

## *smart-TEC* adds intelligence to labelling solutions

### Use of the extensive RFID/NFC product portfolios of *smart-TEC* in RATHGEBER labelling solutions

The extensive RFID/NFC product portfolios of *smart-TEC* GmbH will in future bring a certain "intelligence" to the labelling systems of Oberhaching-based RATHGEBER GmbH & Co. KG. Products from the RATHGEBER Group, the parent company of *smart-TEC* GmbH, included individual labelling solutions for marketing and technology. Already in its third generation of management, RATHGEBER produces emblems, three-dimensional logos, labels, front panels and identification plates for companies from the industrial, trade and service provision sectors. Through the integration of RFID and NFC technology, these products become "intelligent", i.e. they hold further information for the user, in accordance with the customer's individual wishes. Furthermore, they also provide the guarantee that this is a customer-specific original product.

The RFID and NFC solutions offered by *smart-TEC* can be "invisibly" integrated into almost all RATHGEBER products for the purpose of intelligent labelling. For example, if a customer reads a chip integrated into the logo using his/her mobile end device, he/she can quickly and conveniently call up a hotline, order replacement parts and access additional information regarding the purchased product. The RFID and NFC technology offers many advantages, such as time savings, process automation, flexibility and tamper-proof, invisible integration into existing products. In addition, traceability is another of the advantages of intelligent labelling solutions. Applications in the fields of access control or ticketing are being developed using RFID and NFC, as well as process optimisations in the areas of storage, logistics and production control. Examples of uses for labels in the field of marketing include three-dimensional brand logos for high quality coffee machines or luggage. Technical labelling solutions include, among others, identification plates, warning signs or badges, which can be manufactured to individual customer specification using the host of production and programming options. "The aim of the labels is 'establish a brand' and create a brand universe that reflects and guarantees the quality of the customer product to be labelled," explained Andreas Schräggle, Directing Partner of the RATHGEBER Group.

#### Photos (attached):



<integration of RFID and NFC technology of *smart-TEC* GmbH into RATHGEBER products

### About *smart-TEC*:

*smart-TEC* GmbH & Co. KG is a company belonging to the RATHGEBER Group in Oberhaching near Munich. For more than 10 years, it has been developing and manufacturing customer-specific RFID transponders. It offers products ranging from self-adhesive, printed RFID and NFC labels to robust, long-life weather- and temperature-resistant RFID transponders for the industrial sector. The majority of the RFID transponders are certified for use in explosion hazard environments. *smart-TEC* also offers comprehensive project support in cooperation with system partners.

### Our core competencies:

- Robust, durable, industry-compliant, weather- and temperature-resistant RFID and NFC transponders - including for explosion hazard environments
- Customer-specific RFID and NFC labels, printed or blank, with the most varied of chip technologies, frequency ranges and forgery- and tamper-proof features
- Comprehensive NFC expertise at our NFC Competence Centre
- Competent project consultation and support

### Want to find out more? Please contact us!

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