

Unipart, SAP and Intermec Launch UK RFID Centre

Submitted by: Mulberry Marketing Communications

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Advanced RFID Demonstration Facility Opens

Press call for media event/photo call at Unipart Group, Cowley, Oxford on Friday May 20 at 2pm

To reserve limited space or for more information contact:

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Unipart Logistics, Intermec Technologies and SAP today opened the world's first logistics centre dedicated to improving business process through the use of Radio Frequency Identification (RFID) technology at Unipart's million sq ft warehousing facility in Oxford. The facility, called the Global Enterprise Model (GEM), is a scaled down working model of the end-to-end value chain from raw material supplier to the final customers.

Unlike other models, GEM is not simply a paper-based, desk exercise, but a genuine scale model of the supply chain where organisations looking to simulate advanced logistics processes and technology can assess the impacts and benefits in a risk-free environment which closely matches the real world.

Unipart Logistics' GEM Project Manager, Carl Powell, said: "The facility can be used for RFID trials to help build the business case for real-life implementations. By using a working scale model of the supply chain, senior managers without a logistics background, can rapidly grasp the opportunities this technology offers in increased efficiencies.

Ends

Note to news desks/picture desks

The event opens with coffee at 2pm on Friday May 20. For security reasons we would request that you email your acceptance to mark_x_howard@unipart.co.uk or ring 01865 383440. We expect to finish by 4.30pm. For directions to our Cowley site visit www.unipart.co.uk/cms/ugcexweb.nsf/vCategory/4A463E40C934AD7F00256F3F00660FAF? .Ample visitor parking is available on site.