways is also a member of GS1, the organisation that sets standards for RFID in Europe.

### **About River Island**

River Island is a fast-growing omnichannel fashion retailer with stores across the UK, Ireland and internationally throughout Asia, the Middle East and Europe, as well as six dedicated online sites operating in four currencies. The array of products includes women's, men's and kids' clothing, shoes and accessories.

### **About Byways**

Byways is a leading supplier of apparel labelling and packaging solutions, principally to UK retailers. It is the leading independent supplier to the UK market – it has been established for over 50 years and remains family-controlled. Byways operates from an international network of five production sites, strategically located to supply retailers' manufacturing partners.

### **To discuss this announcement further, please contact:**

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