



smart Havana Club NFC glass from RASTAL with NFC technology by smart-TEC

Oberhaching, June 2019

Every day, millions of people search Google for recipes of all kinds. The Havana Club glass with Rastal Smartprint® technology makes it possible for you to mix your favourite cocktail yourself in no time at all using original recipes.

From May 2019, Havana Club fans receive a digital drinking glass for the first time as part of an on-pack promotion in food retail stores. Among other things, the glass will enable them to browse through a "cocktail library" called "Cocktail Club". Here, up to 16 different recipe ideas for cocktails with Havana Club can be accessed directly without the need for extensive searching. The consumer simply touches the mobile phone briefly against the glass with NFC reception activated to automatically access a mobile web app with the required information without any further downloads. Other applications such as the creation of a direct shopping list for freely definable numbers of people, or a newsletter subscription are also included.

This new real-time networking with consumers is made possible by the trend-setting Rastal Smartglass® concept. The Rastal Smartglass® combines a drinking glass with a NFC transponder. smart-TEC, the RFID and NFC experts from the south of Munich, supply the matching NFC technology in the form of a smart NFC label. The flexible and thin NFC labels are easily integrated into the manufacturing process. The innovative Rastal Smartprint® printing process combines the NFC transponder with the brand decoration to create an elegant result that is also dishwasher-safe. This smart upgrade opens up new ways of addressing and interacting with customers, increasing competitive differentiation and boosting consumption.



Rastal's trend-setting concept was awarded the GERMAN INNOVATION AWARD in gold. It also received recognition in the form of the Rhineland-Palatinate Innovation Award 2019. When it comes to developing specific glass designs, Rastal, a company with a long tradition, has led the way for over 100 years. Tailored to many and varied requirements, the inventor of the Brand Signature Glass develops unique design ideas for the beverage and catering trade, thus demonstrating its extensive production know-how, high glass quality and pioneering spirit in glass design.



The smart Havana Club glass with NFC technology 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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