



# INNOVATIVE METHODS FOR INTEGRATION OF RFID TAGS WITH PACKAGING

## Ideas on utilisation

Methodology of effective integration of RFID tags with packaging, consumer goods and carriers of intangible goods using previous printing techniques used at industrial scale.

## Potential adopters of technology

The subject of the offer is a set of methods for integrating RF tags used in RFID (Radio Frequency Identification) system with consumer goods and carriers of intangible goods that require protection, remote identification, recording and/ or systematic tracking.

## Advantages of technology

The main benefits of the application of tag integration technology using printing techniques:

- Cost-effectiveness compared to alternative chemical etching technology for copper or aluminium foil
- Increased efficiency of the packaging integration process of tag integration compared to alternative technology of chemical etching of copper or aluminium foil
- The technology is ecological
- Increased efficiency of warehouse management depending on the case, by several - several dozen percent
- Ensuring the availability of products on sale and reduction of lost revenues
- Identification and elimination of counterfeit products, limiting lost profits (e.g. according to WTO data counterfeited drugs generated 10% -30% of turnover in the market)
- Reduction of administration costs (documents), depending on the case, by several - several dozen percent.

## Market and context of technology

Possible applications: electronic supervision of articles, logistics of production, distribution and storage, document management, prevention of counterfeiting products, access control.

Target industries: retail trade, distribution of FMCG goods, medicines and clothing, machinery production, medicine production, transport and logistics.

## Preconditions in adopting enterprises

Partial change of technology approaches.