

WHAT HAVE YOU LEARNED BY USING eBIZ?

Crocs participated together with CLAVEI in the European eBIZ project, to **specify a common data language between companies in the footwear sector**, and advance in the optimization of all processes, particularly in the communication between different companies.

During the course of the project, the company was able to

- **reorganize the production process**, adapting it to a new model change;
- **increase the speed of production and supply** - not only with the eBIZ standard, but also using the **RFID** (radio-frequency identification), which has allowed an automatic and more exhaustive control of goods in warehouses.

WHAT ARE THE NEXT STEPS PLANNED WITH eBIZ?

"In the future we aim to complete the implementation of RFID in all our stores, in addition to following changes in the standard and the adaptation of new formats."



About CROCS

A world leader in innovative, casual footwear, Crocs, Inc. is dedicated to the future of comfort. Their original and most famous style, the Classic Clogs, are recognized around the world. Since 2002, Crocs have sold more than 300 million pairs in over 90 countries.

Crocs shoes are comfortable and versatile, thanks to the special Closed Cell Resin Patent (PCCR) which is heated and softened by body heat and adapts to the skin. The resin is also resistant to any bacteria or fungus that cause odors in both the foot and the shoe. Unlike any other sandal, Crocs shoes protect and cover providing adequate ventilation.