

ROSY BLUE JEWELS MAKE THEIR RFID DEBUT WITH TAGIT ICE

Rosy Blue Jewellery is a leading diamond and jewellery manufacturer in the region and around the world, having operations across fourteen countries.

Gold and diamonds pass through the hands of Rosy Blue at all stages of the jewellery life cycle. Rosy Blue Diamond jewellery unveiled their successful RFID initiative in the Dubai International Jewellery Week. The rosy blue stand in the exhibition had 7000 tagged items which were all counted on the hour every hour by TAGIT RFID Mobile Unit.



(left to right) Mr. Varun Hingorani, Director TAGIT, Mr. Rihem Mehta Director Rosy Blue and Mr. Hassan Bin-Jamil, Director TAGIT (Holding the TAGIT Mobile Stock Counting Unit)

The Challenge: The jewelry

industry inherently has high net worth operations. All items involved in the supply chain from raw materials to finished good are high dollar value items. In Rosy Blue Diamond Jewellery Division, Dubai a stock count had to be done on a store room with about 20,000 items. All items could not be counted at once so often stock count was carried on smaller lots. For a comprehensive count usually staff had to come after office hours and stay in through the night.

Items for customer viewing in numbers of 100 – 200 pieces were mostly taken out of safe room and brought back. A detailed item count was not possible due to frequency of customer visits and time constraints.

The Solution: TAGIT RFID Solutions developed, implemented and commissioned a full inventory management system TAGIT ICE. TAGIT ICE is a complete RFID based solution for Diamond Jewellery which integrated seamlessly into the clients existing ERP. The items started being tagged with



RFID labels that were encoded using an RFID printer. The tagged items were placed in the safe room. The stock in the safe room is now read using an industrial antenna connected to Tagit Mobile Reader.

The outgoing and incoming consignments are also read and verified within seconds using TAGIT Consignment Box. The TAGIT Consignment Box is an RF Shielded platform which allows the users to put up to 10 trays of diamond jewellery carrying about 6 pieces each. Equipped with two circularly polarized patch arrays the items are counted in split seconds and tag data populated in the computer screen. The consignment box is the first specialized RFID device in the world which is fully compatible and integrate-able without any hassle.

Client's Experience: The ROI for company is great. From the implementation of RFID across the operations the aggregate results offer great insights on improving the supply chain response.

In the event of an inventory check procedure, a fully automated RFID system is expected to contrast vastly from a manual operation. Semi automated system such as a software solution equipped with bar-coding capabilities will inch closer but bear in mind with barcode, it will still take a second for each scan discounting the misses.

As a scenario RFID scanning will take 5 - 10 seconds to detect 200 jewelry items versus a manual procedure which will take between 30 to 40 minutes

The impact of stock loss and stock misplacement is great on the manufacturer. The ease to count and verify stock brings an opportunity to better plan and manage inventory. It also helps identify dead stock, fast moving items and overall improve the company's supply chain response. Sometimes items being placed in a location in the warehouse where they can not be easily spotted would cause havoc. A piece as small as an earring or a ring falling down, makes it difficult to know what has gone missing.



“As a wholesaler, we have thousands of pieces in stock with complete sample lines of each & every brand and unbranded jewellery. During a stock audit it used to take 3-4 days to manually scan each & every item. With the new TAGIT RFID system we can do the same job in a few hours with 100% accuracy”, says Mr. Rihen Mehta, Director, Rosy Blue FZC.

About TAGIT RFID Solutions: TAGIT specializes in being able to simplify, mould and package RFID technology into people friendly, business optimizing products, products in Dubai, UAE and Middle East. At TAGIT special attention is paid in gathering customer requirements in order to focus on developing easy to use application that minimizes laborious/tedious tasks involved in the day to day operations of a business. More info can be found at www.tagitglobal.com