

RETAIL SOLUTIONS

One Stop Solutions
Provider

JULY
2024





INDUSTRIAL MARKETING

Our Vision and Philosophy

- Next generation technology solutions for the retail markets for better management, security and control.
- Sustainable and forward-thinking partners who are market trend setters from around the world.
- Strive for no loss and zero waste, working toward a carbon neutral footprint in all segments.
- We aim to provide a seamless transition to a vastly intricate connected digital world with a customer reference that spans the entire globe.

Useful fact: Industrial Marketing has several business units, checkout imcl.co.th for more information.

LOSS PREVENTION

Over 20 years of experience in loss prevention for Retail

Using advanced frequency technology and proven methods, IMCL has installed in more than 600 shops nationwide and abroad.

- Nedap Retail is a premium and sustainable loss prevention supplier from the Netherlands with key accounts such as Uniqlo and H&M.
- Gateway Security from Sweden with her Swedish design and plug and play installation, key accounts count Jaspal Group and Minor Group among others.



Useful fact: Average cost of RFID has fallen by 80 percent in the last decade, showing how much it has become mainstream.

GATEWAY SECURITY – EAS SOLUTIONS

Product Highlight – Loss Prevention Fusion – Flagship antenna with simple design and engineering excellence

Features

- Spectacular and minimalistic design with unmatched quality and engineering excellence all comes together in Fusion.
- Transparent acrylic antenna frame.
- Scratch resistant metal covers.
- Suitable for wide entrances.
- Attractive modern design.
- Plexiglass frame.



Approvals: CE, FCC, ETL, CB
Add-ons: Integrated MDG, etched logo, protection buffers.

LOSS PREVENTION COMPARISON

There are 4 main frequencies used in Loss Prevention:
RF (Radio Frequency), AM (Acoustic Magnetic) EM (Electromagnetic) and
RFID (RF Identification)

RF vs AM vs EM

- RF still remains as the most cost effective loss prevention solution available, widely used in the apparel industry with both soft and hard tags.
- AM is popular among cosmetics and pharmacies because of the better detection in combination with smaller labels (DR labels).
- EM technology is useful with bookstores because the labels can be inserted into the book covers, but has a major disadvantage in the detection which is the least effective.

RFID

- RFID is useful as Loss Prevention but RFID can do so much more.
- RFID can be used to track assets and managing inventory which saves time and money through data accuracy, availability and automation.
- This helps to increase revenue in retail because of less waste and less loss from being able to use data and forecast more accurately.
- RFID has become increasingly more cost-effective which in turns allows for a much lower total cost of ownership.

Useful fact: Average cost of RFID has fallen by 80 percent in the last decade, showing how much it has become mainstream.

RFID SOLUTIONS

RFID is a versatile and cost effective technology to improve retail stores.

From the various client cases we have done, we found that RFID is a journey, a gradual upgrade with the goal of having zero loss and no waste.

- RFID tagging starts at the warehouse: the supply chain. We partner with SATO to help realize this, an auto-ID solutions provider from Japan who has more than 80 years of experience and use handheld scanners from Bluebird Korea, a proven track record of over 30 years.
- RFID tags are just as important, with which we have partners in SIVA and iRetailer from China; performance tags we have chosen after rigid quality control.
- Loss prevention is also key besides inventory checking with Nedap's RFID readers, as antennas or as readers in the ceiling allowing for a truly open entrance.



Useful fact: Every year the fashion industry produces over 92 million tonnes of textile waste which is responsible for 10% of all greenhouse emissions! Fashion waste consists of old clothes and unsold or out of season items.

PARTNER HIGHLIGHT - NEDAP

Inventory Made Available – RFID Based EAS
iD Top is a high performance, sleek RFID antenna

Features

- The iD Top is an RFID-based EAS antenna that can easily be mounted on the ceiling. This not only improves the store entrance, but also brings the power of RFID to loss prevention.
- State-of-the-art reader and antenna design.
- Dynamic Beam Steering ensure optimal stray tag filtering in retail situations.
- Automatic Tag Muting ensures optimal performance even at large numbers of tags.
- User-Friendly; simple to install and easy to configure with remote device management.



PARTNER HIGHLIGHT - BLUEBIRD

IOT Specialist - Inventory S10 – Light and Comfortable Enterprise Mobile Computer

Features

- S10 is competitive cost-effective mobile computer with ergonomic design and lightweight.
- Small device packing excellent processing power.
- Enhanced Wi-Fi (Wifi 6) coverage and speed with reduced power consumption.
- Bluebird TankSmith technology with highest in class drop spec of 5ft with sealing up to IP68.
- Slick and light ergonomic design.
- Use in conjunction with RFR series, Bluebird's world-class handheld UHF RFID reader (up to 10 meters).
- Easy device setup with reliable security.



PARTNER HIGHLIGHT - SATO

Powered On Site - Supply Chain Printing CL6NX Plus – Flagship 6-inch industrial printer

Features

- Built for track and trace operations globally, the CL6NX Plus comes equipped with enhanced print accuracy, smart head functionality and RFID* capability to meet the requirements of mid-range to high-end label printing environments.
- Faster optimization for RFID label encoding & printing.
- Enhanced precision, easy to setup and maintain.
- Easy barcode check with dynamic integration
- Sustainable innovation with industrial durability.



Printer Options: Real-time clock, cutter, dispenser, WLAN and UHF RFID kit.

RETAIL OPTIONS

There are many tools and accessories to help with retail to increase revenue.

Besides no loss and zero waste, the retail segment is also moving towards Omnichannel and Signage to increase sales.

- For high volume stores, queuing is always an issue; we are partners with Diebold Nixdorf, the first and foremost leader in self check-out machines (SCOs) to reduce queuing and increase revenue.
- AR or augmented reality is growing exponentially, and we are partnered with ZERO10, one of the leading suppliers of AR mirrors technology.
- Utilizing RFID, the options are multiple: fitting rooms for optimal use of space and time, upselling via kiosks and digital signage.



What is Omnichannel? Omnichannel is a term used in ecommerce and retail to describe a business strategy that aims to provide a seamless shopping experience across all channels, including in store, mobile, and online.

PARTNER HIGHLIGHT - DIEBOLD NIXDORF

New Age of Retail – Self Check-out DN Series EASY Express – Designed with the small-store format in mind

Features

- Designed with small-store formats in mind, DN Series EASY eXpress can be used as a self-checkout, attended checkout or information device. Add anywhere, in-store, on a customizable pedestal.
- Compact, all-in-one system that combines industrial-grade reliability with state-of-the-art product design.
- More configurable and versatile solution, with wall mount, pedestal or added cash rack.
- With DN AllConnect can ensure 99.8% availability for true 24/7 operations.



PARTNER HIGHLIGHT – ZERO10

The World's Best AR Mirror – Augmented Reality AR Mirrors– In-Store, Storefront or as Digital Poster

Features

- In-store AR Mirrors: explore more, faster by browsing and visualizing a wider range of styles in seconds. Up to 5K try-ons per day and up to 9X more engaging than traditional video ads.
- AR storefront mirrors revolutionize window shopping! Working 24/7, drives engagement and boosts performance. Customers experience products without stepping inside.
- AR outdoor digital posters is a natural eye-stopper with better visibility and greater attention of your target audience as well as being on 24/7.





SATISFIED CUSTOMERS

In our 15 plus years of experience, our service has ensured customers who have stayed with us all this time.

THANK YOU!

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