Alessandro Gherardi "Tailor-made" NFC
Linking Customer Experience & Future Sales

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Software Solutions and RFID Technology

Carlo Carminati
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 RFD

TRACK AND TRACE
Management of the traceability and control of the grey market

RETAIL
Receipt, inventory, sales and anti-theft management through RAIN RFID

CUSTOMER EXPERIENCE
Solutions for the relationship with the end customer
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 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.
High Quality Shirts Manufacturer

Andrea Gobbi
During the production phase an NFC 1TrueID tag is sewn under the brand label of the shirt.
The 1TrueID® NFC tag is initialised with unique single-shirt data.

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

Ale

ssandro

Gherardi

su misura

su misura

card rivenditore

conoscere le sfere di interesse dell'utente Gherardi

per valore i dettagli dell'ordine

e confermazione una unica

ALESSANDRO

GHERARDI

[Images of mobile devices and a shirt]
# THE PROJECT

**Retail Features - Orders Management**

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THE PROJECT
Retail Features - Orders Management
THE PROJECT
Retail Features - Orders Management
The production cycle of a Made to Measure shirt begins now…

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…
Tailor Made NFC solution is an “ALESSANDRO GHERARDI” exclusive.
Thanks for your Attention!

https://www.alessandrogherardi.com/

http://www.saitweb.it/

http://1trueid.net/