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CONTACT:

Ron Margulis

VICS

Phone: 908-272-3930

ron@rampr.com

**NOMINATIONS OPEN FOR THE 2012 VICS COLLABORATIVE
COMMERCE ACHIEVEMENT AWARDS**

*15th Annual Awards to be presented June 4, 2012 in Las Vegas
Item Level RFID Awards launched*

LAWRENCEVILLE, NJ - The Voluntary Interindustry Commerce Solutions Association (VICS) today announced the opening of the call for nominations for the 2012 Collaborative Commerce Achievement Award. The industry awards will be presented at the VICS Collaborative Commerce Achievement Awards Dinner June 4, 2012 at the Aria Resort & Casino, Las Vegas. The awards and banquet ceremony are once again sponsored by Hewlett-Packard.

“The VICS Collaborative Commerce Achievement Awards have become the premier prize for supply chain enhancement in the retail channel. We encourage all practitioners and their partners to reward the innovative processes being deployed throughout the industry by nominating them for a VICS award,” said Joe Andraski, President and CEO of VICS.

“The VICS board and members also want to thank Hewlett-Packard for sponsoring the awards and the banquet ceremony for the last five years. They are a true partner and have made the VICS awards a true industry tribute.”

Companies can nominate a team, a department or a trading partner for their efforts in bringing excellence and innovation to supply chain collaboration in the following categories:

- **Retail Excellence** - presented to a retail company that has developed or adopted internal

systems and practices that have resulted in enhanced supply chain efficiency, improvements in customer service, reduced costs, or increased speed to market by working collaboratively with trading partners to create true end-to-end supply chain integration.

- **Supply Side Excellence** - presented to a consumer goods manufacturer or wholesale distributor that has developed or adopted internal systems and practices that have resulted in enhanced supply chain efficiency, improvements in customer service, reduced costs, or increased speed to market by working collaboratively with trading partners to create true end-to-end supply chain integration.
- **VICS CPFR® Implementation Excellence** - presented to two companies, a retailer and supplier, which have worked collaboratively to create true end-to-end supply chain integration and cooperation utilizing VICS CPFR®.
- **VICS Empty Miles Top Contributor Award** - presented to the company that helps drive adoption through referring new subscribers and posts the greatest savings resulting from the use of the VICS Empty Miles Program.
- **Sustainability Excellence** - presented to the company that develops, executes and maintains the most innovative environmentally sustainable supply chain.
- **Best Third-Party Provider** - presented to a third-party services or systems provider that has developed and/or implemented systems and practices proven to be cost-effective and resulted in supply chain improvements.
- **VILRI Implementation Excellence** - presented to two companies, a retailer and supplier, that have implemented item level RFID processes to improve store and/or distribution center-level efficiencies and drive sales increases using EPC-enabled tools.
- **Best VILRI Solution Provider** - presented to a solution provider that has developed and/or implemented item level RFID systems and practices proven to increase supply chain efficiencies and drive sales increases.

The VICS Board of Directors is also accepting nominations for the 2012 **Roger Milliken Career Achievement Award**, which is presented to an individual who has demonstrated leadership through selfless support and utilization of VICS and GS1 standards, as well as standards committee participation. Dr. Donald Bowersox of Michigan State University received the 2011 award.

Nominations are open to retailers, manufacturers, suppliers and technology providers. All nominations must include a business challenge, business answer, technological innovation, measurable percentage-based ROI, time frame, level of difficulty and benefits. Awards finalists for each category will be notified prior to the VICS 2012 Conference and will be invited to the Awards Ceremony and Board Dinner.

The deadline for submitting nominations is **April 27, 2012**. Entries must include ALL information requested. Other details and the entry form are available at <http://www.vics.org/vics-achievement-awards-2012/#nominationforms>.

About VICS

The Voluntary Interindustry Commerce Standards (VICS) Association has enabled companies in the retail and consumer-focused industries to eliminate billions of dollars of waste and delay. By creating voluntary guidelines, often referred to as “standards,” VICS has created new best practices that ultimately lead to lower costs and better availability of products for consumers. VICS’ volunteer members improve the flow of products and information throughout retailing and the consumer-focused industries that supply retail. The Association provides leadership and an environment in which executives can make a difference in their industry, their company performance—and their personal commitment to make the world work a little bit better. VICS’ members help define the next best practices in the industries and thus anticipate and optimize business processes and costs. Additional information can be found at www.vics.org.

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