




# Billion Dollar Brands



Which \$1B Brand is missing ?

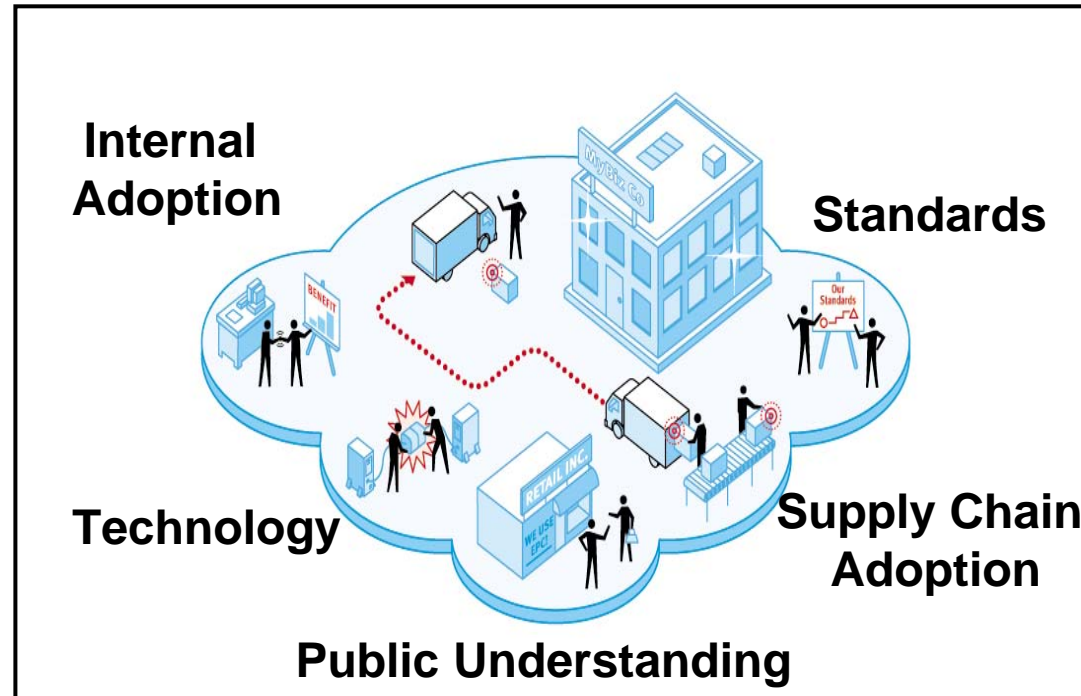
The one that is out-of-stock  
8 to 12% of the time.

# Why is P&G Interested in EPC?

- EPC is about putting the right product, in the right place, at the right time, at the right price!
  - Potential to benefit entire supply chain: consumers, manufacturers, retailers & suppliers
  - Manage inventory, prevent theft and counterfeiting, & reduce out-of-stocks
- 

# The EPC Adoption Issues – Success Depends on Collaboration, Global Standards & Affordable Technology

- **Technology Testing** – performance at the right cost is critical!
- **Supply Chain & Internal Adoption** – requires quantification of the supply chain benefits...consumer thru to supplier.
- **Standards** – requires global EPC standards development...Dual systems (EPC and non-EPC) are costly
- **Public Understanding** – Balance benefits with solutions to meet consumer needs for privacy, health/safety, etc.




# Global Privacy Objective

**Create an environment of trust and confidence...**

- ...where consumers (et.al) willingly share information so we can better meet their needs with information, services and products**



# Consumer Marketing Successes

- P&G #1 Consumer Products Company for ensuring consumer privacy (#3 overall)
  - >4% of [www.pg.com](http://www.pg.com) hits are to P&G Privacy Statement
  - >2 million subscribers to Pampers Newsletter
  - 400% growth over 2 years in [HomeMadeSimple.com](http://HomeMadeSimple.com) with <1% opt out
- 



## Company

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## Company Help

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# Your Privacy



## Corporate Privacy Information

### ▶ P&G Privacy Policy

Procter & Gamble takes pride in the high standards we set for consumer privacy.

### ▶ P&G Privacy Statement

### ▶ P&G Position on Electronic Product Coding (EPC)

Procter & Gamble is pursuing the use of EPC to create efficiencies in the supply chain. Read more.

### ▶ EPC FAQs

Learn more about EPC technology.

### ▶ Privacy News

Consumer privacy issues continue to garner a great deal of press. Follow the emerging conversation.

### ▶ EPC Technology Test Locations

Follow this link for a complete list of testing locations.

June 15, 2004



June 15, 2004

P&G Search  Go

U.S. Product Information  
 Choose a Category   
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# Your Privacy

## EPC Technology Test Locations

We are currently testing the costs and benefits of EPC technology with our retail partners at the following locations.

| Approximate dates of the test | City, state, country | Number of stores participating | Brand(s) participating in the test | Where is the tag? |
|-------------------------------|----------------------|--------------------------------|------------------------------------|-------------------|
| Now through 30 June 2004      | Minneapolis, MN      | 1 store                        | Charmin                            | Pallet/case       |
| 3 May 2004 to 31 October 2004 | Dallas, TX           | 7 stores                       | Pantene, Bounty                    | Pallet/case       |
| April 2003 to present         | Rheinberg, Germany   | 1 store                        | Pantene                            | Case/item         |

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