

TIME SAVINGS AND ASSET VISIBILITY AT A WHOLE NEW LEVEL!

Few stores have a history like Borsheims. From their humble beginnings in Omaha, Nebraska, to becoming a Berkshire Hathaway company with a worldwide clientele, they credit their past with helping to propel them into the future. The Borsheims store is unlike any other in the country, with a 62,500-square-foot showroom that includes expansive jewelry and watch departments, private viewing spaces, a gift gallery, and a full-service jewelry repair and design shop. For more than 150 years, they have been honored to help their customers celebrate special moments, and they look forward to celebrating many more.

Borsheims is always looking for ways to streamline operations. Inventory management is traditionally time-consuming, error-prone, and, therefore, expensive. Implementing RFID to improve inventory tracking was the right technology for Borsheims. In 2011, they started with their bridal line. Borsheims had the choice of using RFID through their POS or independently.



Devon Larsen, Director of Inventory Management for Borsheims, said, "Rareworks worked closely with us to implement the system with our priorities in mind." RFID already offered better visibility into their assets, but in 2020, the opportunity arose to increase the benefits of RFID. Borsheims had shifted to a new POS, and Rareworks had expanded its product line and benefits. These changes allowed Borsheims to track inventory faster, add color tags for distinguishing lines, and work through their new POS system. "RFID through the POS has been a game changer for us - time savings and asset visibility at a whole new level!" says Devon.



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From Susan Davidson, Chief Operating Officer of Rareworks, "We have worked with Borsheims for twelve years. They are a skilled, professional team with longevity you don't often see in this industry.

Each person makes decisions with the Borsheims mission as a guide, sharing in the special moments of customers' lives. We see it with every choice. That commitment to excellence makes them a perfect partner with Rareworks RFID."