



NEWS RELEASE

Mexico City's Common People uses RFID technology to deliver a premium, interactive shopping experience to retail customers

(UPM Raflatac, Tampere, 22 November 2010) – UPM Raflatac and Digilogics SA. de CV. are pleased to announce their partnership with Common People, an exclusive retailer in Mexico City, Mexico, that serves not only as a showcase concept store for the city's best art and design, but also as a real-life demonstration of how RFID technology can transform customer-facing retail processes. Common People is the first independent merchant in Mexico to implement a comprehensive item-level RFID solution that uses interactive sales tools to cross-sell and up-sell merchandise, both in individual departments and in smart fitting rooms, while providing the store's owners and micro-retailers with rich insights into customer behavior and preferences.

Located in an historic California colonial-style mansion on Emilio Castelar Street in the exclusive Polanco neighborhood of Mexico City, Common People offers a thoroughly uncommon shopping experience. Visitors can browse amongst carefully curated luxury goods from 40 leading brands, including global designers Caroline Herrera Bridal, Comme des Garçons, Dior and Prada, as well as select national designers. The store features a wide array of different departments operated by individual micro-retailers, who sell unique and limited-edition goods in an intimate retail environment that has been outfitted with custom art, furniture and shelving.

All goods are unobtrusively tagged with UPM Raflatac UHF RFID tags, including ShortDipole hangtags, which are used for apparel; ShortDipole tags, which are used for books and shoes; Trap tags, which are used for media, books, jewelry and cosmetics; and Web tags, which are used for sunglasses. Implementing item-level tagging not only streamlines inventory taking, goods restocking and checkout processes, but also enables the delivery of a personalized shopping experience to the store's customers.

The RFID solution, which was designed and integrated by Digilogics, includes two RFID printers from Zebra Technologies Corporation; a hand-held RFID reader and two RFID-enabled point-of-sale stations from Convergence Systems Limited; inventory management software from EnaSys, LLC; and interactive sales tools from 5Stat, including a smart display and fitting room.

The smart display offers an interactive mirror that provides product information and a built-in camera customers can use to take pictures and e-mail them to others for shopping advice. Meanwhile, the RFID-enabled smart fitting room is outfitted with an interactive touchscreen that allows shoppers to scan goods for additional product information, browse complementary items and electronically request that additional merchandise be delivered for their review. These requests are sent automatically to sales employees' PDAs, enabling them to deliver superior customer service. The integrated RFID solution not only provides data on current inventory positions and item sales, but also which goods were handled, but not purchased. These insights allow Common People's owners and micro-retailers to optimize their purchasing and merchandising strategies on an ongoing basis.



NEWS RELEASE

“Common People uses RFID technology to transform contemporary retailing,” says **Luca Pastorello**, Partner, Digilogics S.A. de C.V. “Far more than just an inventory management tool, RFID technology can be used to deliver a high value browsing experience and support shopper decision making, resulting in higher product sales and lasting customer loyalty.”

For further information, please contact:

Mr Jan Svoboda, Sales and Marketing Director, Americas, RFID, UPM Raflatac, tel. +1 805 312 4679

Mr Luca Pastorello, Partner, Digilogics S.A. de C.V., tel. +52 555 280 6647

Ms Monika Biringer and Mr Max Feldman, Common People, tel. + 52 555 281 0800

About UPM Raflatac

UPM Raflatac, part of UPM’s Engineered Materials business group, is one of the world’s leading suppliers of self-adhesive label materials and the world’s number one producer of HF and UHF radio frequency identification (RFID) tags and inlays. UPM Raflatac has a global service network consisting of 13 factories on five continents and a broad network of sales offices and slitting and distribution terminals worldwide. UPM Raflatac employs 2,600 people and made sales of approximately USD 1.3 billion (EUR 0.95 billion) in 2009. Further information is available at www.upmrfid.com.

About Digilogics

Digilogics S.A. de C.V., a Mexico-based labelstock converter, creates radio frequency identification (RFID) solutions for process-intensive industries including retail apparel, government services and supply chain management, among others. The company’s mission is to become the leading RFID label provider in Mexico by developing customized solutions for industry customers that deliver exceptional quality, performance and ROI. Digilogics’ partners include RFID manufacturers and solution integrators 5Stat, Convergence Systems Limited, EnaSys, LLC, Impinj, Rush Tracking Ltd., UPM Raflatac and Zebra Technologies Corporation. For more information, please visit www.digilogics.com.mx.

About Common People

Common People is an innovative RFID-enabled concept store located in an historic California colonial-style mansion on Emilio Castelar Street in Polanco, one of the most exclusive shopping neighborhoods in Mexico City. The first independent retailer in Mexico to deploy a comprehensive RFID-enabled inventory management and interactive sales support system, Common People serves as a showcase for the city’s most talented young artists and designers, as well as limited-edition luxury goods from global brands. Common People’s thoroughly uncommon goods are displayed in unexpected, exciting ways throughout the store and are all tagged with UPM Raflatac UHF RFID tags, facilitating the delivery of a superior shopping experience and optimizing key retail processes. Common People is operated as a partnership between owners Monika Biringer, Max Feldman and Luca Pastorello of Digilogics S.A. de C.V., an RFID labelstock converter. For more information, please visit www.commonpeople.com.mx.