

PRESS RELEASE

Smartrac Launches Grille and Fly Tags and Inlays for Demanding Industrial Applications

Amsterdam (The Netherlands), December 15, 2016 – Industry and IoT pacesetter Smartrac is introducing new Grille and Fly UHF tags and inlays based on NXP’s UCODE 7xm ICs. Designed for tagging small items in demanding industrial applications in automotive and beyond, both new product lines offer excellent performance at light and medium loads plus superior orientation sensitivity.

Grille comes with a die-cut size of 25 x 25 mm (1.0 x 1.0 in), while Fly has a die-cut size of 15 x 15 mm (0.6 x 0.6 in). These dimensions make tags and inlays of both product lines suitable for the requirements of the automotive, aerospace and pharmaceutical sectors, among others. The new products make it possible to authenticate a multitude of standard plastic parts, such as door panels, car fittings or plastic covers in the trunk.

Large memory, small sizes

Both Grille and Fly are available with the latest NXP UCODE 7xm ICs with extended memory, supporting 2 Kbits of user memory and 448-bit EPC memory. The larger memory enables larger EPC numbers, which are mandatory in the automotive industry, and can store further product data for low-cost components.

Leveraging their ICs’ superior characteristics, both new product lines offer unique TID and enable pre-serialized EPC plus parallel encoding, and provide a product status flag. Additionally, Grille and Fly can be equipped with NXP UCODE 7xm+ and NXP UCODE DNA ICs to enable parts authentication and brand protection due to their further extended memory capabilities.

Partner of choice for Smart Manufacturing

“With the new Grille and Fly tags and inlays, Smartrac is underlining its role as the RFID innovation leader and, together with NXP, positioning itself as the partner of choice for Smart Manufacturing solutions for carmakers and component suppliers,” says Lauri Hyytinen, Head of the Automotive Segment at Smartrac.

All Grille and Fly tags and inlays comply with EPC Class 1 Gen 2 and ISO 18000-6C standards. They are available as product samples and high-volume shipments in dry, wet and paper tag delivery formats as of now.

Highest standards across the product range

All inlays and tags manufactured by Smartrac are halogen free and compliant with ISO 9001:2008 Quality Management as well as ISO 14001:2004 Environmental Management, ensuring reliable and state-of-the-art products.

About Smartrac:

Smartrac is the world's leading supplier of RFID products and IoT solutions, providing both ready-made and customized offerings, suitable for a large number of applications. Smartrac makes products smart, and enables businesses to identify, authenticate, track and complement product offerings. The company's portfolio is used in a wide array of applications: access control, animal identification, automated fare collection, automotive, border control, contactless payment, electronic product identification, industry, libraries and media management, laundry, logistics, retail, public transport, and many more. Leveraging its global R&D, production and sales network, Smartrac combines physical products with its Internet of Things platform Smart Cosmos, empowering the ecosystem of connected things. Smartrac has its registered headquarters in Amsterdam, the Netherlands. For more information, visit www.smartrac-group.com, www.smart-cosmos.com and follow us on Twitter: www.twitter.com/SMARTRAC_NV.

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