

Manner and pureSpekt develop Trolley Solution based on RFID

### **Knowing, what the customer requires**

**The Finnish wheel and castor manufacturer Manner Castors is an industrial partner of the German based RFID and NFC specialist pureSpekt with the development of a UHF-RFID enabled trolley and roll container solution. The solution is to make logistical processes considerably more transparent, easier, faster, more reliable and cheaper.**

Freiburg, 26th July 2012 – „In our highly competitive market environment, it is of fundamental importance to proactively understand our customers needs and to discover where their challenges lie for their future business. “Marketing Director Jukka Manner is convinced, that the new UHF enabled roll container and trolley solution perfectly matches their customers requirements.

„With this innovative development we can offer our customers more added value“.

This is because in future with a UHF enabled roll container and trolley solution, an integrated and universal tracking and tracing system for roll containers along the logistic chain, real time data will be possible. „Customers are then in the position to optimize in a sustainable way their load carriers, as the customer is in the position to know at all times where the 'whereabouts' of their containers are“, says Jukka Manner. „This also results in substantial cost reduction, as roll containers and trolleys are no longer unused but used in an efficient manner.“

Since the mid-1990s, the Finnish wheel and castor manufacturer has been studying and testing the integration of RFID in its products. „At a very early stage we recognized the potential, however the problem was to find a suitable RFID Tag that could withstand the high demands of our very robust manufacturing processes“, so Manner.

„Two years ago pureSpekt delivered us the right RFID Tag, which in the meantime has been thoroughly tested and examined.“ We are more than happy with the attained results.

### **Preventive Maintenance, Increased Longevity and Product Management**

„The RFID/UHF enabled wheel is a solution, whereby during the production of a standard wheel a passive UHF-Tag is embedded into the wheel, hence not visible to

the eye“ explains pureSpekts CEO Charlie Purser. „The application consists for the hard and software integration as well as data collection of the 'Plug-and Play' CrossTalk-Software from the Device-Management-Software developer noFilis as well as the custom specific inlay and tag from pureSpekt which is embedded in Manners' wheel.“ The wheel can be used in wet environments and the RFID Tag is well protected against mechanical impacts. The wheel can be fixed to plastic- or metal containers e.g. postal cages/trolleys, logistic containers or shopping trolleys, and can also be fitted to an existing trolley by replacing only one of its wheels.

One of the main advantages of this solution is improved maintenance and product management. The customer benefits amongst other things from improved visibility, inventory management, the use of a tracking- and management system as well as increased availability and significant improved warehouse utilization. The installation costs are comparatively low and the Return-on-Invest (ROI) are generally reached within a short time frame.

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#### **About pureSpekt**

pureSpekt offers its customers a 360-degree RFID (Radio Frequency Identification) & NFC (Near Field Communication) perspective, thereby unlocking real RFID value for end users, consultants and businesses.

#### **Focus**

- Custom Specific Solutions
- Reseller of RFID & NFC Inlays, Tags, Readers and Antennas
- RFID OEM (original equipment manufacturer) Products - Customer Branding
- RFID & NFC Consulting and Training

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