RFID
JOURNAL
VIRTUALLY
LIVE!
SEPTEMBER 30 - OCTOBER 1, 2020

Ceramics Manufacturer Gains Efficiency with RFID

Varaldo, Ana Carolina

Production Manager

- Production Engineer
- Postgraduate in Business Management
- Current Position: Industrial Manager at Porto Brasil Ceramics

email address:
ana.varaldo@portobrasilceramica.com.br

The Company – Porto Brasil Cerâmica

- Founded in 1998, in Brazil
- Tabletop ceramics manufactures in Brazil
- 22,702.5 m² in total built-up area
- 488 employees
- Productive Capacity: 13 MM pieces per year
- Revenue growth in excess of 30% per year
- More than 3,000 Skus in the portfolio

The business need

1º Inventory Accuracy

2º Improve Order Process

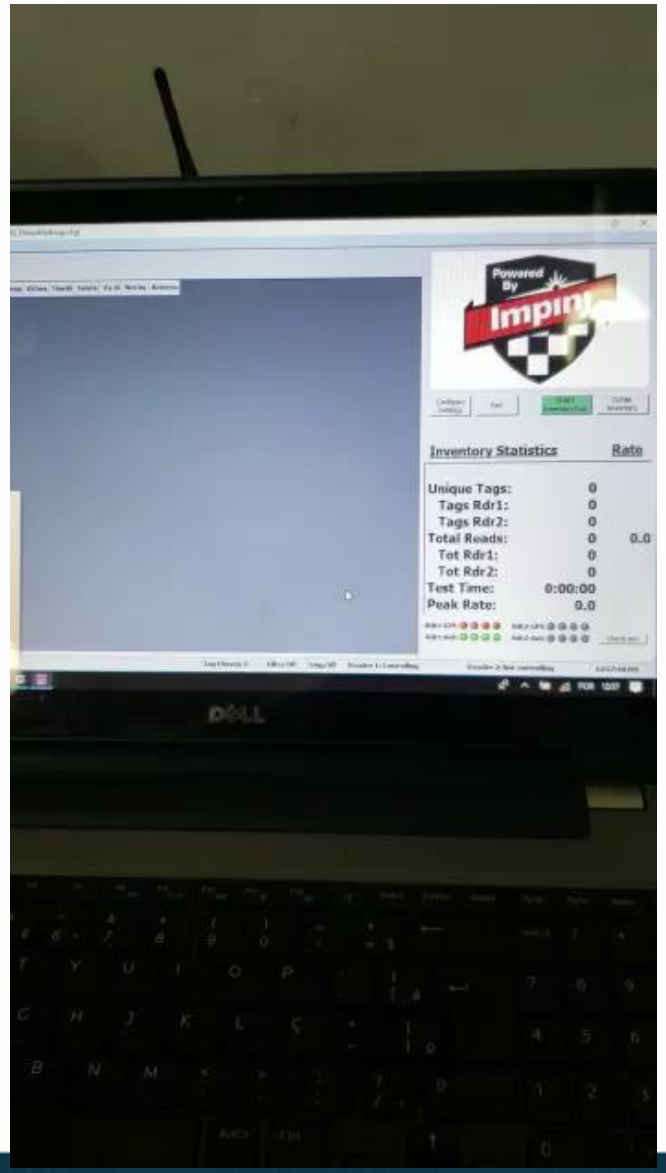
RFID in Each Piece

- Ceramic Reflective Effects could block the sinal emited by the antenna
- Results:

- 2898 Tags read in 30 seconds

- Each tag – Represent 2.5% of the total production cost

- The Project was considered financially unviable



RFID on Carton

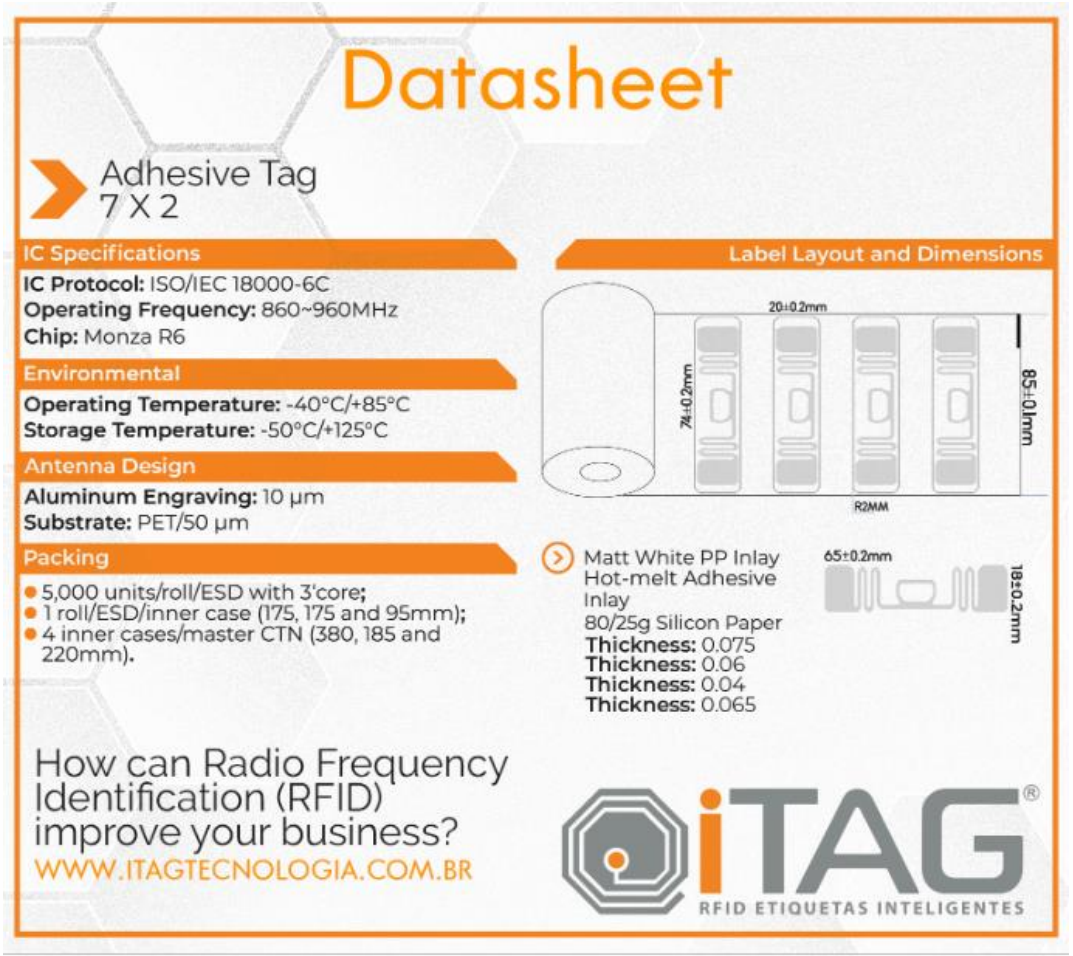
- We decided to use 1 tag in each carton
- The cost of the tag was spread over 6
- The existing Technology : Bar Code
- Long time
- Increase Losses
- Reading errors
- Tags printed in the packaging process

Implementation

	July /2019	Aug/2019	Sept/2019	Oct/2019	Nov/2019
Process Mapping					
ERP integration					
Implementation					
Tests					
Equipment Adjustments					

Type of RFID

- Partner : ITAG Tecnologia
- Passive 915 Mhz
- Middleware iTag iPrint
- Chip **Impinj** Monza R6

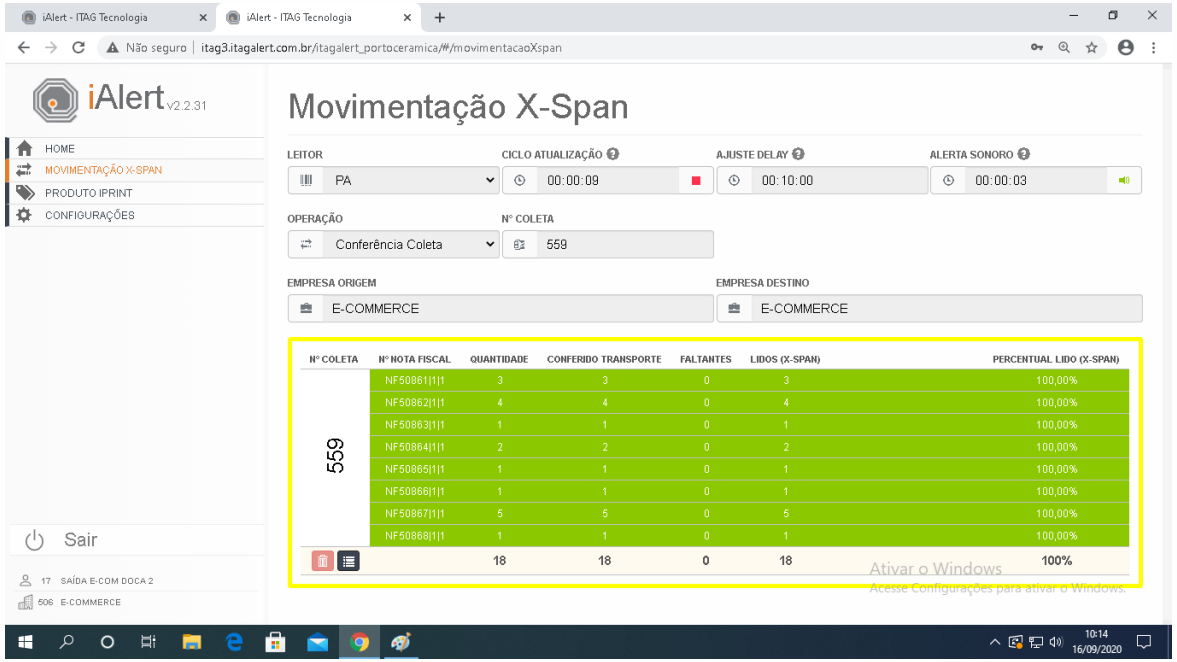


What does RFID do in Porto Brasil?

- Pallet Read: 40 minutes to 1 minute
- No more missing itens on orders
- The gate has 4 fixed reader (Zebra FX7500)

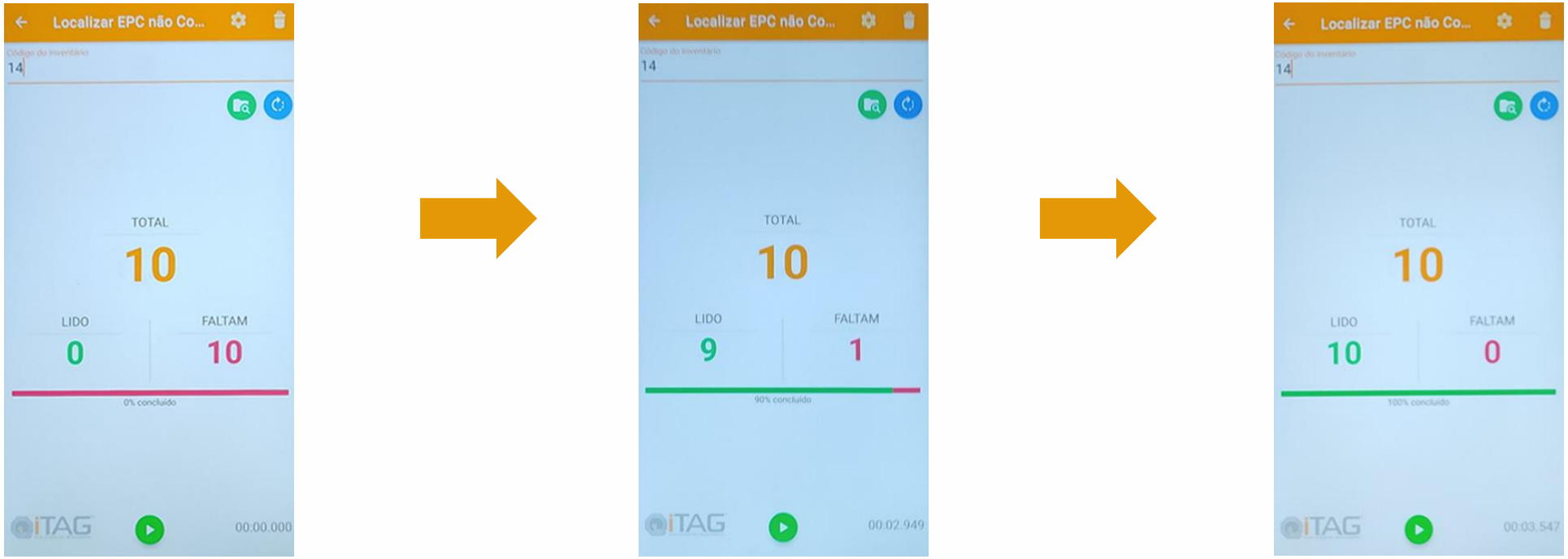
What does RFID do in Porto Brasil?

- Check before shipment of goods



What does RFID do in Porto Brasil?

- Rotating inventories in the warehouse
- Handheld readers scream



Issues

- E-commerce orders – no benefits (.Bat)
- Tags costs
- Exchange variation impact
- Customers do not use technology
- Technology still does not add value to the product

Benefits

- Inventory accuracy now is 99%
- Reduce Overstock
- Increse efficiency
- Reduction of 4 people in the department
- Improve quality of service while reducing time needed
- Perfect Order Fulfillment
- Customer confidence

Future

- The return on investment has not yet been achieved. We expect to achieve the ROI in 2 years

- Next Steps :

- Implement self-checkout in our physical store
- Transform the tag into a vehiche for product information
- Improve the Asset visibility went from it's "on Warehouse One" to it's in "Lot 2, Row 3, Spot 45"

THANK YOU

RFID JOURNAL VIRTUALLY LIVE!