

Nedap to partner with PUMA North America for RFID Roll Out

Groenlo, the Netherlands, 18 October 2022

Nedap (AMS:NEDAP), the global leader in RFID solutions, has been selected by PUMA North America to roll-out Nedap's [iD Cloud inventory visibility platform](#).

Following the success of Nedap's three-store pre-rollout, 135 of PUMA stores in North America are now being equipped with Nedap's iD Cloud, allowing fast and regular stock counts, efficient replenishment, smart refill suggestions and data-driven loss prevention. The store solution also enables stores to always have the right products available and, as such, to provide best-in-class omnichannel customer experiences. And with better stock visibility, PUMA NA can offer services such as Ship-From-Store and Click & Collect (BOPIS) more efficiently.

"The partnership with Nedap will ensure PUMA North America is able to further accelerate the flexibility and the service portfolio of its omnichannel business", explains Russ Kahn, Sr. Vice President, North America Retail at PUMA. "RFID technology is already creating a seamless brand experience for PUMA NA across all consumer touchpoints, with stock visibility a key enabler for product availability as well as circular services, which has allowed PUMA NA to achieve 2% uplift in replenishment and 2% uplift in sales."

A collaborative partnership

PUMA North America selected Nedap iD Cloud due to its ease of adoption for PUMA NA stores and iD Cloud's platform capabilities. Since the selection of the platform, PUMA NA has rolled-out iD Cloud's Store with the full deployment paid back within six months. The next step is to implement Nedap's loss prevention technology.

"PUMA aims to be the fastest sports brand in the world, and we are excited to be a part of their journey as PUMA's North American RFID partner", comments Wouter Ubbels, Vice President of Sales Retail, North America at Nedap. "Our partnership with PUMA NA has been collaborative and we were able to generate exceptional value with minimal complexity, which they were not achieving prior to introducing iD Cloud. Our future-proof solution was fast to be adopted in stores and has quickly become a vital part of everyday operations."

More information about [Nedap iD Cloud](#).

End of press release

About Nedap N.V.

Nedap focuses on the development and supply of Technology for Life: technological solutions that make people more comfortable and successful in their professional lives. Nedap N.V. has a workforce of over 800 employees and operates on a global scale. The company was founded in 1929 and has been listed on Euronext Amsterdam since 1947. Its headquarters are located in Groenlo, the Netherlands.

About Nedap Retail

Nedap is the global leader in RFID-based retail solutions and helps retailers achieve perfect inventory visibility, with zero waste and no losses. Nedap's iD Cloud platform simplifies multi-store retail and supply chain management using RFID and gives retailers real-time item-level insights into their stock levels and the exact location of each item. Using these real-time insights, retailers can be more agile, offer customers a better omnichannel shopping experience, and increase sales.

About PUMA

PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. For more than 70 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs more than 16,000 people worldwide, and is headquartered in Herzogenaurach/Germany.
<https://about.puma.com/>

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