



# Alessandro Gherardi "Tailor-made" NFC

## Linking Customer Experience & Future Sales

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Sales and Marketing Director, SAIT Srl

Andrea Gobbi  
CEO, Alessandro Gherardi Srl



*S@it*

Software Solutions and RFID Technology

Carlo Carminati

# ABOUT US



SAIT is a System Integrator and Consulting Services Provider specifically focused on Information and Communication Technologies - Specialized on Identification Systems, Software Developing, Wireless Systems, RFID, Telecommunication Systems.



# JSWS IS THE IDEAL PLATFORM FOR YOUR PROJECTS



## PRODUCTION

Design, printing and initialization of RAIN RFID care labels



## LOGISTICS

Management of all logistics operations through RAIN RFID



## TRACK AND TRACE

Management of the traceability and control of the grey market



## RETAIL

Receipt, inventory, sales and antitheft management through RAIN RFID



## CUSTOMER EXPERIENCE

Solutions for the relationship with the end customer

## JSWS

SAIT platform based on JAVA technology.  
Available both ON PREMISE and CLOUD.

ALESSANDRO  
GHERARDI

1trueid

S@it

# APPLICATION & MARKET - SUCCESSFULL CASE

CONNECTIONS  
SUMMIT



**PRODUCTION**  
Infrastructure, Track&Trace  
WMS, Brand Protection,  
Grey Market



**RETAIL & GDO**  
Infrastructure,  
Store operation  
WMS, E-commerce



**LOGISTIC**  
Infrastructure, WMS,  
HCS, Track&Trace,  
Logistic Operation



**FASHION**  
Infrastructure, WMS,  
Logistic Operation  
Track&Trace, Brand Protection,  
Grey Market

**MISSONI**

CHRISTOPHER BATES  
MADE IN ITALY

**VALENTINO**

**B**  
BELLAVISTA  
FRANCIACORTA

**BOSS**  
HUGO BOSS

**COLMAR**

MEKTRAX  CYCLING

VITALE  
BARBERIS  
CANONICO

  
Ca'del Bosco

**B<sup>3</sup>** AIRCARGO

 saipem

  
Berbrand

  
ALESSANDRO  
GHERARDI

  
1trueid

*S@it*



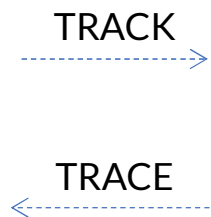
An application of SAIT expertise is represented by 1TrueID, a start-up whose aim is to verify items' authenticity through identification technology and providing a unique customer engagement.



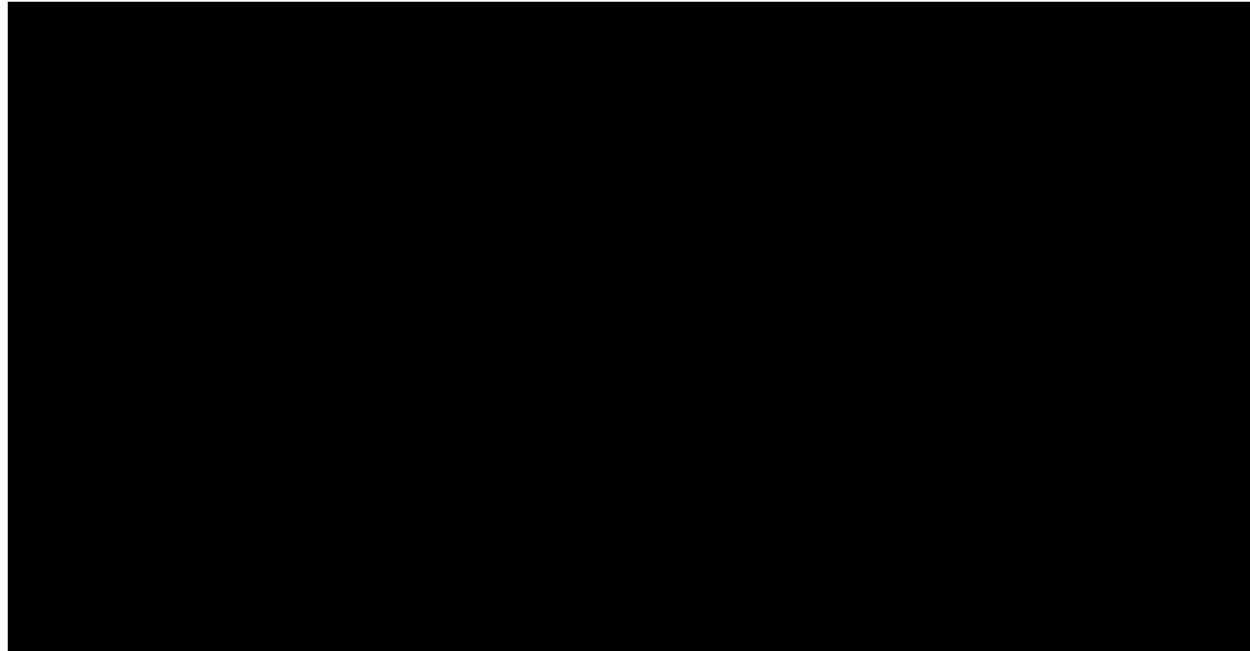
# ALESSANDRO GHERARDI PROJECT GENESIS



Alessandro Gherardi asked Sait to esteem the introduction of NFC technology to identify univocally the single shirt “tailor-made”.  
The electronic identification of the single shirt, textures and customizations created during the production phase, would allow the direct post-sale communication with end customer and would help resellers and dealers with reorder operations.



ALESSANDRO GHERARDI







# ALESSANDRO GHERARDI

High Quality Shirts Manufacturer

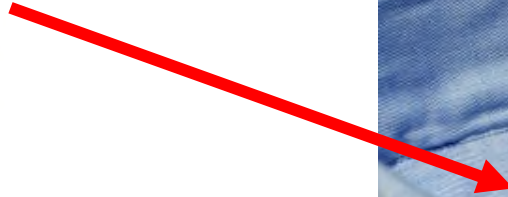
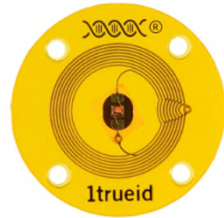
Andrea Gobbi

# THE PROJECT

## Item Tagging



During the production phase an NFC 1TrueID tag is sewn under the brand label of the shirt.



# THE PROJECT

## Tag Encoding



The 1TrueID® NFC tag is initialised with unique single-shirt data.

This operation is performed directly on the finished product, through NFC writer.



LOTTO21332 COMMESSA COMM-20607-1 del15/09/2016 Rientro11/11/2016 PRIMAVERA ESTATE  
 Prg.Lotto 1 LABORATORIO SARTO S.C.LA NUOVA SARTORIA S.R.L.

Cliente 012462 Ordine N° 7703 Riga N°1 Ord. Cli.15/07/2016 Programmato

Stag. Linea Collez. Modello Cartella Colore Variante Etichetta Cartellino Rich. Confezione  
 PE17 04 GHE RP1-2T-7T 10C2 000 B005 H-ALESSANDRO H - Alessandro Gherardi HA - Alessandro Gherardi

BOTTONE ABM069 SOLO LIN. 16 SU LINEA 04

36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	TOT.
14	14	15	15	15	16	17	17	17	18	18	19	19	20	20	21	21	11
		2	3	3	2	1											

Composizione 006-100% cotton

Data Consegna 01/02/2017

Articolo-Misura	Colore	Descrizione	Consumo Unitario	Informazioni Aggiuntive
AVE003	NEUTRO	VELINA SOTTOPEPITO 35X64	1,000	Tessuto Cod. TCE021 Col. 000
AVS048	NEUTRO	SOTTOPEPITO ALESSANDRO GHERARDI 361X224	1,000	
ASP013	NEUTRO	CLIPMETALLO	3,000	
ANA823	901	NASTRO LOGATO A.G.	0,940	
ACA606	NEUTRO	CARTELLINO + BUSTINA AG ROSSA CUCITA A MANO	1,000	
AVE054	NEUTRO	VELINA CON ROMBI A.G.	1,000	
ABU038	NEUTRO	BUSTA ALESSANDRO GHERARDI 085A	1,000	
ASCA102	NEUTRO	SCATOLA A GHERARDI ROSSA 37X24X7 COP 6	1,000	
ASO030	NEUTRO	SOTTOCOLLO CARTONE H. 3,0 CM	1,000	
AFA025	NEUTRO	FARFALLINA PVC CM2,5	1,000	
AGR035	NEUTRO	GROCCOLLO PVC CM3,5	1,000	
AST032	NEUTRO	STECCA ESTRIBILE MYLAR 12X60	4,000	
ABU041	NEUTRO	BUSTA FORTE TASCA 15X25	1,000	



DIMENSIONE DI PIEGATURA: 22,5 X 36  
 POLSO FUORI/POLSO DENTRO: DUE POLSI FUORI



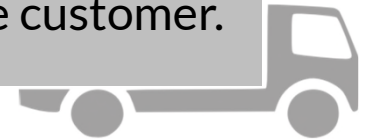
# THE PROJECT

## Item Packaging and Delivery



After the ironing, the shirt is placed in the box and ready to be delivered.

Together with the shipping documents, an SMS and EMAIL are sent automatically to the retailer, showing the tracking number and the delivery date of the package, so that the retailer can inform the customer.

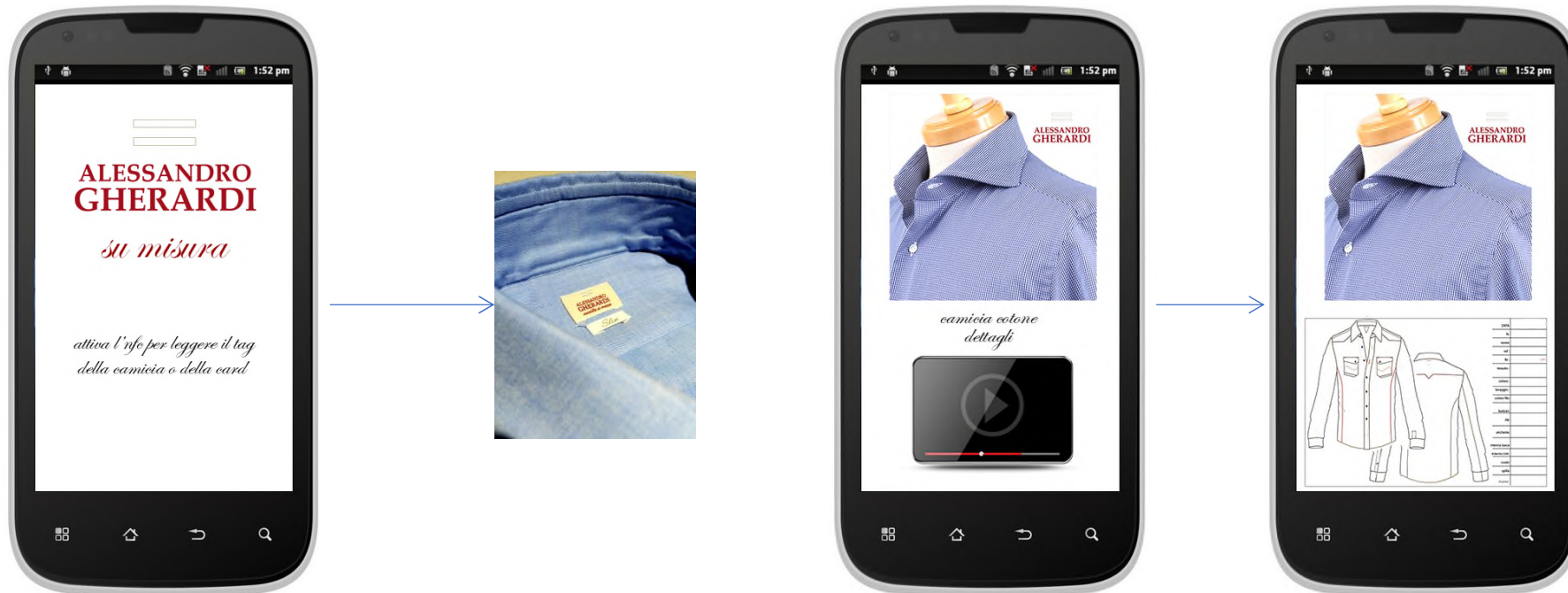


# THE PROJECT

## Customer Features – Alessandro Gherardi App



With Alessandro Gherardi App the customer has access to its shirt production details putting the smartphone near the label of the item (with the NFC tag).



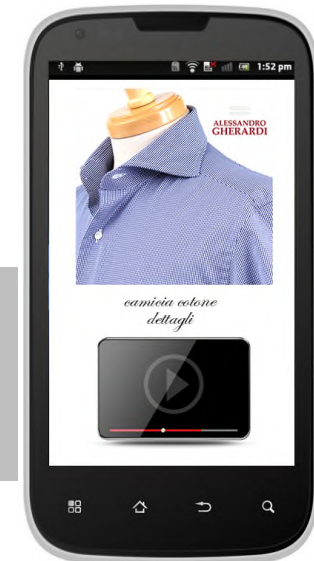
# THE PROJECT

## Customer Features - Alessandro Gherardi App



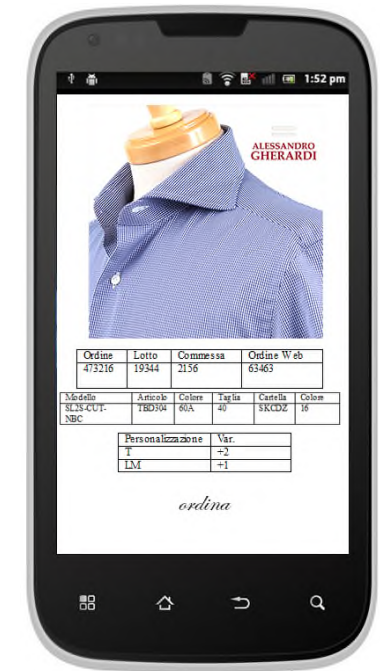
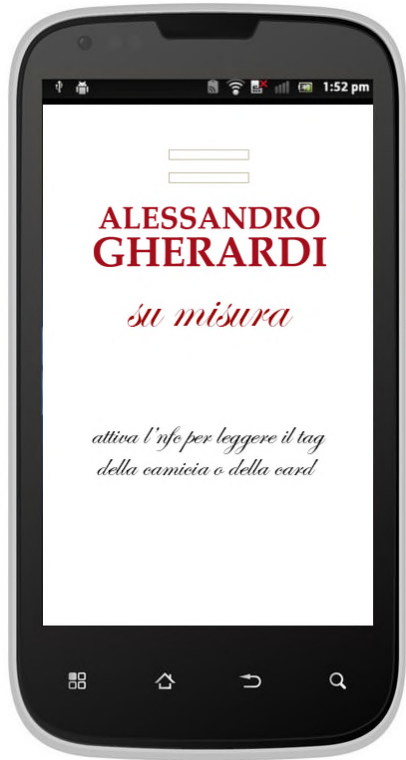
The customer can always check his measures, selected fabrics, customization of collars, cuffs, embroidery, initials and make new changes. He can also be connected to the Alessandro Gherardi website, for the e-commerce and Made to Measure services.

Thanks to Alessandro Gherardi App, the customer can watch the video of the production of his specific shirt, having access to the Alessandro Gherardi manufacturing world.



# THE PROJECT

## Retail Features - Alessandro Gherardi App



# THE PROJECT

## Retail Features - Orders Management



[Home] [Modelli] [Negozii] [Disponibilità] [Storico ordini] [SuMisura] Ragione sociale: admin [logout]


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**ALESSANDRO GHERARDI** Ordine SuMisura Online » Storico Ordini

Cerca per: Numero  Cliente

Numero	Cliente	Data	Azioni
1761	NEGOZIO 43	03-05-2016	<input type="button" value="Visualizza"/> <input type="button" value="Stampa"/> <input type="button" value="Riordina"/> <input type="button" value="Modifica"/> <input type="button" value="Elimina"/>

1





# THE PROJECT

## Retail Features - Orders Management



[Home] [Modelli] [Negozii] [Disponibilità] [Storico ordini] [SuMisura] Ragione sociale: admin [logout]

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**ALESSANDRO GHERARDI** Ordine SuMisura Online » Concludi Ordine

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Cliente selezionato: 43 NEGOZIO

Prezzo articoli: €	286.00	Prezzo variazioni: €	0.00	Prezzo opzioni: €	0.00	Prezzo totale: €	286.00
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**PERSONALIZZATA**

**modifica** **elimina**

Prezzo articolo: € 71.50

**BP1**

**3S**

**7D**

immagine non disponibile

TESSUTO: 1029  
COLORE: 000  
CORPO: 43  
COLLO: 43,00

**MODIFICA VARIAZIONI**

**MODIFICA OPZIONI**

**RIORDINO DA ORDINE 1761**

**CAPI**

**2**

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**PERSONALIZZATA**

**modifica** **elimina**

Prezzo articolo: € 71.50

**BP1**

**3S**

**7D**

immagine non disponibile

TESSUTO: 1054  
COLORE: 000  
CORPO: 43  
COLLO: 43,00

**MODIFICA VARIAZIONI**

**MODIFICA OPZIONI**

**RIORDINO DA ORDINE 1761**

**CAPI**

**2**

**Aggiungi altra camicia** **Concludi Ordini**

# THE PROJECT





## Retail Features - Orders Management



**ALESSANDRO GHERARDI** Ordine SuMisura Online » Concludi Ordine

Etichetta  Corpo  Collo  Polso  Bottone


[torna al riepilogo d'ordine](#) Cliente selezionato: 43 NEGOZIO

Etichetta	Corpo	Collo	Polso	Bottone
PERSONALIZZATA	 BP1 <a href="#">modifica</a>	 3S <a href="#">modifica</a>	 7D <a href="#">modifica</a>	 <a href="#">modifica</a>

**ARTICOLO**

Tessuto:

Colore:  [CHECK](#)

  
1029

**TAGLIA**

Corpo:  ▼

Collo:  ▼  ▼

# THE PROJECT

## Retail Features - Orders Management



**INIZIALI**

Cifre  Altro  Colore

Macchina  
 Mano  
 Corsivo  
 Stampatello

Davanti  Polso Sx  Polso Dx

Numero Capi

Alessandro Gherardi - GHERARDI S.r.l. © 2014

Via C. Coupers, 11 52036 Pieve Santo Stefano AR - [commerciale@alessandrogherardi.com](mailto:commerciale@alessandrogherardi.com) - Tel.0575/797501 - Fax 0575/798072

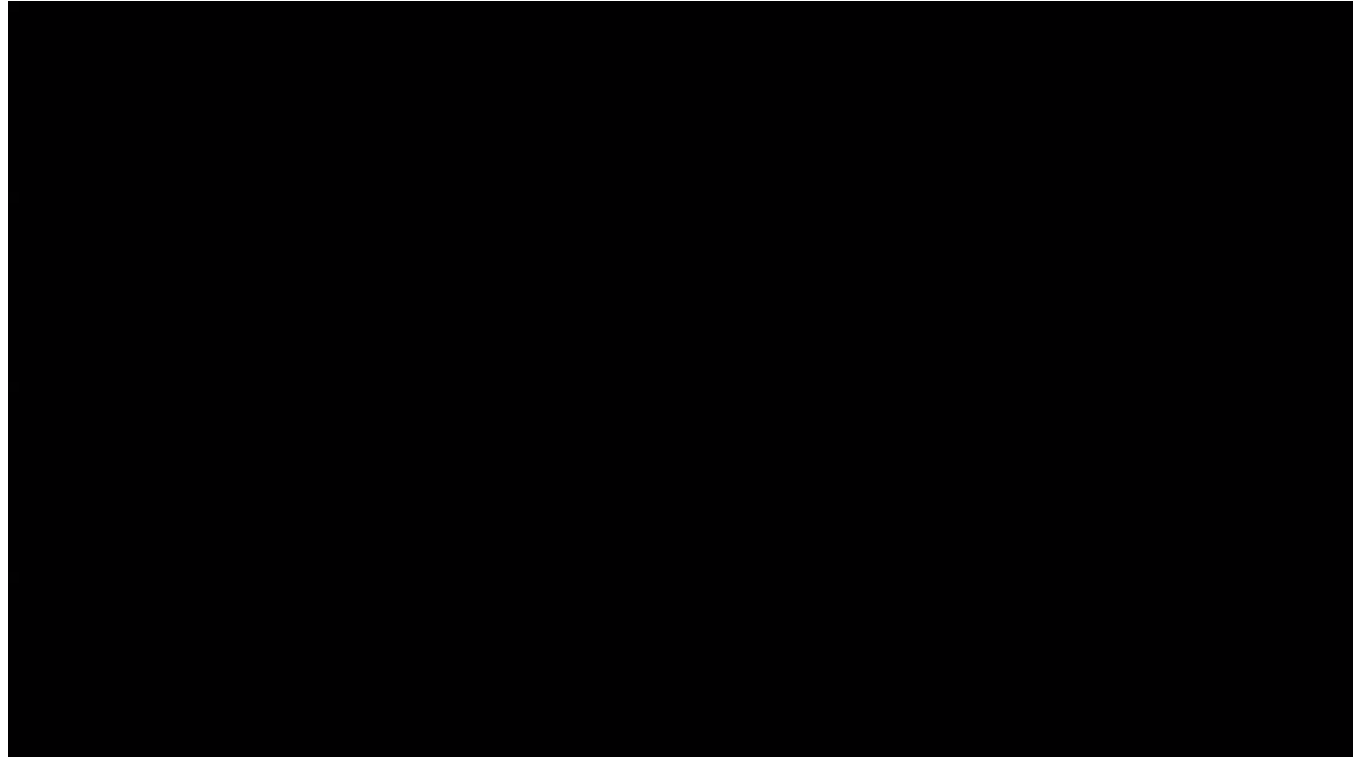
As soon as the order is confirmed, it is sent to our management system 4Season of SYS data. The system processes the order and sends it to the M.t.M. system, a Gerber CAD program to realize the pattern.

The production cycle of a Made to Measure shirt begins now...

# ALESSANDRO GHERARDI E-SHOP



# ALESSANDRO GHERARDI TAILOR MADE NFC





Tailor Made NFC solution is an “ALESSANDRO GHERARDI” exclusive.





ALESSANDRO  
GHERARDI

<https://www.alessandrogherardi.com/>

S@it

<http://www.saitweb.it/>



1trueid

<http://1trueid.net/>

Thanks for your Attention!