



FOR IMMEDIATE RELEASE

July 28, 2011



CONTACTS:

Ron Margulis
VICS Item Level RFID Initiative
Phone: 908-272-3930
Email: ron@rampr.com



Anne Kothawala
Retail Council of Canada



Phone: (416) 922-6678
Email: akothawala@retailcouncil.org



Retail Council of Canada Joins VICS Item Level RFID Initiative



LAWRENCEVILLE, NJ & TORONTO – The Retail Council of Canada (RCC), Canada’s largest trade association for retail merchants, today announced it is supporting the VICS Item Level RFID Initiative (VILRI), a group of advocates for the use of EPC-enabled radio frequency ID in the retail supply chain. RCC joins American Apparel & Footwear Association, Council of Supply Chain Management Professionals, GS1 Canada, GS1 US, National Retail Federation and Retail Industry Leaders Association as a sponsoring trade association member.

“It is clear to industry leaders in Canada that RFID is playing an increasingly important role in the retail supply chain. Our members rely on the RCC to provide them with insight on the latest business and technology developments, and our sponsorship of VILRI is intended to help them understand the value of item level RFID using the EPC standard,” said Diane Brisebois, President and CEO of the RCC.

Sponsoring associations provide strategic and tactical support to VILRI, have representatives on the Initiative’s committees and enable communications on the Initiative’s progress to their members.

“We are very pleased the leading retail trade group in Canada is supporting VILRI. Together with other sponsoring trade associations, RCC will provide important resources and access to communicate the benefits of EPC-enabled RFID to a growing audience across North America,” said Art Smith, President & CEO of GS1 Canada and Co-Chair of the VILRI Outreach and Communications Committee.

About Retail Council of Canada

Retail Council of Canada has been the Voice of Retail in Canada since 1963. We speak for an industry that touches the daily lives of Canadians in every corner of the country — by providing jobs and career opportunities and by investing in the communities we serve. RCC is a not-for-profit, industry-funded retail association representing more than 45,000 store fronts of all formats across Canada, including department, specialty, discount, independent and franchise stores and online merchants. RCC has offices in Halifax, Montreal, Ottawa, Toronto, Winnipeg, Edmonton and Vancouver.

About the VICS Item Level RFID Initiative

The VICS Item Level RFID Initiative (VILRI) is an inter-industry group of the country’s leading retailers, suppliers, industry associations, academics and solution providers dedicated to quantifying the benefits of item level RFID and exploring how it can improve business processes throughout the retail value chain. VILRI foresees the evolution of global supply chain efficiency through the adoption of item level EPC-enabled RFID technology, which will foster innovation, improve business processes and enhance consumer experiences. VILRI is open to members and affiliates interested in becoming involved in this exciting and strategic juncture in retail history. The initiative is supported by American Apparel & Footwear Association, Council of Supply Chain Management Professionals, GS1 Canada, GS1 US, National Retail Federation, Retail Council of Canada, Retail Industry Leaders Association and Voluntary Interindustry Commerce Solutions Association. Additional information is available at <http://www.vics.org/ILRI/>.

###