

PRESS RELEASE

SMARTRAC presents world's thinnest UHF tag for difficult surfaces

Amsterdam (The Netherlands), 4 November, 2014 – RFID technology leader SMARTRAC has launched its new ON METAL TAG at the CARTES SECURE CONNEXIONS 2014 tradeshow in Paris. Being just 600 µm thick, this printable tag is currently the thinnest UHF tag for difficult surfaces on the market. Due to its unique features, ON METAL TAG is particularly well suited for demanding application areas such as industrial steel pallets, automotive parts and water and paint pails.

SMARTRAC's ON METAL TAG is intended for tagging metal objects and surfaces, as well as challenging non-metal objects. The tag's thin, soft and flexible structure ideally suits curved and flat surfaces, and provides converters with huge opportunities to create appealing solutions for end-users.

This printable ON METAL TAG enables applications that were not possible earlier with traditional UHF inlays, and offers the opportunity to easily print and encode the product with standard RFID printers on site. It delivers exceptional performance on metal surfaces and liquid-filled bottles, with a read-range of up to 3.5 meters. Furthermore, the tag features traceable and secure TID serialization. It is available in ETSI (for Europe) and FCC (for America and Asia) frequency bands.

SMARTRAC has leveraged its design and manufacturing expertise to develop the thinnest available ON METAL TAG, at 600µm ± 10 %, which not only protects the print heads of RFID printers, but also ensures optimum converting properties and usability. The product is delivered in wet format on a single-row 500-unit reel, with reliable adhesion for demanding surfaces. A clean gap between the tags makes it user-friendly and suitable for automated applicators, and minimizes waste at the point of use.

Tight quality control, compliant with ISO 9001:2008 Quality Management and ISO 14001:2004 Environmental Management, ensures a reliable and state-of-the-art product that meets a variety of application needs to enhance RFID usage for difficult surroundings and surfaces.

Visit SMARTRAC at CARTES in Paris (4 – 6 November 2014) at booth #4M061.

About SMARTRAC

SMARTRAC is the leading RFID technology company in the production of both ready-made and customized products and services. 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's solutions combine physical products with digitally based services to empower the ecosystem of connected things. SMARTRAC has its registered headquarters in Amsterdam, the Netherlands. For more information, visit www.smartrac-group.com, follow us on www.twitter.com/SMARTRAC_NV or [click here](#) to sign up for our quarterly newsletter.

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