

PRESS RELEASE

Superior Assurance for Customers: Smartrac achieves ARC Quality Certification

Amsterdam (The Netherlands), April 1, 2019 - Smartrac Technology Group achieves significant ARC Quality Certification by the highly regarded Auburn University RFID Lab.

Smartrac received ARC Quality Certification for the design and manufacturing of its RFID inlays and tags. The ARC Quality Certification complements ISO certification, and benchmarks all aspects of an RFID supplier's operations, including but not limited to, specific products and manufacturing processes. This is significantly important because the Auburn RFID Lab has long been known for its independent and objective testing and certification of RFID inlays and tags, thus giving customers the assurance of knowing that RFID inlays and tags are certified for purpose and will perform robustly and reliably.

"Quality is of key importance for everyone who is looking to get all the benefits from RFID tags attached to or embedded within products. We developed the ARC Quality Certification program to benchmark the quality management systems of RFID manufacturers across the entire range of their operations for the benefit of all RFID users worldwide," said Justin Patton, Director of the Auburn RFID Lab.

"The ARC Quality Certification is a pivotal achievement and motivator for Smartrac, and it reaffirms our role as an industry leader in terms of high-quality and innovative RFID transponders. We are honored to receive this Certification and we firmly believe that the ARC Quality Certification program is a major step in terms of helping RFID manufacturers better serve their RFID customers. We will continue to invest in resources and programs to support future ARC initiatives to drive further quality achievements," said Amir Mobayen, Chief Revenue Officer at Smartrac.

For more information about ARC and the RFID Lab, please visit the University of Auburn website: <https://rfid.auburn.edu/arc/>

About Smartrac:

Smartrac is a global market leader in RFID products and IoT solutions, providing both ready-made and customized offerings. We make products smart, and enable businesses to digitize, identify, authenticate, track and complement products and solutions. Our portfolio is used in a wide array of applications such as animal identification, automation, automotive, brand protection, customer experience, industry, library and media management, logistics, retail, supply chain management and many more. Leveraging our global Research & Development Centers, production and sales network, and IoT solutions platform Smart Cosmos®, we embed intelligence into physical products, empowering the ecosystem of connected things. Smartrac has its registered headquarters in Amsterdam, the Netherlands. For more information about Smartrac, visit www.smartrac-group.com, follow [Smartrac on Twitter](#) or sign up for a [quarterly newsletter](#).



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