



Intelligent and functional workwear thanks to NFC technology by smart-TEC

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Debrunner Acifer combines quality, safety, attention to detail, design and functionality in its Bluewear product line. High-quality products such as protective workwear and backpacks become intelligent thanks to smart-TEC's NFC technology and offer Debrunner Acifer customers incomparable added value.

Debrunner Acifer AG was founded over 260 years ago, which gives it one of the richest traditions of any company in Switzerland today. Debrunner Acifer is a professional B2B trading partner for reinforcement and reinforcement technology, steel and metals, water supply and civil engineering, building services, plumbing and roofing supplies, fastening technology, tools, machines and occupational safety. Debrunner Acifer has decided to upgrade its products in the areas of protective work clothing, backpacks and tool bags with functionality and added protection. The integrated NFC technology from smart-TEC makes Debrunner's products intelligent and customisable.

The high-quality emblem with integrated NFC technology from the smart-TEC smart-CHROMOTION product range has established itself on the market in the area of protective workwear such as vests, jackets and trousers. The emblem made of robust yet flexible and individually shapeable plastic composite in the form of the Bluewear logo can be sewn onto even the most hard-wearing materials used in workwear. An NFC chip is integrated into the high-quality NFC emblem, which has a high recognition value and a pleasant feel, taking Debrunner Acifer's sophisticated range of products to the next level of digitalisation. The smart-FLEXXLINE product group offers another solution for digital brand identification. Debrunner Acifer uses this high-quality emblem for carrying bags and tool backpacks.

Special attention is paid to the emblem's sophisticated embroidery structure. The eco-friendly smart-FLEXXLINE emblem made of polyurethane is pressed onto the product surface with a special adhesive. The fusion of the NFC emblem and product surface guarantees a lasting adhesive bond.

The NFC technology integrated in both product variations enables Debrunner Acifer's customers to access information about the respective product quickly, easily and at any time via smartphone. Customers can therefore easily access article numbers, care instructions, discount and sales promotions, product information and links to websites and social media channels. This also means that Debrunner Acifer remains in contact with its customers even after the purchase.



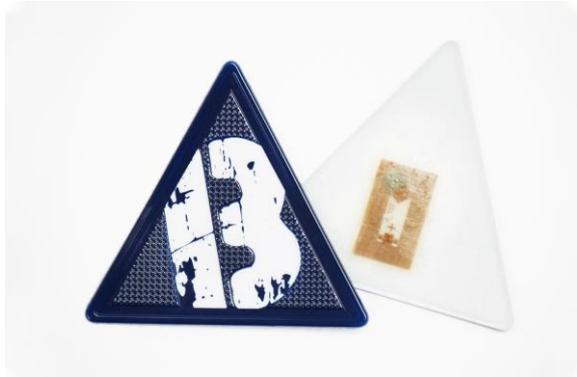
Additionally, the customer can personalise any Debrunner product marked with an NFC chip. Again, all he/she has to do is read the NFC chip with his/her smartphone. It takes just a few clicks to personalise the work jacket with information about the owner such as name, size, and type of work clothing or similar. Confusion is avoided and customer loyalty is strengthened at the same time. With the help of smart-TEC's NFC technology, Debrunner Acifer has successfully mastered the art of combining design, functionality, safety and quality.



Not only visually attractive, but also functional: smart-CHROMOTION by smart-TEC



smart-CHROMOTION emblem sewn onto high-quality workwear by Debrunner



NFC emblem from the smart-CHROMOTION series by smart-TEC

About smart-TEC:

smart-TEC GmbH & Co. KG is a company of the RATHGEBER Group in Oberhaching. For 20 years we have been developing and manufactured customer-specific RFID and NFC transponders. The spectrum ranges from self-adhesive, printed RFID and NFC labels to towards robust, durable, weather and temperature resistant transponders for the industrial sector. The majority of RFID transponders are certified for use in explosion-proof areas. In cooperation with system partners, **smart-TEC** also offers comprehensive project support.

Core competencies:

- Robuste, langlebige, industrietaugliche, witterungs- und temperaturbeständige RFID- und NFC-Transponder- auch für den Ex-geschützten Bereich
- Customized RFID and NFC labels, printed or blank, with various chip technologies, frequency ranges and forgery-proof or tamper-proof features
- Comprehensive NFC know-how in the Competence Center
- Competent project consulting and support

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