

PANEL DISCUSSION

RAIN RFID Label Converting Essentials

Poll – Where are you on your RFID Journey?

- a) We're just learning about RFID, no experience yet
- b) My customers are asking for RFID labels, but we're not in the business yet
- c) We print / finalize labels with RFID but buy the RFID "stickers"
- d) We convert RFID labels (UHF or HF)
- e) We use RFID labels
- f) Other

Introductions



Wayne Oldham

Innovation and Sustainable
Technology Director
4id Solutions

wayne@4idsolutions.com



Axel Hess

Product Manager RFID
BW Papersystems

Axel.Hess@bwpapersystems.com



Amy Lu

Global Sales Manager
Arizon RFID Technology

Amy.Lu@arizonrfid.com



Gerald Smid

Solutions Specialist
Voyantic

gerald.smid@voyantic.com



Teemu Ainasoja

Sales Director
Voyantic

teemu.ainasoja@voyantic.com

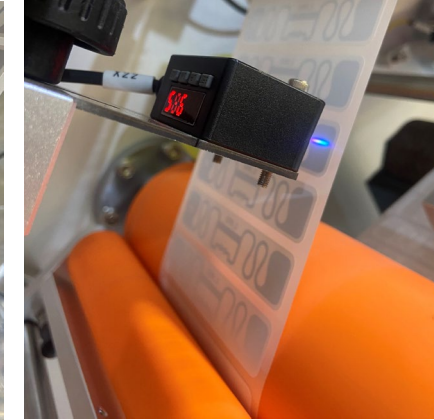


The 4id Point of Difference



Highly respected RFID converter using cutting-edge technologies

- Founded 2003, operating from a 1,400 m2 facility
- Specialise in the innovative manufacture of smart labels and flexible tags using RFID
- Wholesale manufacturer, managing the complete RFID conversion process including:
 - Performance verification / inspection
 - Insertion
 - Encoding
- Daily capacity exceeds 1 million RFID tags
- ISO 9001:2015 and 45001:2018 certified
- Committed to fostering innovation and environmentally responsible solutions for our customers around the globe



BW Bielomatik joined in 2015



PIONEER IN RFID Converting Equipment



High-speed high-quality converting

BW PaperSystems

RFID Converting Machines, Passport Machines, Banknote Sheeters, Corrugators, Flexo Folder Gluers, Folio & Cut-Size Sheeters, Ream Wrappers, Platen & Rotary Die Cutters, Exercise Book Machines

650+
Million Global firm



9 Global Manufacturing Plants

barrywehmiller

Global supplier of engineering consulting and manufacturing technology for the packaging, corrugating, sheeting and paper-converting industries, with a private investment arm targeting the capital and component equipment, and professional services sectors.

12,000+
Team Members

Unique Blend of
117+
Companies

26
Countries

\$3.0
Billion
Global Firm

200+
Locations
Worldwide in

Arizon RFID

The world's best RFID service provider

APPLICATIONS



Retail



Apparel



Library



Airline



Logistic



Footwear



Transportation



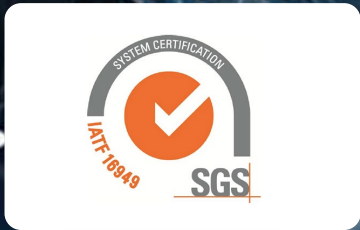
Tyre



Health Care



Metal



Voyantic

– we help companies to excel in RFID

Voyantic is the pioneer in **RAIN RFID** and **NFC** test and measurement systems

- R&D tools for RF engineers
- **Manufacturing quality control systems**
- Testing tools for deployments

Customers

- Technology providers (chips, inlays, labels, antennas,...)
- Production machine providers
- Research and education
- Testing, standardization, and regulation
- System integrators
- RFID users

- Based in Finland
- Over 90% of leading RFID companies use Voyantic systems
- Hundreds of references in academic articles
- Customers in 40+ countries on 6 continents

Agenda

- **Understanding RFID Label Buyer Needs**
- **RAIN RFID Converting Practicalities**
- **Long-term view**
- **Getting Started**
- **Q&A**

Understanding RFID Label Buyer Needs



What customers
say they want...

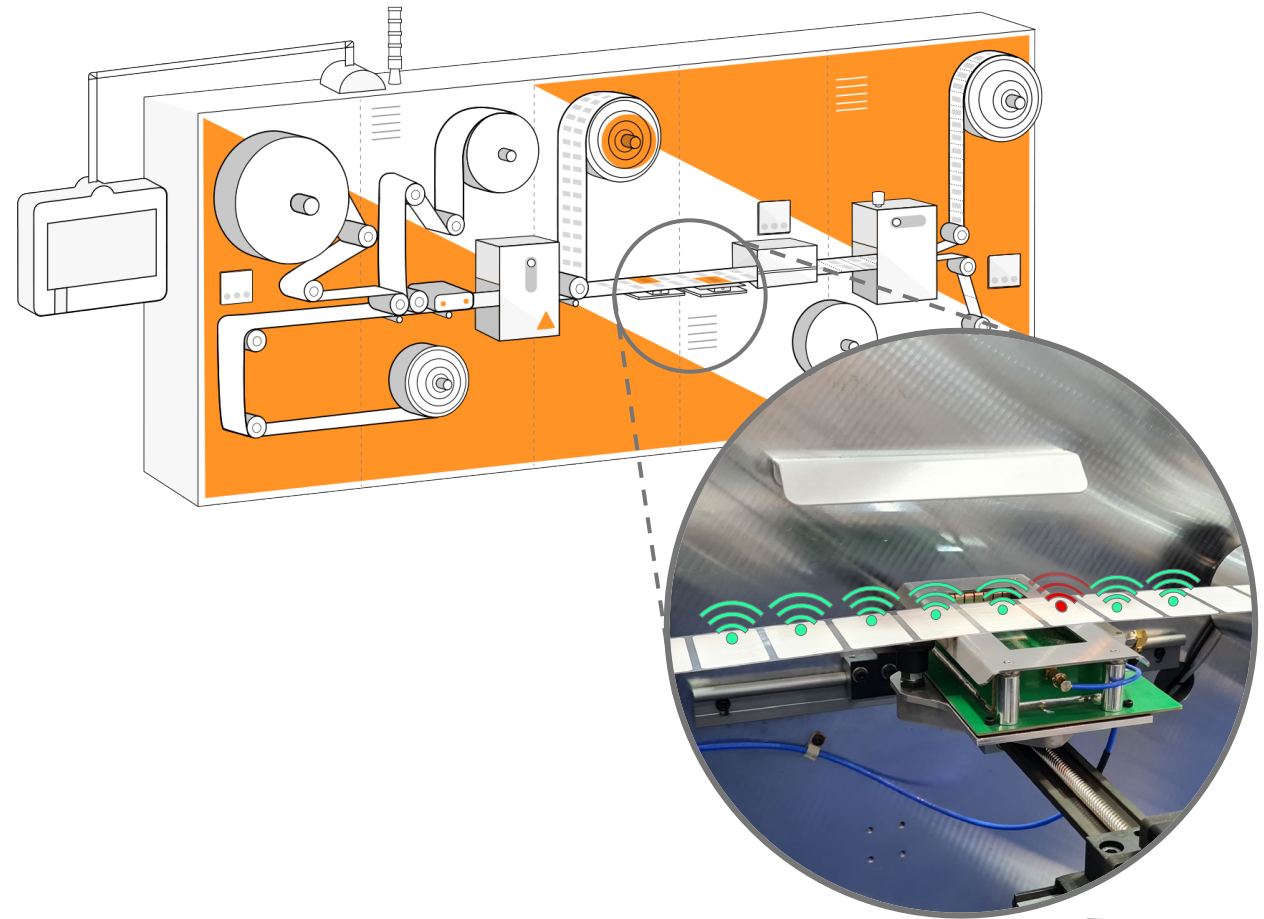


What customers
need.



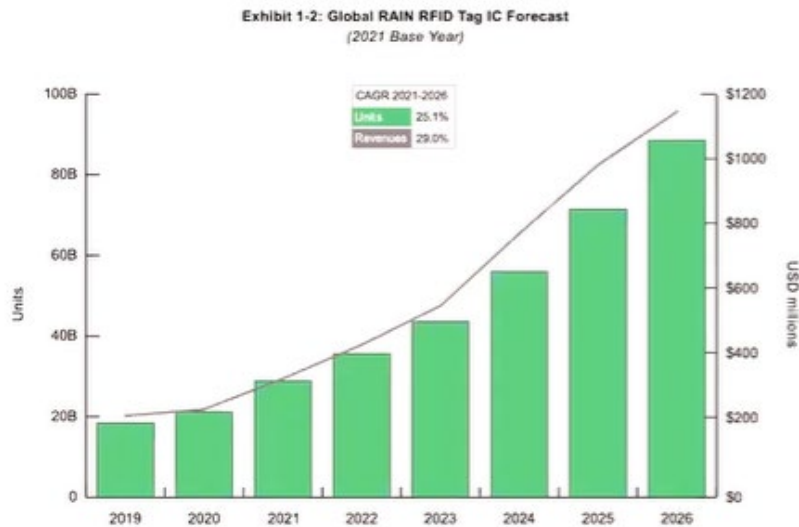
RAIN RFID Converting Practicalities

- Make or Buy?
- Investments?
- Raw materials?
- Insertion vs. converting?
- Inspection?



Long-term Considerations

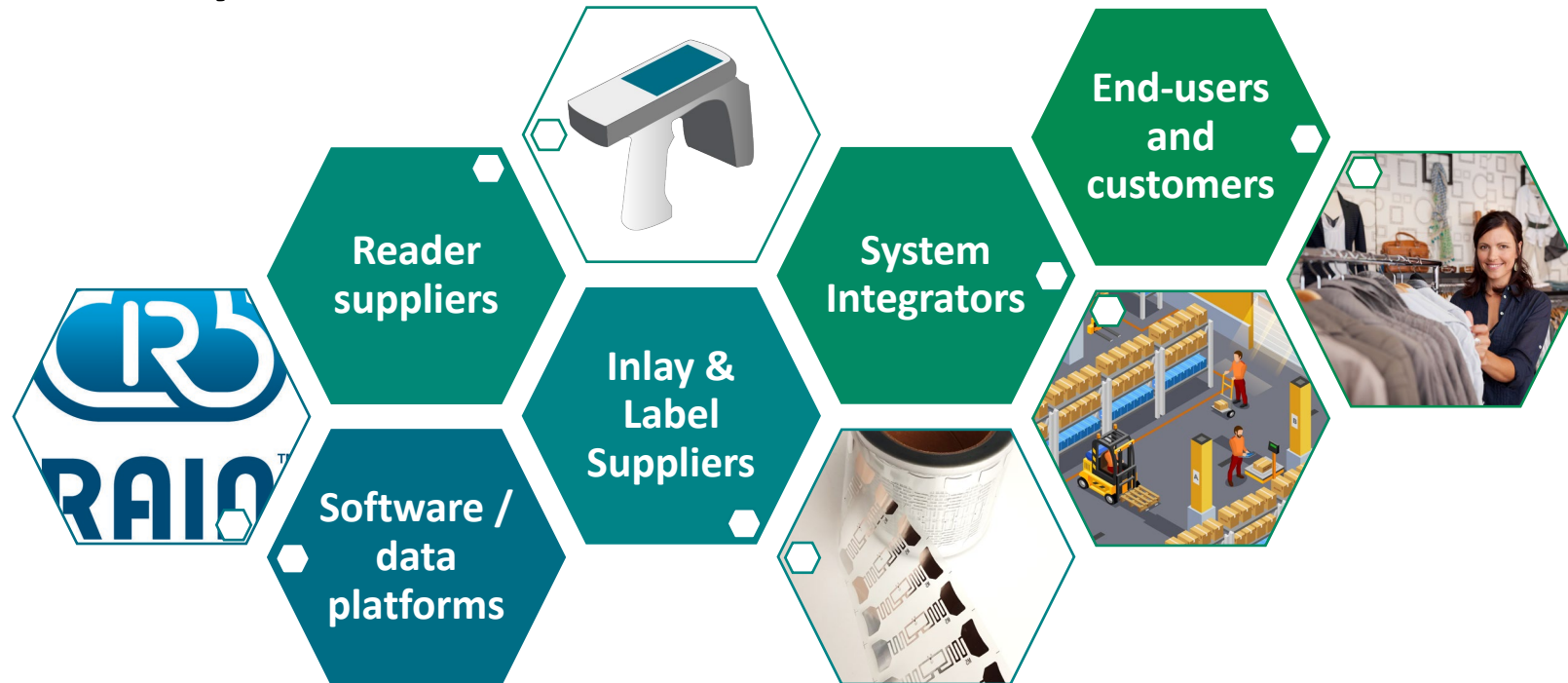
- Smart label market is growing



**RAIN RFID DEMAND GROWS
BY **OVER 10 BILLION LABELS**
EVERY YEAR!**

Getting Started – and How to Keep Going

RAIN RFID Ecosystem



Getting Started – and How to Keep Going

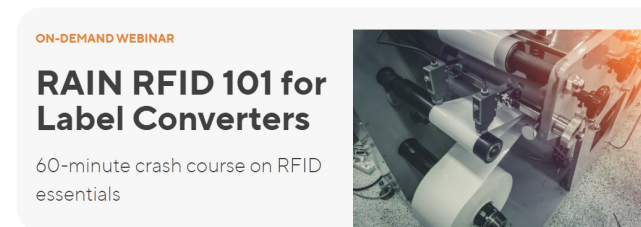
E-Book: What is RAIN RFID

<https://rainrfid.org/resources/?title=e-book&>



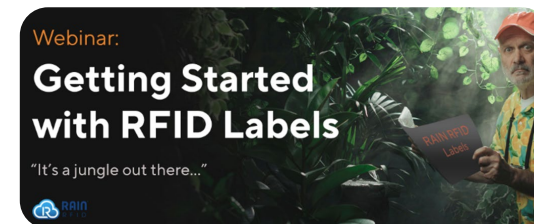
Webinar: RAIN RFID 101 for Label Converters

<https://landing.voyantic.com/rain-rfid-101-for-label-converters-on-demand>



Webinar: Getting Started with RFID Labels

<https://landing.voyantic.com/webinar-rain-rfid-label-selection-and-sourcing-on-demand>



Thank You!

- View all webinars on-demand:
<https://voyantic.com/webinars>
- Follow the Voyantic Blog for RFID industry stories
<https://voyantic.com/blog>
- Please send feedback to
marketing@voyantic.com