



Elevating Every Shelf in the Store

Across the floor, RFID drives inventory accuracy, on-shelf availability and a more seamless shopper experience. Retail store associates are under constant pressure to meet ever-increasing shopper expectations while managing frequent inventory changes, loss and fulfillment demands. Real-time visibility is no longer optional; it's essential. RFID helps transform in-store operations by making it easier to find, track and manage merchandise at the item level. The result: fewer out-of-stocks, faster replenishment and an experience that builds loyalty and drives repeat visits.

RFID-Enhanced Store Operations

Recent innovations have made RFID more accessible and impactful than ever. Retailers are using it to automate cycle counts, respond to stock changes instantly and reduce shrink. With over half of major retailers planning to implement RFID by 2026, the store floor is evolving into a smart, responsive environment where shelves stay stocked, shoppers stay satisfied and store teams stay ahead.



1 Store Receiving

2 Omnichannel Fulfillment

3 Inventory Management

4 Frictionless Checkout

5 Loss Detection

Zebra Gets RFID Right

For decades, Zebra has helped retailers turn physical store challenges into data-driven decisions. Our RFID solutions are purpose-built for retail, combining item-level visibility, fast reads and seamless integration with store systems. From handheld readers to real-time analytics, we deliver the tools and support needed to improve accuracy, reduce shrink and fulfill confidently. Backed by deep industry expertise and proven technology, Zebra gives you the visibility to act at every step, on every shelf.

Powering Retail's Most Vital Steps

The retail floor isn't just where products are displayed; it's where customer expectations are met. RFID connects store actions to real-time data, ensuring accurate inventory, faster order processing and more satisfied shoppers.



Store Receiving

When deliveries arrive, associates need fast, accurate ways to check in merchandise. RFID eliminates the need to open boxes or manually scan each item, making intake smoother and more precise. Every product is instantly accounted for and synced to the system. This speeds up restocking, reduces receiving errors and gives associates more time to focus on in-store execution.



Omnichannel Fulfillment

Fulfilling online orders in-store demands both speed and accuracy. With RFID, associates can quickly locate the right items on the floor or in the back without searching or second-guessing. Tag reads confirm pick accuracy, reduce missed orders and keep inventory up to date. Whether it's pickup, curbside or ship-from-store, orders move faster, with fewer errors and greater confidence.



Inventory Management

Inventory accuracy is vital to keeping shelves stocked and shoppers satisfied. RFID enables faster, more frequent cycle counts without manual scanning or line-of-sight requirements. Teams can locate items quickly, maintain planogram compliance and make better replenishment decisions. With improved visibility, stores can reduce out-of-stocks and keep operations running smoothly.



Frictionless Checkout

Long lines and scanning delays frustrate shoppers and staff alike. RFID speeds up checkout by reading multiple tags at once—no need to scan barcodes one by one. Transactions move faster, errors decrease and associates can stay engaged with customers. Meanwhile, real-time inventory updates ensure backend systems remain accurate, enabling faster replenishment.



Loss Detection

Shrink is a silent threat to profitability, often unnoticed until it's too late. RFID tracks tagged items throughout the store, helping teams identify where and when losses occur. With this visibility, stores can take action sooner, reducing risk, protecting high-value items and improving accountability without disrupting the shopper experience.

ZEBRA PRODUCT PORTFOLIO



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Antennas



RFID Printers

Learn how Zebra's RFID technology brings accuracy and availability to every shelf.
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