



# Zebra RFID solutions for retail operations

**Stay one step ahead and maintain profitability**



As retail faces increased labor shortages and theft, the tasks of operational efficiency and loss detection become critical to the bottom line. RFID allows retailers to automate tasks and collect data away from friction points to stay on top of inventory movement and loss detection. With our broad portfolio of RFID products, Zebra allows data capture across the store, freeing staff for more value-added activities such as providing superior customer service.

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## Efficiency

In a tight labor market, retailers need staff to perform as efficiently as possible, unlocking more time for value-added tasks that affect customer service and the bottom line. When you tap into Zebra's wealth of RFID technologies, you can easily transform nonproductive labor into automatic data capture, with the accuracy and efficiency you need to stay competitive.

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## Loss detection

As retail theft evolves, the task of loss detection takes on even more urgency so retailers can stay one step ahead and maintain profitability. Zebra RFID solutions can improve security in your retail operations by discovering

losses when they occur and providing evidence after the event to help apprehend criminals, recover merchandise and prevent further theft.

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## Accuracy

Enhance customer experience with service that keeps them coming back. With the visibility that Zebra's comprehensive RFID solutions portfolio provides, you can stay on top of inventory management down to the item level, delivering an easy, omni-channel experience for your customers. And with industry-leading software tools, you can easily configure, deploy and manage a fleet of RFID devices for real-time insights that make your entire operation more effective.

## Zebra RFID portfolio

### Handheld RFID Readers

Enhance employee capabilities and accelerate inventory management.

### Fixed and Overhead RFID Readers

Improve asset visibility and inventory automation with unattended data capture.

### RFID Antennas

Read RFID tags in a wide variety of environments and use cases.

### RFID Printers

Give your assets a digital voice with accurate, scalable RFID encoding solutions.

### RFID Labels and Supplies

Meet application and budget requirements with a wide selection of inlays, labels and tags.

### RFID Professional Services

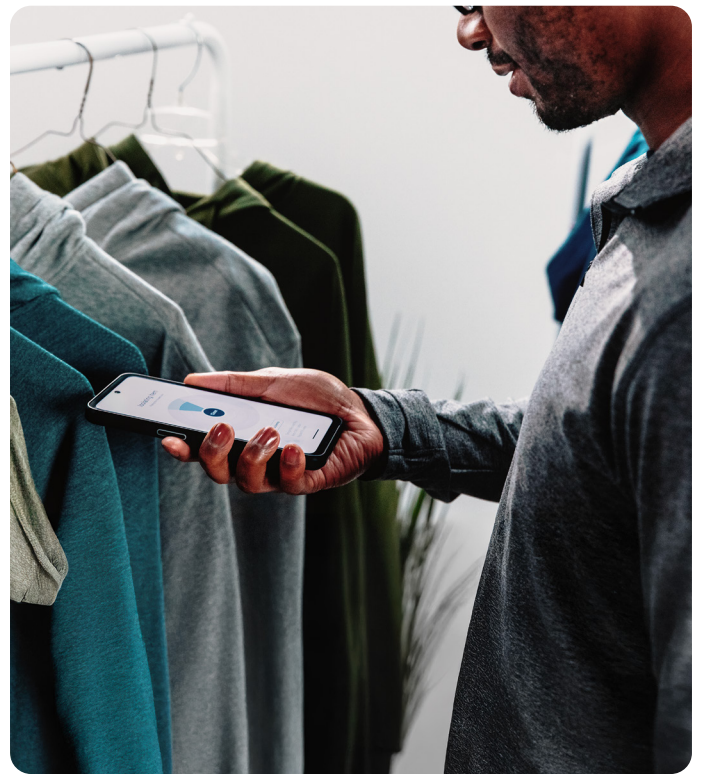
Simplify design and deployment and maintain your RFID solution after installation.

### Zebra OneCare™ Maintenance Plans

Eliminate unexpected repair costs, giving you quick repair turnaround and accidental damage coverage.

### Enablement Software

Certified industry partners contribute applications and solution software that integrate smoothly with back-end retail systems.



## RFID applications in retail

- Item-level inventory management
- Loss detection
- Store replenishment
- Omni-channel fulfillment
- Point of sale
- Interactive fitting rooms
- Customer experience
- Brand authentication



For more information, visit [zebra.com/rfid](https://zebra.com/rfid), and explore our industry page at [zebra.com/retail](https://zebra.com/retail).



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