

Clothing and shoe anti-counterfeiting traceability

With the competition and incentives in the e-commerce industry, some immeasurable merchants are selling counterfeit and inferior products in order to save costs. How can we curb this phenomenon? A long-standing anti-counterfeiting clothing industry product traceability solution to help you.

Industry characteristics The competition in the clothing industry is becoming increasingly fierce. The clothing industry highlights the importance of information in various supply chain links such as management, material ordering, production, and sales. The introduction of supply chain information code system has become a focus of information technology for clothing enterprises. In recent years, fraudulent activities in the clothing industry have been repeatedly banned, and counterfeit and inferior products have been repeatedly banned. Selling counterfeit products at low prices, impacting sales of genuine products, and eroding corporate profits and profits; Poor quality, damage to the brand image of the enterprise, and even affect the development of the enterprise.

Product traceability solutions for the clothing industry The clothing industry product traceability solution uses an electronic tag writer to write important attributes and production information of a single piece of clothing, such as name, item number, fabric, lining, washing method, product number, inspector, production line, production equipment, production personnel, etc., into the corresponding electronic tag or clothing industry product traceability system during the production process. Through this method, the product production process and quality traceability are achieved.

The clothing industry product traceability solution provides each piece of clothing with a unique electronic label that is difficult to forge, effectively avoiding counterfeit behavior and effectively solving the anti-counterfeiting problem of branded clothing. When the inbound cardboard boxes pass through the inbound scanning channel, the label is scanned by a reader, so that the clothing industry product traceability system records the quantity and number of clothes for each cardboard box.

What are the advantages of product traceability solutions in the clothing industry

1. Warehouse management: The clothing industry product traceability solution determines the entry of clothing into fixed storage locations through location label information.
2. Outbound management: Collect clothing outer box labels, upload shipment information, and determine clothing outbound.
3. Inventory statistics: The clothing industry product traceability solution achieves automatic inventory counting through automatic collection equipment.
4. Transfer and transfer: This operation does not add or subtract inventory goods, but completes the transfer of goods by reading and modifying the location information of clothing cardboard box labels.
5. Out of stock alarm: When a certain product is in short supply in any warehouse, not only can it automatically prompt an alarm, but it can also be subdivided into details such as product type, color, size, etc.
6. Report analysis: The clothing industry product traceability solution provides functions such as inventory turnover analysis and warehouse utilization analysis, and can provide alarm prompts for stranded goods.

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