

PRESS RELEASE

Smartrac at RFID Journal Live! 2019: Showcasing the State of Innovation and Quality in RFID Products and Solutions

Amsterdam (The Netherlands) / Phoenix (AZ, USA), April 2, 2019 - At the upcoming RFID Journal Live! trade show in Phoenix, Arizona, April 2-4, 2019, Smartrac Technology Group is showcasing its latest innovations in RFID products and solutions. At booth no. 315, the RFID and IoT pacesetter will present high-performance RAIN RFID (UHF) and NFC (HF) inlays and tags, brand protection technologies and solutions, and most recent outcomes of its Green Tag program.

On the occasion of the world's largest RFID event in Phoenix, Smartrac is focusing on strengthening and expanding its transponder portfolio, as well as showcasing live-demos of related application areas and solutions.

Eagle and Wings to take RFID to new heights

Recently launched RFID products include the Eagle and Wings inlays and tags. Eagle is a new RAIN RFID product line whose top read range and state-of-the-art UCODE® 8 chip from NXP make it a superior choice for global retail applications, while Wings inlays and tags are designed for baggage tracking in aviation and global supply chain applications, where outstanding read-range performance in a compact form factor is a key differentiator. Both Eagle and Wings have been approved by the RFID Research Center of the University of Auburn for their specific areas of application.

Most significantly, the Auburn University RFID Lab has just awarded Smartrac as the leading company to receive the ARC RFID Lab Quality Certification for RFID manufacturers. Smartrac received the ARC Quality Certification for the design and manufacturing of its RFID inlays and tags.

Sensor inlays and tags - the future has already begun

One other focus area at the show is Smartrac's sensor inlays and tags portfolio that recently achieved additional market awareness, when IC supplier and sensing specialist Axzon Inc. (formerly RfMicron Inc.) and Smartrac launched their cooperation and announced a strategic partnership. Its aim is to jointly develop and market passive RFID-based sensor technology for major industrial segments such as smart packaging, logistics, healthcare, aviation, automotive, supply chain management, and many others. These RAIN RFID sensor inlays and tags are available now with a growing number of antenna form factors and various sensor ICs, and provide flexible, state-of-the-art solutions to accurately measure moisture and temperature conditions in a wide range of applications.

Midas FlagTag® - First-class solution for on-metal applications

These RAIN RFID inlays and tags leverage an advanced design that uses the metallic surface as part of the antenna structure, ensuring superior performance in less demanding physical environments, while providing cost advantages compared to foam-based inlays and hard tags typically designed for use on surfaces in tougher industrial environments. Midas FlagTag is particularly suitable for applications like asset tracking, inventory management or process optimization in the automotive industry as well as other industrial environments.

Supporting sustainability with the Green Tag Program

During RFID Journal Live! 2019, Smartrac will also be demonstrating the latest developments of its Green Tag Program. Together with 4E Antenna AB, a Walki Group associated company and leading producer of paper-based antennas and circuits, the company just announced a technology partnership to further strengthen true sustainability in RFID products and applications.

By joining forces with 4E Antenna AB, Smartrac can now produce “Green Tags” in volume, using paper substrates and aluminum antennas which are made without any chemicals being involved. The new, green products aim to address businesses that recognize the value and importance of a truly reduced carbon footprint and greatly reduced environmental impact, in a wide number of markets such as smart packaging, supply chain management, retail and many more.

As a first outcome of the partnership, Green Tag Program compliant inlays and tags of Smartrac’s highly successful WEB inlays will be shown at the booth. The new WEB Green inlays are functionally identical to their “non-green” counterparts and are particularly suitable for item-level retail applications, offering high performance and best-in-class orientation sensitivity.

State-of-the-art technologies for brand protection

Representing its solution expertise, Smartrac is also showcasing the latest developments in its brand protection solutions. With multi-layer technologies, tamper-evident products, traceless markers and Blockchain-supported apps, Smartrac offers a broad range of customized solutions to fit the needs of virtually any brand. Initially launched in 2017, the company has now also complemented its secure authentication solution with an extensive range of invisible or forensically undetectable materials, proprietary readers and cloud-based brand protection services.

Furthermore, Smartrac also welcomes new collaboration partners to its tradeshow stand, with a focus on solution developments in key application areas. Visitors can enjoy first-hand demos of a Smart-Retail-Label Consumer Experience for brands and retailers, and they can also get insights into the underlying software platform and related dashboard analytics.

“Underlining our ability to innovate”

“Once again, the world’s largest RFID industry event shows both the vibrancy and the importance of RFID as a technology and innovation driver. Here at RFID Journal Live! 2019 in Phoenix, we are showcasing products and solutions that underline our continuing ability to innovate and give technical and commercial impetus to the RFID industry, for the benefits of our customers worldwide,” says Amir Mobayen, Chief Revenue Officer at Smartrac.

Smartrac will be showcasing the latest innovations in RFID products and solutions @ RFID Journal Live! 2019, booth# 315, April 2-4, 2019, Phoenix Convention Center, Phoenix, AZ, USA.

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, visit www.smartrac-group.com, follow Smartrac on Twitter or sign up for a quarterly newsletter.

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