



The Green Tag Program

When Sustainability Meets Cost Efficiency and Performance

The Sustainable Development Goals, as formally outlined by the UN, are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to environmental degradation. All the goals interconnect and, in order to leave no-one behind, it is important that we address and achieve each goal and target.

With RFID inlays and tags being deployed in ever growing numbers in ever broader areas of applications, environment-friendly manufacturing methods and choices of materials can become a key challenge for brand owners, retailers and their suppliers in the RFID industry.

That is why innovation leader Smartrac aims to take the lead in green RFID inlays and tags, ensuring that sustainability, eco-friendliness and carbon footprint reduction can truly be achieved – through its Green Tag Program.

RFID tags typically include metal antennas and chips, glue to affix the chips to the antennas, and plastic or paper substrates to which those chips and antennas are attached. That can make it difficult to fully recycle the product, and it can also cause additional challenges when a tag is added to an otherwise recyclable product or package.

To offer compelling solutions to these challenges, Green Tags from Smartrac are produced using innovative, highly cost-efficient manufacturing processes that also require significantly fewer resources.

Key Benefits

Green Tags...

- ▶ have the lowest possible environmental impact
- ▶ are competitively priced
- ▶ meet today's customer demands
- ▶ innovate the RFID industry

Delivering on the “Green” Promise

Strict and Verifiable Green Tag Criteria

Smartrac’s Green Tag program is a true sustainability promise you can rely on, as each and every product labeled as Green Tag verifiably meets the following strict criteria:

- ▶ Plastic-free, since recyclable paper is used as the substrate.
- ▶ Antenna materials are free of heavy metals.
- ▶ No chemical etching of aluminum antennas is applied. This allows the complete recycling of aluminum residues and results in a significant carbon footprint reduction.
- ▶ Printable antennas are directly applied to recyclable cardboard.
- ▶ A minimal amount of adhesive is used for chip bonding.
- ▶ A product-specific lifecycle assessment study according to ISO14040/44 is provided.

Innovative manufacturing as the basis

To rapidly establish a comprehensive portfolio of high-performance Green Tags for RAIN RFID (UHF) and NFC (HF) products at competitive prices, Smartrac is implementing various new and innovative materials, manufacturing technologies and processes in close cooperation with key technology partners globally.

A pedigree of optimizing the ecological footprint

Smartrac is committed to providing a production concept that guarantees economical manufacturing with minimal ecological impact. With this aim in view, ISO 14001 certification has been obtained by the company’s facilities in Fletcher, USA; Guangzhou, China; Kulim, Malaysia; and Reichshof-Wehrnath, Germany. The ISO 14000 family provides practical tools for companies and organizations seeking to identify and control their environmental impact.

Smartrac offers products in accordance with the RoHS Directive (Restriction of Hazardous Substance use in electrical and electronic equipment) adopted by the European Parliament and Council. In addition, Smartrac products are halogen-free and meet these requirements according to IEC 61249-2-21 specifications.

It’s time to Go Green

For more information, please contact our sales team or visit: smartrac-group.com.

Smartrac N.V. · Strawinskylaan 851 · 1077 XX Amsterdam · The Netherlands
Phone: +31 20 30 50 150 · Fax: +31 20 30 50 155

Contact: Sales & Customer Service
smartrac-group.com/contact